



BASE: ALL ADULTS AGED 18+

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 : 10th September - 16th September 2025
 Source : Ipsos (JN Q218)



Table 2
Q1P21: 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			UNWEIGHTED TOTAL
		ENG LAND	WALES	SCOT LAND	NORTH ENGL.	MID LANDS INCL.	MID LANDS	GL.	SOUTH ENGL.	OWNED	MORT GAGED	RENTED	GRAD UATE	NON GRAD UATE	FULL TIME	PART TIME	NOT WORKING	URBAN	SUBURBAN	RURAL			
Unweighted base	1000	864	161	107	216	317	259	139	255	363	291	217	452	451	451	91	412	471	340	199	1000		
Immigration/immigrants	128	288	10	29	89	94	84	30	89	120	78	110	67	215	138	39	151	128	127	73	128		
	33%	33%	21%	33%	36%	31%	33%	22%	39%	39%	27%	33%	20%	39%	30%	30%	37%	28%	35%	43%	30%		
	67	4	-	-	6	-	-	-	46	-	-	-	-	-	-	-	-	-	-	-	-		
Economy/Economic situation	165	142	9	14	24	59	51	32	35	52	62	41	78	68	89	20	56	94	45	28	188		
	36%	36%	16%	18%	36%	10%	19%	20%	23%	12%	21%	12%	23%	12%	19%	16%	13%	20%	12%	15%	19%		
	165	142	9	14	24	59	51	32	35	52	62	41	78	68	89	20	56	94	45	28	188		
Inflation/Prices	81	73	1	6	28	21	20	13	12	15	27	29	29	42	38	16	27	40	33	8	74		
	8%	8%	3%	7%	12%	7%	8%	9%	5%	5%	9%	9%	9%	8%	8%	12%	7%	9%	9%	4%	7%		
	81	73	1	6	28	21	20	13	12	15	27	29	29	42	38	16	27	40	33	8	74		
Defence/Foreign affairs/ International terrorism	40	31	3	6	9	30	7	4	12	16	13	10	17	18	21	1	19	24	9	7	46		
	4%	4%	7%	7%	4%	3%	3%	3%	5%	5%	4%	3%	5%	3%	5%	1%	5%	5%	2%	4%	5%		
National health service/hospital/ healthcare	39	34	-	5	11	9	9	3	11	8	13	17	14	21	18	5	16	11	24	4	43		
	4%	4%	-	6%	5%	3%	3%	2%	5%	3%	5%	5%	4%	4%	4%	4%	4%	2%	7%	2%	4%		
	39	34	-	5	11	9	9	3	11	8	13	17	14	21	18	5	16	11	24	4	43		
Power/Security	38	28	3	8	4	12	9	4	10	11	13	11	24	13	20	6	13	14	18	9	46		
	4%	3%	3%	4%	2%	4%	4%	4%	4%	4%	4%	3%	4%	3%	4%	1%	3%	3%	4%	4%	5%		
	38	28	3	8	4	12	9	4	10	11	13	11	24	13	20	6	13	14	18	9	46		
Taxation	34	21	1	3	4	13	11	5	2	6	10	8	8	10	18	1	5	10	10	4	28		
	2%	2%	2%	2%	2%	2%	4%	4%	3%	2%	3%	2%	3%	2%	4%	1%	1%	2%	3%	2%	3%		
	34	21	1	3	4	13	11	5	2	6	10	8	8	10	18	1	5	10	10	4	28		
Lack of faith in politics / politicians (government)	24	21	3	-	7	8	5	6	3	4	8	12	5	13	9	-	15	9	11	4	23		
	2%	2%	2%	7%	-	3%	3%	2%	4%	1%	3%	4%	2%	2%	2%	-	4%	2%	3%	2%	2%		
	24	21	3	-	7	8	5	6	3	4	8	12	5	13	9	-	15	9	11	4	23		
Housing	24	21	3	1	2	6	5	10	4	5	2	15	10	13	13	2	9	12	8	4	24		
	2%	2%	3%	1%	1%	2%	2%	7%	1%	2%	1%	4%	3%	2%	3%	2%	2%	3%	2%	2%	2%		
	24	21	3	1	2	6	5	10	4	5	2	15	10	13	13	2	9	12	8	4	24		
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	19	18	-	1	1	10	10	4	4	3	5	9	4	14	5	9	5	13	3	3	18		
	2%	2%	-	1%	-	3%	4%	3%	3%	2%	1%	2%	3%	1%	3%	1%	7%	3%	1%	2%	2%		
	19	18	-	1	1	10	10	4	4	3	5	9	4	14	5	9	5	13	3	3	18		
Morality/Individual behaviour/ Lifestyle	17	16	-	-	4	5	5	3	5	8	6	1	9	7	7	5	5	7	6	4	16		
	2%	2%	-	-	2%	2%	2%	2%	2%	2%	2%	-	3%	1%	1%	4%	1%	2%	2%	2%	2%		
	17	16	-	-	4	5	5	3	5	8	6	1	9	7	7	5	5	7	6	4	16		
Pollution/Environment/Climate change	1%	1%	-	-	2	2	3	4	5	8	2	1	8	6	4	4	8	3	9	3	17		
	1%	1%	-	-	2%	1%	1%	1%	3%	2%	1%	-	2%	1%	1%	4%	3%	2%	1%	2%	2%		
	1%	1%	-	-	2%	1%	1%	1%	3%	2%	1%	-	2%	1%	1%	4%	3%	2%	1%	2%	2%		
Pensions/Social security/Benefits	14	9	1	4	3	4	2	2	2	1	5	5	4	10	5	2	8	6	4	4	14		
	1%	1%	3%	3%	1%	1%	1%	1%	-	-	2%	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%		
	14	9	1	4	3	4	2	2	2	1	5	5	4	10	5	2	8	6	4	4	14		
Race relations	14	12	1	2	5	6	5	-	1	5	4	5	6	7	5	1	8	9	4	1	18		
	1%	1%	1%	2%	2%	2%	2%	-	1%	2%	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	2%		
	14	12	1	2	5	6	5	-	1	5	4	5	6	7	5	1	8	9	4	1	18		
Population levels/Overpopulation	12	12	-	-	7	4	4	1	-	6	1	5	1	11	2	-	10	3	3	6	8		
	1%	1%	-	-	3%	1%	2%	1%	-	2%	-	1%	-	2%	-	-	2%	1%	1%	3%	2%		
	12	12	-	-	7	4	4	1	-	6	1	5	1	11	2	-	10	3	3	6	8		
Unemployment/Factory closure/ Lack of industry	12	11	-	1	4	2	2	4	2	1	4	6	5	6	8	-	4	9	3	-	11		
	1%	1%	-	1%	2%	1%	1%	3%	1%	-	1%	2%	1%	2%	1%	-	1%	2%	1%	-	1%		
	12	11	-	1	4	2	2	4	2	1	4	6	5	6	8	-	4	9	3	-	11		
Education/Schools	1%	1%	-	-	3%	-	1%	1%	1%	2%	1%	1%	2%	1%	2%	-	1%	2%	1%	1%	1%		
	1%	1%	-	-	3%	-	1%	1%	1%	2%	1%	1%	2%	1%	2%	-	1%	2%	1%	1%	1%		
	1%	1%	-	-	3%	-	1%	1%	1%	2%	1%	1%	2%	1%	2%	-	1%	2%	1%	1%	1%		
Low pay/Minimum wage/fair wages	7	3	4	-	3	4	-	-	-	-	1	3	1	5	3	-	4	5	2	-	5		
	1%	-	-	8%	-	1%	1%	-	-	-	-	1%	-	1%	1%	-	1%	1%	-	-	1%		
	7	3	4	-	3	4	-	-	-	-	1	3	1	5	3	-	4	5	2	-	5		
Public services in general	7	7	-	-	3	-	-	3	1	4	1	-	1	4	3	1	3	3	3	1	7		
	1%	1%	-	-	1%	-	-	2%	1%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%		
	7	7	-	-	3	-	-	3	1	4	1	-	1	4	3	1	3	3	3	1	7		
Nuclear weapons/ Nuclear war/ Disarmament	6	6	-	-	2	1	1	-	3	1	-	3	2	4	5	-	2	4	2	1	7		
	1%	1%	-	-	1%	-	-	-	1%	-	-	1%	1%	1%	1%	-	-	1%	-	-	1%		
	6	6	-	-	2	1	1	-	3	1	-	3	2	4	5	-	2	4	2	1	7		
Ageing population/ Social care for the elderly	4	2	2	-	-	2	1	-	1	2	2	-	2	2	1	1	2	1	1	2	3		
	-	-	-	4%	-	1%	-	-	-	1%	1%	-	1%	-	-	1%	-	-	-	-	-		
	4	2	2	-	-	2	1	-	1	2	2	-	2	2	1	1	2	1	1	2	3		
Social media	9	2	1	-	1	2	1	-	-	1	1	-	2	1	-	1	2	2	1	-	4		
	-	-	2%	-	-	1%	-	-	-	-	-	-	1%	-	-	1%	-	-	-	-	-		
	9	2	1	-	1	2	1	-	-	1	1	-	2	1	-	1	2	2	1	-	4		
Mental health/ well-being	2	1	1	-	-	2	1	-	-	-	-	-	2	1	-	1	2	-	-	-	2		
	-	-	-	2%	-	1%	1%	-	-	-	-	-	1%	-	-	1%	1%	-	-	-	1%		
	2	1	1	-	-	2	1	-	-	-	-	-	2	1	-	1	2	-	-	-	2		
Food production/ Farming	2	1	-	1	-	-	-	-	1	1	1	-	1	1	-	1	1	1	1	-	2		
	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-	1%	-	-	-	-	-		
	2	1	-	1	-	-	-	-	1	1	1	-	1	1	-	1	1	1	1	-	2		
Local government/ Council tax	1	1	1	1	1	-	-	-	-	-	-	-	-	1	1	-	1	1	1	1	3		
	-	-	-	-	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
	1	1	1	1	1	-	-	-	-	-	-	-	-	1	1	-	1	1	1	1	3		
Nations	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	1	1	1	1	1	1	1	1	1	1	1	1		
Nationalisation/ Government control of institutions	1	1	-	-	-	1	1	-	-	2	-	-	-	-	1	1	-	-	-	-	1		
	-	-	-	-	-	-	-	-	-	-	-	-											

Table 3
Q.P101 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 ERAL DEMO CRAT (d)	REFOR M UK (e)	NONE (f)	1 (g)	2 (h)	3 (i)	4 (j)	5 (m)	PUBLI C (l)	PRIV VATE (n)	WHITE (v)	BAME (w)		
UNWEIGHTED BASE	1000	125	189	92	245	214	168	166	183	184	180	161	384	852	140	268	1000
WEIGHTED BASE	1000	111*	179	81*	256	244	191	171	190	169	157	102	466	843	153*	309	1000
	100%	11%*	18%	8%*	25%	24%	19%	17%	19%	17%	16%	10%	47%	84%	15%*	31%	100%
Immigration/ Immigrants	328	36	21	6	174	64	50	59	70	61	44	27	151	303	24	85	303
	33%	32%	12%	7%	68%	26%	26%	35%	37%	36%	28%	26%	72%	96%	16%	28%	30%
	bc w	bc		za	bce	bc								zw			
Economy/Economic situation	165	29	30	31	29	31	32	16	33	38	38	20	85	128	37	50	188
	16%	26%	17%	30%	11%	13%	17%	9%	17%	23%	24%	20%	18%	15%	24%	16%	19%
	d v	ab		ab	de					ai	ai				zv		
Inflation/Prices	81	6	22	2	6	27	15	15	7	11	14	10	45	60	20	39	74
	8%	5%	12%	2%	3%	11%	8%	9%	3%	7%	9%	10%	10%	7%	13%	13%	7%
	div	cd				cd									v		
Defence/Foreign affairs/ International terrorism	40	5	8	11	1	11	10	5	8	6	8	3	18	35	5	10	46
	4%	4%	4%	13%	*	5%	5%	3%	4%	4%	5%	3%	4%	4%	3%	3%	5%
	d	d	d	ab de		d											
National health service/Hospitals/ Healthcare	39	2	15	6	2	6	8	8	3	7	5	5	19	30	8	12	43
	4%	2%	9%	8%	1%	3%	4%	5%	2%	4%	3%	5%	4%	4%	5%	4%	4%
	d		ad e	d													
Poverty/Inequality	38	2	7	6	2	8	3	10	4	8	7	5	19	36	2	10	46
	4%	2%	4%	8%	1%	3%	1%	6%	2%	5%	4%	5%	4%	4%	1%	3%	5%
	d		d	d													
Taxation	24	4	4	1	5	9	4	3	5	6	6	3	17	17	7	9	28
	2%	3%	2%	1%	2%	4%	2%	2%	2%	4%	4%	2%	4%	2%	5%	3%	3%
	d																
Lack of faith in politics / politicians / government	24	4	4	1	4	9	5	6	3	1	1	2	7	20	1	12	23
	2%	3%	2%	1%	2%	4%	2%	4%	2%	1%	1%	2%	1%	2%	1%	4%	2%
	d																
Housing	24	5	8	2	2	5	3	9	5	2	2	2	12	17	6	7	24
	2%	4%	4%	2%	1%	2%	2%	5%	3%	1%	1%	2%	2%	2%	4%	2%	2%
	d	d	d														
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	19	1	4	-	2	12	4	8	3	3	-	3	11	17	3	9	18
	2%	1%	2%	-	1%	5%	2%	5%	1%	2%	-	3%	2%	2%	2%	3%	2%
	d				ad			am									
Morality/ Individual behaviour/ Lifestyle	17	2	2	3	2	6	3	3	4	2	3	1	6	14	2	7	16
	2%	1%	1%	4%	1%	3%	2%	2%	2%	1%	2%	1%	1%	2%	2%	2%	2%
	d																
Pollution/ Environment/ Climate change	15	-	4	1	2	-	4	*	6	3	2	1	8	12	3	3	17
	2%	-	2%	2%	1%	-	2%	*	3%	2%	1%	1%	2%	1%	2%	1%	2%
	d																
Pensions/Social security/Benefits	14	-	5	2	1	4	5	-	7	1	1	1	5	11	3	3	14
	1%	-	3%	2%	1%	1%	3%	-	3%	*	1%	1%	1%	1%	2%	1%	1%
	d								ai								
Race relations	14	-	3	1	2	3	4	2	3	1	2	1	6	13	1	3	18
	1%	-	2%	1%	1%	1%	2%	1%	2%	1%	2%	1%	1%	2%	1%	1%	2%
	d																
Population levels/ Overpopulation	12	3	-	-	2	6	1	4	4	1	1	-	2	12	-	2	8
	1%	3%	-	-	1%	3%	1%	3%	2%	1%	1%	-	*	1%	-	1%	1%
	b																
Unemployment/ Factory closure/ Lack of industry	12	-	6	-	*	4	8	-	1	2	*	-	6	4	7	7	11
	1%	-	3%	-	*	2%	4%	-	1%	1%	*	-	1%	1%	5%	2%	1%
	d						ad										
Education/Schools	11	*	5	3	-	1	-	3	2	1	3	3	5	8	3	8	11
	1%	*	3%	4%	-	*	-	2%	1%	1%	2%	3%	1%	1%	2%	3%	1%
	d			de													
Low pay/Minimum wage/Fair wages	7	-	5	-	-	-	5	-	-	1	1	2	3	4	4	1	5
	1%	-	3%	-	-	-	3%	-	-	-	1%	1%	*	*	3%	*	1%
	v		de				z		-	-					v		
Public services in general	7	1	2	1	-	-	1	3	*	1	*	3	1	7	-	2	7
	1%	1%	1%	1%	-	-	1%	1%	*	1%	*	3%	*	1%	-	1%	1%
	d											ad					
Nuclear weapons/ Nuclear war/ Disarmament	6	3	2	-	-	-	*	3	-	2	1	*	3	6	-	1	7
	1%	2%	1%	-	-	-	*	2%	-	1%	1%	*	1%	1%	-	*	1%
	d																
Ageing population/ Social care for the elderly	4	2	-	1	-	-	1	-	-	2	1	1	1	4	-	2	3
	*	2%	-	1%	-	-	*	-	-	1%	1%	1%	*	*	-	1%	*
	d																
Social media	3	-	2	-	-	1	1	3	-	1	-	1	3	1	1	1	4
	*	-	1%	-	-	*	*	1%	-	*	1%	*	*	*	*	*	*
	d																
Mental health/ well-being	2	-	-	-	-	1	2	-	-	-	-	-	1	2	-	1	2
	*	-	-	-	-	*	1%	-	-	-	-	-	*	*	-	*	*
	d																
Food production/ farming	2	2	-	-	-	-	-	-	-	1	-	1	-	2	-	1	2
	*	2%	-	-	-	-	-	-	-	*	-	1%	-	*	-	*	*
	ad											ad					
Local government/ Council tax	1	-	-	-	-	1	1	-	-	-	-	-	-	1	-	1	1
	*	-	-	-	-	*	1%	-	-	-	-	-	-	*	-	*	*
	d																
Median	1	1	1	1	1	1	1	3	1	1	1	1	1	1	1	1	1
	*	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	1
Royal Family/ Monarchy	1	-	-	-	1	-	-	-	-	-	-	-	*	*	-	-	*
	*	-	-	-	*	-	-	-	-	-	-	-	*	*	-	-	*
	d																
Nationalisation/ Government control of institutions	1	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	1
	*	-	-	-	*	-	-	-	-	-	-	1%	-	*	-	-	*
	d																
Transport/Public transport	1	1	-	-	-	-	-	1	-	-	-	1	-	1	-	-	1
	*	1%	-	-	-	-	-	*	-	-	-	1%	-	*	-	-	*
	d																
UK union/ devolution/reform	*	-	-	-	-	*	-	-	*	-	-	-	-	*	-	-	1
	*	-	-	-	-	*	-	-	*	-	-	-	-	*	-	-	*
	d																
AI / Technology	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	1
	*	-	-	-	-	-	-	-	-	-	*	-	-	*	-	-	*
	d																
Common Market/ Brexit/EU/Eurozone/ Euro	*	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	1
	*	-	-	-	-	-	-	-	*	-	-	-	-	*	-	-	*
	d																
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	d																
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	d																



Table 4
CLIPSE/02 What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 16+

	TOTAL (0)	SEX		AGE										SOCIAL GRADE										HH INCOME					UNWEIGHTED TOTAL
		MALE (0)	FEMALE (0)	16-24 (0)	25-34 (0)	35-44 (0)	45-54 (0)	55+ (0)	16-24 (0)	25-34 (0)	35-44 (0)	45-54 (0)	55+ (0)	A8 (0)	C1 (0)	C2 (0)	D0 (0)	ABC1 (0)	C2DE (0)	UP TO 24999 (0)	25000-49999 (0)	50000 PLUS (0)							
UNWEIGHTED BASE	1000	500	500	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100						
Immigration/immigrants	512	267	245	46	74	76	71	89	248	130	146	147	247	227	148	128	128	223	218	98	103	98	103						
100	51.2	26.7	24.5	4.6	7.4	7.6	7.1	8.9	24.8	13.0	14.6	14.7	24.7	22.7	14.8	12.8	12.8	22.3	21.8	9.8	10.3	9.8	10.3						
Economic/Economic situation	349	196	153	36	43	51	69	84	85	79	121	148	148	113	106	57	73	215	130	48	55	139	139						
100	34.9	19.6	15.3	3.6	4.3	5.1	6.9	8.4	8.5	7.9	12.1	14.8	14.8	11.3	10.6	5.7	7.3	21.5	13.0	4.8	5.5	13.9	13.9						
National health service/hospital/healthcare	264	95	169	26	43	52	40	53	50	69	92	103	103	75	91	51	47	186	96	35	49	96	96						
100	26.4	9.5	16.9	2.6	4.3	5.2	4.0	5.3	5.0	6.9	9.2	10.3	10.3	7.5	9.1	5.1	4.7	18.6	9.6	3.5	4.9	9.6	9.6						
Inflation/Rates	190	79	109	21	47	46	27	28	21	78	73	48	48	35	68	38	51	103	87	29	28	90	90						
100	19.0	7.9	10.9	2.1	4.7	4.6	2.7	2.8	2.1	7.8	7.3	4.8	4.8	3.5	6.8	3.8	5.1	10.3	8.7	2.9	2.8	9.0	9.0						
House	163	62	101	18	33	30	17	19	30	66	47	49	49	30	57	43	33	87	76	28	33	40	156						
100	16.3	6.2	10.1	1.8	3.3	3.0	1.7	1.9	3.0	6.6	4.7	4.9	4.9	3.0	5.7	4.3	3.3	8.7	7.6	2.8	3.3	4.0	15.6						
Defence/Foreign affairs/International relations	133	79	69	14	15	19	30	30	44	30	40	74	74	51	55	17	30	105	47	23	22	58	183						
100	13.3	7.9	6.9	1.4	1.5	1.9	3.0	3.0	4.4	3.0	4.0	7.4	7.4	5.1	5.5	1.7	3.0	10.5	4.7	2.3	2.2	5.8	18.3						
Education/Schools	132	47	85	5	16	39	21	26	13	32	60	41	41	47	46	22	21	68	48	12	25	62	137						
100	13.2	4.7	8.5	0.5	1.6	3.9	2.1	2.6	1.3	3.2	6.0	4.1	4.1	4.7	4.6	2.2	2.1	6.8	4.8	1.2	2.5	6.2	13.7						
Taxation	114	79	60	10	28	17	16	17	18	19	35	33	36	10	18	13	13	59	46	5	18	17	118						
100	11.4	7.9	6.0	1.0	2.8	1.7	1.6	1.7	1.8	1.9	3.5	3.3	3.6	1.0	1.8	1.3	1.3	5.9	4.6	0.5	1.8	1.7	11.8						
Come/Law & order/ Violence/ Terrorism/ Antisocial (anti) behaviour	105	51	53	22	18	18	17	17	13	40	35	30	30	21	36	20	29	57	49	12	22	28	93						
100	10.5	5.1	5.3	2.2	1.8	1.8	1.7	1.7	1.3	4.0	3.5	3.0	3.0	2.1	3.6	2.0	2.9	5.7	4.9	1.2	2.2	2.8	9.3						
Power/Equality	83	36	46	12	17	16	16	13	11	26	32	23	23	25	24	14	20	49	34	11	23	26	88						
100	8.3	3.6	4.6	1.2	1.7	1.6	1.6	1.3	1.1	2.6	3.2	2.3	2.3	2.5	2.4	1.4	2.0	4.9	3.4	1.1	2.3	2.6	8.8						
Lack of faith in politics / institutions / Government	81	40	40	3	15	11	10	16	26	18	21	42	42	21	23	5	32	44	37	16	12	22	88						
100	8.1	4.0	4.0	0.3	1.5	1.1	1.0	1.6	2.6	1.8	2.1	4.2	4.2	2.1	2.3	0.5	3.2	4.4	3.7	1.6	1.2	2.2	8.8						
Personal/Social security/Benefits	83	22	41	1	4	14	15	9	20	5	29	29	29	17	18	13	17	34	28	14	17	12	83						
100	8.3	2.2	4.1	0.1	0.4	1.4	1.5	0.9	2.0	0.5	2.9	2.9	2.9	1.7	1.8	1.3	1.7	3.4	2.8	1.4	1.7	1.2	8.3						
Pollution/ Environment/ Climate change	62	22	27	5	10	8	9	16	12	16	17	28	28	21	23	11	4	44	17	6	18	25	68						
100	6.2	2.2	2.7	0.5	1.0	0.8	0.9	1.6	1.2	1.6	1.7	2.8	2.8	2.1	2.3	1.1	0.4	4.4	1.7	0.6	1.8	2.5	6.8						
Public services in general	50	21	28	3	5	14	7	14	8	8	22	22	22	10	10	6	11	40	0	4	10	19	53						
100	5.0	2.1	2.8	0.3	0.5	1.4	0.7	1.4	0.8	0.8	2.2	2.2	2.2	1.0	1.0	0.6	1.1	4.0	0.0	0.4	1.0	1.9	5.3						
Unemployment/ Factory closure/ Lack of industry	50	29	20	5	12	9	9	7	9	17	18	15	15	6	16	17	11	22	28	12	11	12	49						
100	5.0	2.9	2.0	0.5	1.2	0.9	0.9	0.7	0.9	1.7	1.8	1.5	1.5	0.6	1.6	1.7	1.1	2.2	2.8	1.2	1.1	1.2	4.9						
Race relations	47	15	31	9	11	6	8	5	8	20	13	13	13	15	15	9	7	30	16	6	2	21	51						
100	4.7	1.5	3.1	0.9	1.1	0.6	0.8	0.5	0.8	2.0	1.3	1.3	1.3	1.5	1.5	0.9	0.7	3.0	1.6	0.6	0.2	2.1	5.1						
Morality/ Individual behaviour/ Lifestyle	45	16	30	1	7	12	9	10	7	8	21	17	17	16	14	4	11	31	15	6	6	19	47						
100	4.5	1.6	3.0	0.1	0.7	1.2	0.9	1.0	0.7	0.8	2.1	1.7	1.7	1.6	1.4	0.4	1.1	3.1	1.5	0.6	0.6	1.9	4.7						
Transport/Public transport	34	10	23	2	6	6	4	4	11	8	10	16	16	7	13	6	8	20	14	10	7	8	29						
100	3.4	1.0	2.3	0.2	0.6	0.6	0.4	0.4	1.1	0.8	1.0	1.6	1.6	0.7	1.3	0.6	0.8	2.0	1.4	1.0	0.7	0.8	2.9						
Ageing population/ Social care for the elderly	31	11	20	4	2	6	4	4	10	6	11	15	15	7	9	9	6	17	15	6	3	9	27						
100	3.1	1.1	2.0	0.4	0.2	0.6	0.4	0.4	1.0	0.6	1.1	1.5	1.5	0.7	0.9	0.9	0.6	1.7	1.5	0.6	0.3	0.9	2.7						
Food production/ Farming	28	12	16	1	3	6	5	4	6	13	10	18	18	6	3	3	14	8	10	8	4	5	19						
100	2.8	1.2	1.6	0.1	0.3	0.6	0.5	0.4	0.6	1.3	1.0	1.8	1.8	0.6	0.3	0.3	1.4	0.8	1.0	0.8	0.4	0.5	1.9						
Mental health/ well-being	28	10	14	1	6	7	6	5	1	7	12	7	7	3	5	7	12	8	18	2	6	8	16						
100	2.8	1.0	1.4	0.1	0.6	0.7	0.6	0.5	0.1	0.7	1.2	0.7	0.7	0.3	0.5	0.7	1.2	0.8	1.8	0.2	0.6	0.8	1.6						
Low pay/Minimum wage/Real wages	26	14	10	3	9	5	5	5	3	12	6	7	7	5	8	5	8	13	17	4	3	9	28						
100	2.6	1.4	1.0	0.3	0.9	0.5	0.5	0.5	0.3	1.2	0.6	0.7	0.7	0.5	0.8	0.5	0.8	1.3	1.7	0.4	0.3	0.9	2.8						
Common Market/ Brexit/EU/Euros/ Euro	25	20	5	4	5	3	9	3	4	13	4	4	4	6	6	6	7	12	13	3	3	10	19						
100	2.5	2.0	0.5	0.4	0.5	0.3	0.9	0.3	0.4	1.3	0.4	0.4	0.4	0.6	0.6	0.6	0.7	1.2	1.3	0.3	0.3	1.0	1.9						
Population levels/ Demographics	20	8	11	4	2	1	3	9	6	2	12	5	5	2	2	12	8	12	6	6	6	3	16						
100	2.0	0.8	1.1	0.4	0.2	0.1	0.3	0.9	0.6	0.2	1.2	0.5	0.5	0.2	0.2	1.2	0.8	1.2	0.6	0.6	0.6	0.3	1.6						
Children services / support for young people	20	2	16	3	2	6	3	5	1	5	8	5	5	8	6	4	1	14	4	1	1	8	16						
100	2.0	0.2	1.6	0.3	0.2	0.6	0.3	0.5	0.1	0.5	0.8	0.5	0.5	0.8	0.6	0.4	0.1	1.4	0.4	0.1	0.1	0.8	1.6						
Local government/ Council tax	20	13	7	2	1	6	2	2	4	10	4	4	4	10	10	6	2	7	9	2	2	2	17						
100	2.0	1.3	0.7	0.2	0.1	0.6	0.2	0.2	0.4	1.0	0.4	0.4	0.4	1.0	1.0	0.6	0.2	0.7	0.9	0.2	0.2	0.2	1.7						
Social media	17	11	6	3	2	4	3	2	6	6	5	2	2	9	3	2	12	5	2	1	2	20	20						
100	1.7	1.1	0.6	0.3	0.2	0.4	0.3	0.2	0.6	0.6	0.5	0.2	0.2	0.9	0.3	0.2	1.2	0.5	0.2	0.1	0.2	2.0	2.0						
Nuclear weapons/ Nuclear war/ Disarmament	15	7	8	1	2	4	1	5	3	2	5	7	7	2	5	3	4	6	7	5	2	4	17						
100	1.5	0.7	0.8	0.1	0.2	0.4	0.1	0.5	0.3	0.2	0.5	0.7	0.7	0.2	0.5	0.3	0.4	0.6	0.7	0.5	0.2	0.4	1.7						
International trade/trade deals	9	8	1	1																									



ISSUES INDEX SEPTEMBER 2023 (PUBLIC)

1 Oct 2025

Table 5
Q162/02 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			
	ENGLAND	WALES	SCOTLAND	NORTH ENGL.	MIDLANDS INCL. WALES	MIDLANDS	GL.	SOUTH ENGL. GL.	OWNED	MORTGAGED	RENTED	GRADUATE	NON GRADUATE	FULL TIME	PART TIME	NOT WORKING	URBAN	SUBURBAN	RURAL				
UNWEIGHTED BASE	1000	362	157	101	203	309	232	136	269	361	288	230	450	448	91	410	448	357	195	1000			
WEIGHTED BASE	1000	364	161	104	216	307	233	139	272	363	289	231	452	450	92	412	451	360	197	1000			
Immigration/immigrants	113	446	261	129	152	126	57	133	192	128	170	124	108	127	56	227	120	85	102	113			
11%	12%	54%	47%	42%	55%	49%	41%	58%	63%	44%	51%	40%	58%	50%	43%	55%	48%	53%	57%	50%			
Economy/Economic situation	349	307	14	28	61	133	100	61	88	116	121	95	141	187	183	40	126	177	108	65	375		
20%	18%	29%	32%	26%	37%	39%	44%	37%	38%	42%	28%	28%	42%	30%	40%	31%	31%	38%	30%	36%	38%		
65%	65%	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d	d			
National health service/hospital/healthcare	264	230	15	19	61	88	73	35	62	81	90	84	111	122	119	53	92	136	89	39	275		
26%	27%	32%	21%	26%	29%	28%	25%	27%	27%	31%	25%	23%	33%	22%	26%	41%	22%	29%	25%	22%	28%		
Inflation/Prices	mp	234	2	14	58	52	40	25	21	38	58	76	60	103	97	mp	60	81	87	22	286		
19%	19%	20%	5%	16%	24%	17%	19%	25%	14%	12%	20%	23%	18%	19%	17%	19%	17%	17%	24%	12%	19%		
10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%		
Housing	163	147	7	9	48	44	37	25	39	38	35	74	51	96	73	33	56	89	18	15	158		
16%	16%	17%	13%	10%	19%	14%	14%	18%	17%	13%	13%	22%	15%	17%	18%	80%	14%	19%	10%	8%	16%		
Defence/Foreign affairs/International terrorism	113	123	21	19	32	43	32	19	40	60	44	49	72	66	70	13	69	79	41	33	283		
11%	14%	23%	21%	13%	14%	12%	13%	18%	20%	13%	15%	12%	21%	12%	15%	10%	17%	17%	11%	18%	18%		
Education/Schools	132	118	4	10	40	35	31	19	28	32	59	38	69	53	70	28	34	56	53	24	137		
13%	14%	8%	11%	17%	11%	12%	14%	11%	10%	20%	11%	21%	15%	11%	15%	8%	11%	13%	15%	18%	14%		
Taxation	mp	104	3	6	26	34	31	18	31	35	49	33	41	61	8	18	27	50	42	23	119		
11%	12%	17%	7%	11%	11%	11%	12%	13%	13%	12%	14%	10%	11%	16%	11%	7%	11%	12%	11%	13%	11%		
Crime/Law & order/ Violence/ Terrorism/Political (yob) behaviour	105	91	7	7	17	40	33	15	25	19	32	41	23	61	48	13	45	47	45	14	93		
10%	11%	13%	16%	8%	7%	13%	13%	11%	11%	6%	11%	12%	7%	11%	10%	10%	10%	12%	8%	9%	9%		
Power/Security	83	68	4	12	17	25	21	12	17	21	20	15	42	38	41	14	28	36	29	18	88		
8%	8%	7%	11%	7%	8%	8%	8%	7%	7%	7%	7%	7%	7%	7%	7%	7%	8%	8%	8%	8%	8%		
Lack of faith in politics / politicians / government	81	70	7	4	22	28	20	9	20	29	23	23	26	41	34	5	42	35	29	17	88		
8%	8%	15%	4%	9%	9%	8%	6%	6%	9%	9%	8%	7%	8%	7%	8%	4%	10%	8%	8%	9%	9%		
Pensions/Social security/Benefits	83	52	4	7	17	25	22	7	15	24	13	24	20	36	23	5	37	37	17	9	63		
8%	6%	7%	8%	7%	7%	5%	5%	5%	7%	8%	5%	7%	7%	7%	7%	7%	7%	8%	5%	5%	6%		
Pollution/Environment/Climate change	61	56	2	3	10	18	15	11	19	20	23	12	34	20	24	17	21	31	20	10	68		
6%	6%	4%	4%	4%	6%	6%	6%	6%	8%	7%	8%	3%	10%	4%	5%	12%	5%	7%	6%	6%	7%		
Public services in general	52	48	4	3	14	25	11	14	6	19	18	9	39	26	26	18	18	21	26	1	53		
5%	5%	5%	3%	4%	5%	4%	4%	4%	3%	6%	6%	3%	6%	5%	6%	6%	4%	5%	7%	3%	5%		
Unemployment/Factory closure/Lack of industry	50	47	2	1	13	16	14	13	7	11	13	26	15	29	28	1	22	27	10	13	49		
5%	5%	5%	2%	4%	5%	5%	5%	3%	4%	5%	5%	8%	4%	5%	4%	1%	5%	6%	3%	7%	5%		
Race relations	47	43	1	3	13	19	19	6	5	14	18	10	24	19	17	10	21	27	16	3	51		
5%	5%	1%	4%	6%	6%	7%	4%	2%	5%	6%	4%	7%	5%	4%	4%	7%	5%	6%	5%	2%	5%		
Morality/Individual behaviour/Lifestyle	45	42	3	1	11	13	10	4	16	16	18	7	21	17	18	10	17	24	16	5	47		
5%	5%	6%	1%	5%	4%	4%	3%	7%	5%	6%	2%	6%	3%	4%	8%	4%	5%	5%	5%	3%	5%		
Transport/Public transport	34	34	-	-	13	7	7	5	10	23	8	14	11	23	12	9	23	21	10	2	29		
3%	4%	-	-	5%	2%	3%	3%	4%	4%	3%	4%	2%	3%	4%	3%	7%	3%	5%	3%	1%	3%		
Ageing population/ Social care for the elderly	31	28	2	1	8	15	12	3	7	11	11	7	9	19	11	7	13	17	11	3	27		
3%	3%	5%	1%	3%	3%	5%	5%	2%	3%	3%	4%	2%	3%	3%	2%	6%	3%	4%	3%	2%	3%		
Food production/ Farming	28	28	1	1	8	8	8	3	10	8	3	13	13	17	7	14	8	8	7	19	19		
3%	3%	1%	1%	1%	2%	3%	3%	2%	4%	3%	1%	4%	1%	3%	2%	5%	3%	3%	2%	4%	2%		
Mental health/ Well-being	26	25	1	-	12	12	10	-	2	1	9	15	6	17	8	9	9	10	13	3	16		
2%	3%	3%	-	1%	4%	4%	-	1%	1%	1	1%	1%	2%	3%	2%	3%	2%	4%	1%	2%	2%		
Low pay/Minimum wage/Fair wage	24	20	4	2	6	10	6	2	7	3	11	8	9	13	15	1	10	13	6	6	28		
2%	2%	9%	2%	2%	3%	2%	1%	3%	1%	4%	3%	3%	3%	2%	3%	1	3%	3%	2%	3%	3%		
Common Market/ Brexit/EU/Europe/ Euro	25	17	4	4	8	7	3	2	3	3	12	8	10	12	18	1	6	11	8	5	19		
2%	2%	8%	5%	4%	2%	1%	2%	2%	2%	3%	4%	2%	3%	2%	4%	1%	1%	2%	2%	3%	2%		
Population levels/Overpopulation	20	20	-	-	9	7	7	3	1	7	5	7	4	15	4	2	14	6	7	7	16		
2%	2%	-	-	4%	2%	3%	2%	1	2%	2%	2%	1%	3%	1%	1%	3%	1%	2%	4%	2%	2%		
Children services / support for young people	19	19	-	-	1	5	8	8	2	4	8	3	8	9	6	10	3	9	9	1	16		
2%	2%	-	-	1	1%	3%	6%	2%	1%	3%	1%	2%	2%	1%	7%	1%	2%	2%	2%	1%	2%		
Local government/ Council tax	18	17	-	1	5	4	4	5	3	3	5	6	6	11	9	1	7	9	8	1	17		
2%	2%	-	1%	2%	2%	2%	3%	3%	1%	1%	2%	2%	2%	2%	2%	1%	2%	2%	1%	1	2%		
Social media	17	13	2	2	6	4	3	1	3	5	7	2	10	4	9	2	6	11	5	1	20		
2%	2%	3%	3%	3%	1%	1%	1%	1%	2%	3%	1%	3%	4	4	2%	1%	1%	2%	1%	1	2%		
Nuclear weapons/ Nuclear war/ Armament	13	12	1	1	3	6	4	1	4	4	1	4	4	10	8	-	7	5	5	5	17		
1%	1%	3%	1%	1%	2%	2%	1	1	2%	1%	1	1%	2%	2%	-	2%	1%	1%	1%	3%	2%		
International trade/trade deals	9	7	-	2	2	1	1	-	4	2	6	2	5	3	8	-	1	3	1	4	11		
1%	1%	-	1%	1%	1%	1%	-	2%	1%	1%	2%	1%	2%	1%	-	1	1%	1	1	2%	1%		
Drug abuse	9	8	-	1	1	5	5	-	2	2	2	5	1	8	2	-	7	3	3	3	8		
1%	1%	-	1%	1	2%	2%	-	1%	1%	1%	1%	1	1	1	-	2%	1%	1%	1%	2%	1%		
Nationalisation/ Government control of institutions	9	5	1	2	3	2	1	1	1	1	5	1	6	3	5	1	3	1	5	1	9		
1%	1%	3%	3%	2%	1%	1%	-	1	1	1%	2%	1	1%	1%	1%	1%	1	1%	1%	1%	1%		
AI / Technology	7	6	-	-	5	4	1	1	3	3	3	1	2	5	4	3	1	1	3	3	7		
1%	1%	1%	1%	-	2%	2%	1%	-	1%	1%	1	1	1%	1%	1%	1%	-	1%	1%	1%	1%		
UK union/ devolution/reform	5	1	-	3	-	1	-	-	1	3	1	-	-	5	3	-	2	1	1	3	4		
1	1	-	4%	1%	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Privatisation	4	4	-	-	2	-	-	2	-	1	3	1	3	1	4	-	-	4	-	-	4		
1	1	-	-	1%	-	-	-	1%	-	1	1	1	1	1	-	-	1%	-					



Table 6
Q.P01/02 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 DEMO (c)	REFORM UK (d)	NONE (e)	CHART (f)	1 (g)	2 (h)	3 (i)	4 (j)	5 (k)	PUBLIC (l)	PRIV VATE (m)	WHITE (n)	BME (o)			
UNWEIGHTED BASE	1000	125	189	92	245	214	168	166	183	184	180	161	284	852	140	284	1000		
WEIGHTED BASE	1000	111*	219	81*	256	244	191	171	190	169	162*	102	466	843	162*	309	1000		
100%	100%	11%*	18%	8%*	26%	24%	19%	17%	19%	17%	16%	10%	47%	84%	16%*	31%	100%		
Immigration/ immigrants	513	67	63	22	220	104	94	82	103	100	74	45	240	467	45	142	503		
	51%	60%	35%	27%	43%	80%	50%	48%	54%	59%	43%	24%	44%	55%	30%	46%	50%		
	bc	bc		za	c				em					zw					
	ew	e																	
Economy/Economic situation	349	53	55	47	97	68	50	52	75	72	75	41	177	296	51	103	375		
	35%	47%	31%	59%	38%	28%	26%	30%	39%	43%	48%	40%	38%	35%	34%	33%	38%		
	ei	ab		de	e				i	ai	ai								
National health service/Hospital/ Healthcare	264	25	67	29	56	48	44	55	42	49	47	35	135	231	30	88	275		
	26%	22%	37%	37%	22%	20%	23%	32%	22%	29%	30%	35%	29%	27%	20%	29%	28%		
	e	za	de	de								z							
Inflation/Prices	190	16	45	6	28	64	41	41	25	28	27	25	91	147	43	80	186		
	19%	14%	25%	8%	11%	26%	21%	24%	13%	17%	17%	24%	20%	17%	29%	26%	19%		
	cd		cd			za		k						zv					
	lv			cd															
Housing	163	17	30	9	44	42	36	36	29	25	18	15	84	138	24	54	156		
	16%	15%	17%	11%	17%	17%	19%	19%	15%	15%	11%	15%	18%	16%	16%	17%	16%		
Defence/foreign affairs/ International terrorism	153	19	31	24	16	31	21	21	32	28	37	13	67	137	14	42	183		
	15%	17%	17%	30%	6%	13%	11%	12%	17%	16%	23%	13%	14%	16%	9%	14%	18%		
	d	d	d	ab		d					i								
Education/Schools	122	9	30	19	25	26	8	29	24	24	25	32	17	76	112	19	62	127	
	13%	8%	17%	24%	10%	10%	4%	17%	13%	15%	21%	16%	16%	13%	12%	20%	14%		
	i			za				i	i	i	ai			z					
				de															
Taxation	114	15	11	9	45	19	17	19	19	23	22	13	73	95	19	36	119		
	11%	13%	6%	11%	18%	8%	9%	11%	10%	14%	14%	13%	13%	11%	12%	11%	12%		
	k				ab														
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	105	11	17	5	31	37	22	29	12	18	7	10	55	84	20	51	93		
	11%	10%	9%	6%	12%	15%	11%	17%	6%	11%	5%	10%	12%	10%	13%	17%	9%		
	m				z			zk											
Poverty/inequality	83	3	35	8	8	23	14	19	16	9	10	11	43	69	34	27	88		
	8%	2%	9%	10%	3%	2%	7%	11%	8%	6%	6%	11%	9%	8%	9%	9%	9%		
	ad	d		d															
Lack of faith in politics / politicians / government	81	9	7	6	31	20	11	18	16	12	12	6	33	76	3	24	88		
	8%	8%	4%	7%	12%	8%	6%	11%	9%	7%	8%	6%	7%	9%	2%	8%	9%		
	bw				ab							zw							
Pensions/Social security/Benefits	63	8	6	6	16	16	13	13	16	4	12	5	25	54	8	16	63		
	6%	7%	3%	8%	6%	6%	7%	8%	6%	2%	8%	5%	5%	6%	6%	5%	6%		
	i																		
Pollution/ Environment/ Climate change	61	4	21	7	9	6	11	6	13	12	17	7	30	54	7	19	68		
	6%	3%	12%	9%	3%	2%	6%	3%	7%	7%	11%	7%	6%	6%	5%	6%	7%		
	e	ad	e								ai								
Public services in general	52	5	16	1	13	7	7	13	10	8	7	8	24	47	5	15	53		
	5%	4%	9%	2%	5%	3%	4%	8%	5%	3%	5%	8%	5%	6%	3%	3%	5%		
		e																	
Unemployment/ Factory closure/ Lack of industry	50	5	12	2	13	16	18	10	6	6	7	5	21	31	19	18	49		
	5%	4%	6%	3%	5%	6%	10%	6%	3%	4%	4%	5%	5%	4%	13%	6%	5%		
	v						ak							zv					
Race relations	47	1	9	9	2	9	30	11	8	6	4	8	16	32	14	14	51		
	5%	1%	5%	11%	1%	4%	5%	6%	4%	3%	3%	8%	3%	4%	9%	5%	5%		
	adv			ad								o		zv					
Morality/ Individual behaviour/ Lifestyle	45	4	9	5	16	8	7	7	9	10	9	5	20	41	4	16	47		
	5%	4%	5%	7%	6%	3%	4%	4%	5%	6%	6%	5%	4%	5%	3%	5%	5%		
	ai																		
Transport/Public transport	34	2	5	3	6	2%	6	4	5	6	2	4	14	30	3	8	29		
	3%	2%	3%	3%	4%	2%	3%	4%	5%	4%	1%	4%	3%	4%	2%	3%	3%		
Aging population/ Social care for the elderly	31	3	6	4	7	7	9	6	4	7	5	2	17	29	1	6	27		
	3%	2%	3%	5%	3%	3%	5%	4%	2%	4%	3%	2%	4%	3%	1%	2%	3%		
Food production/ farming	28	4	4	1	6	10	7	4	7	1	3	6	10	21	6	8	19		
	3%	4%	2%	1%	2%	4%	3%	2%	4%	1%	2%	6%	2%	3%	4%	3%	2%		
Mental health/ well-being	26	1	8	2	6	6	7	3	2	1	7	3	15	25	*	12	16		
	3%	*	5%	2%	2%	3%	4%	2%	1%	*	5%	3%	3%	3%	*	4%	2%		
	i																		
Low pay/Minimum wage/Fair wages	26	4	9	1	3	4	9	1	1	6	4	4	11	16	9	7	28		
	2%	3%	5%	1%	1%	2%	5%	1%	1%	4%	2%	2%	2%	2%	6%	2%	2%		
	v	d					k							zv					
Common Market/ Brexit/EU/Eurozone/ Euro	25	-	6	3	4	7	5	2	2	7	8	2	17	16	9	9	19		
	3%	-	3%	3%	2%	3%	3%	1%	1%	4%	5%	1%	4%	2%	6%	3%	2%		
	v													zv					
Population levels/ Overpopulation	20	4	3	-	6	7	3	6	6	3	2	1	5	19	1	4	16		
	2%	4%	2%	-	2%	3%	2%	3%	3%	2%	1%	1%	1%	2%	1%	1%	2%		
Childcare services / support for young people	19	4	-	4	1	5	4	1	5	1	4	3	9	12	7	10	16		
	2%	3%	-	5%	*	2%	2%	1%	3%	*	3%	3%	2%	1%	4%	3%	2%		
	dv	bd		bd															
Local government/ Council tax	18	1	8	1	4	4	5	6	2	3	*	2	10	13	5	5	17		
	1%	4%	1%	1%	2%	2%	2%	4%	1%	2%	*	2%	2%	3%	1%	1%	2%		
Social media	17	*	2	1	4	5	1	3	-	3	6	1	10	15	2	5	20		
	2%	*	1%	1%	2%	2%	1%	2%	-	2%	4%	1%	2%	2%	1%	2%	2%		
Nuclear weapons/ Nuclear war/ Disarmament	15	4	3	-	*	5	4	4	2	2	2	2	5	14	1	2	17		
	1%	3%	1%	-	*	2%	2%	2%	1%	1%	1%	2%	1%	2%	*	1%	2%		
	d																		
International trade/trade deals	9	-	4	1	1	1	1	1	3	2	2	*	8	9	-	5	11		
	1%	-	2%	2%	*	*	1%	1%	1%	1%	1%	*	2%	1%	-	2%	1%		
Drug abuse	9	4	1	3	-	-	*	2	5	2	-	*	2	9	-	4	8		
	1%	1%	2%	1%	1%	-	*	1%	2%	1%	-	*	1%	-	1%	1%			



ISSUES INDEX SEPTEMBER 2025 (PUBLIC)

1 Oct 2025

Table 7
ECONOMY - Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

BASE: ALL ADULTS AGED 18+

	SEX		AGE										SOCIAL GRADE						R10 INCOME				UNWEIGHTED TOTAL
	TOTAL	MALE	FEMALE	18-24	25-34	35-44	45-54	55+	65+	75+	85+	95+	A8	C1	C2	D5	ABC1	C2DE	UP TO 24999	25000-49999	50000 PLUS		
Unweighted base	3000	1511	1489	110	110	110	110	110	110	110	110	110	287	413	111	119	504	295	111	181	113	3000	
Unweighted base	100%	50%	50%	37%	37%	37%	37%	37%	37%	37%	37%	37%	96%	131%	37%	40%	168%	98%	37%	60%	37%	100%	
Improve	324	165	159	12	22	27	24	8	30	34	51	38	38	43	22	22	79	44	15	28	46	320	
Improve	10%	10%	10%	11%	20%	24%	22%	7%	27%	31%	46%	34%	34%	43%	20%	20%	15%	15%	14%	16%	41%	10%	
Stay the same	46	24	22	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	46	
Stay the same	15%	16%	15%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	4%	15%	
Get worse	720	345	374	78	118	112	118	126	168	195	230	294	181	209	151	199	290	350	118	126	126	700	
Get worse	24%	23%	25%	7%	11%	10%	11%	12%	15%	18%	21%	26%	6%	5%	14%	17%	24%	35%	11%	7%	11%	23%	
Don't know	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	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

Proportions/Means: Columns Tested (3% risk level) - $\chi^2/\text{df} = 11.1/10 = 1.11$ (p = 0.033)

Overlap formula used: * small base

Respondent type: 100% Adults 18+

Fieldwork dates: 10th September - 10th September 2025

Source: Ipsos (Ipsos Q1218)



Table 8
ECONOMY - Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

BASE: ALL ADULTS AGED 18+

	TOTAL	GOVERNMENT OFFICE REGION										TENURE			EDUCATION		WORKING STATUS			AREA			Nuffield TOTAL
		ENGLAND	WALES	SCOTLAND	NORTH ENGL.	MIDLANDS INCL. WALES	MIDLANDS	GL	SOUTH ENGL. GL	OWNED	MORTGAGED	RENTED	GRAD UATE	NON GRAD UATE	FULL TIME	PART TIME	NOT WORKING	URBAN	SUBURBAN	RURAL			
Unsure/not sure	5000	4612	57	101	205	309	252	136	249	361	288	210	450	448	449	51	445	466	357	195	5000		
Improve	124	106	11	7	30	41	30	19	26	32	38	44	55	61	55	21	48	80	43	25	120		
	12%	12%	24%	6%	13%	14%	12%	14%	12%	11%	13%	13%	12%	11%	12%	16%	12%	13%	12%	12%	12%		
Stay the same	126	107	7	11	24	33	26	23	34	40	42	34	59	52	64	14	47	72	30	23	151		
	13%	12%	14%	11%	10%	11%	10%	16%	15%	13%	15%	10%	17%	9%	14%	11%	11%	16%	8%	10%	15%		
Get worse	728	628	39	64	178	223	194	90	166	228	201	248	215	424	329	86	305	318	273	129	700		
	72%	72%	59%	72%	72%	72%	72%	64%	72%	75%	70%	78%	64%	77%	72%	40%	74%	69%	70%	72%	70%		
Don't know	1	6	1	6	4	9	8	3	4	8	12	34	35	35	9	10	12	12	14	5	29		
	3%	3%	3%	7%	2%	3%	3%	6%	1%	1%	3%	3%	4%	3%	2%	8%	3%	2%	4%	1%	3%		

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/g/h - a/f/g/h - a/f/g/h - a/f/g/h
Overlap formula used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type: GOS Adults 18+
Fieldwork dates: 15th September - 16th September 2021
Source: Ipsos (N 2213)



Table 9
ECONOMY - Do you think that the general economic condition of the country will improve, stay the same, or get worse over the next 12 months?

BASE: ALL ADULTS AGED 18+

	TOTAL (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	2000	125	109	212	243	214	258	166	187	184	210	211	284	132	243	309	1000
Weighted Base	1000	112*	179	81*	256	244	191	171	190	169	157	102	466	843	152*	309	1000
Improve	124	16	54	17	6	17	24	20	23	16	26	10	63	93	31	32	120
	12%	15%	30%	22%	2%	7%	13%	11%	12%	9%	17%	10%	14%	11%	20%	10%	12%
	de	de	za	zde	d										zv		
Stay the same	125	17	39	15	10	22	14	26	32	29	19	12	62	111	15	25	151
	13%	15%	22%	19%	4%	9%	7%	15%	17%	17%	12%	13%	13%	13%	10%	11%	15%
	di	d	zd	de		d			i	i							
Get worse	720	77	78	47	239	192	144	123	132	120	110	75	327	622	93	232	700
	72%	69%	43%	58%	93%	78%	75%	72%	69%	71%	70%	74%	70%	74%	61%	75%	70%
	w	b			za	zb								zw			
				bc	bc	c											
Don't know	31	1	8	1	1	13	9	3	3	4	2	3	13	18	13	10	29
	3%	1%	5%	1%	+	5%	5%	2%	2%	2%	1%	3%	3%	2%	9%	3%	3%
	dv	d		d		d									zv		

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 : 10th September - 16th September 2025
Source : Ipsos (JN Q218)