



Table 1
Q.P101 What would you say is the most important issue facing Britain today?

19 Nov 2021

[illegible]

Proportions/Mean: Columns Tested [5% risk level] - $z/a/b - z/c/d/e/f/g/h/i/j/k/l - z/m/n/o/p/q/r - z/s/t/u$
 Overlap formulae used. * small base
 Respondent type: GB Adults 18+
 Fieldwork dates: 5th November - 12th November 2025
 Source: Ipsos (IN Q218)



ISSUES INDEX NOVEMBER 2021 (PUBLIC)

19 Nov 2021

Table 2
GLPI21 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			UNITS 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				
UNREGISTERED BASE	1008	633	63	115	223	324	262	141	204	405	303	253	613	454	480	480	128	395	465	303	221	1008	1008	
REGISTERED BASE	1008	633	63	115	223	324	262	141	204	405	303	253	613	454	480	480	128	395	465	303	221	1008	1008	
Immigration/immigrants	307	179	13	15	82	88	84	24	88	139	57	103	49	215	126	34	147	90	147	90	89	265	265	
to	40	18	1	1	10	18	18	4	18	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
Economy/Economic situation	183	154	7	19	45	48	41	28	40	65	72	37	121	61	101	30	10	10	88	46	46	207	207	
Inflation/Prices	18%	18%	14%	22%	13%	15%	16%	20%	17%	18%	23%	11%	10%	11%	22%	20%	13%	18%	15%	15%	22%	21%	21%	
to	85	71	4	9	15	16	11	21	24	27	18	35	36	46	46	46	46	46	46	46	46	46	46	
Lack of faith in politics / politicians / government	50	42	4	5	14	18	14	4	10	18	22	19	13	27	22	5	24	25	19	6	48	48	48	
National health service/hospital/healthcare	3%	3%	8%	3%	6%	8%	5%	3%	4%	5%	4%	6%	6%	5%	5%	3%	6%	5%	6%	6%	3%	5%	5%	
to	47	35	4	8	11	18	14	4	6	19	12	14	16	27	16	10	21	21	13	12	54	54		
Power/Inequality	3%	4%	7%	3%	5%	6%	5%	3%	2%	6%	4%	4%	3%	5%	5%	3%	7%	5%	4%	4%	6%	5%	5%	
to	32	27	1	3	7	10	9	6	5	12	14	6	16	16	10	7	6	16	11	6	34	34		
Housing	3%	3%	2%	6%	3%	3%	3%	4%	2%	4%	5%	2%	3%	3%	4%	5%	2%	3%	4%	3%	3%	3%	3%	
Taxation	30	27	1	2	10	5	4	8	4	7	6	16	10	20	9	10	10	22	7	1	30	30		
to	3%	3%	2%	1%	2%	4%	2%	2%	2%	2%	3%	3%	4%	4%	2%	3%	3%	4%	2%	-	3%	3%		
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	2%	2%	2%	1%	2%	2%	2%	1%	3%	2%	3%	2%	3%	2%	3%	2%	4%	-	1%	2%	2%	3%	2%	
to	21	19	1	1	6	11	10	2	1	3	3	13	2	18	9	5	7	6	10	5	10	10	10	
Pollution/ Environment/ Climate change	2%	2%	2%	1%	2%	3%	4%	1%	1%	1%	1%	4%	1%	3%	2%	3%	2%	1%	3%	2%	2%	2%	2%	
to	18	15	1	2	4	3	2	5	5	7	7	3	13	1	13	1	4	6	8	3	23	23		
Race relations	2%	2%	2%	2%	2%	1%	1%	4%	2%	2%	3%	1%	4%	1	3%	1%	1%	1%	1%	1%	2%	2%	2%	
to	17	13	3	2	4	6	3	2	2	6	5	4	8	6	5	2	9	9	7	2	17	17		
Defence/Foreign affairs/ International terrorism	17	15	1	1	2	4	4	4	5	6	6	4	10	6	7	1	8	6	7	4	21	21	21	
to	2%	2%	1%	1%	1%	1%	1%	1%	2%	2%	2%	1%	3%	2%	1%	1%	1%	1%	2%	2%	2%	2%	2%	
Unemployment/ Factory closures/ Lack of industry	17	15	-	1	3	5	5	6	2	4	3	8	4	9	4	12	10	5	2	16	16	16	16	
to	2%	2%	-	2%	1%	1%	2%	4%	1%	1%	1%	2%	2%	2%	1%	1	3%	2%	2%	1%	2%	2%	2%	
Morality/ Individual behaviour/ Lifestyle	16	15	-	1	3	8	8	-	5	4	6	4	8	6	3	3	3	5	9	2	5	19	19	
to	2%	2%	-	1%	2%	3%	3%	-	2%	3%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	
Education/Schools	10	10	-	-	2	4	4	1	3	3	6	1	4	4	1	4	2	6	6	1	11	11	11	
to	1%	1%	-	-	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Public services in general	8	8	-	-	3	3	3	1	3	3	6	3	2	6	4	1	2	6	6	2	9	9	9	
to	1%	1%	-	-	1%	1%	1%	2%	-	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Social media	8	8	-	-	2	1	1	-	4	-	2	4	2	6	1	-	7	6	2	-	5	5	5	
to	1%	1%	-	-	1%	1%	1%	-	2%	-	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	
Personal/Social security/Benefits	8	8	-	-	4	2	2	-	2	5	8	3	1	7	1	4	2	4	1	7	7	7	7	
to	1%	1%	-	-	2%	1%	1%	-	1%	1%	-	1%	1	1%	1	2%	1%	1	1%	1%	1%	1%	1%	
Population levels/ Overpopulation	8	6	1	-	-	4	3	2	1	1	3	3	2	5	2	2	3	3	5	-	6	6	6	
to	1%	1%	3%	-	-	1%	1%	1%	1	1	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	
Common Market/ Brexit/Eurozone/ Euro	7	7	-	-	4	-	-	3	1	1	-	5	3	4	5	-	2	6	1	-	6	6	6	
to	1%	1%	-	-	1%	-	-	2%	1%	1	-	2%	1%	1%	1%	-	1%	1%	1	-	1%	1%	1%	
Food production/ Farming	6	6	-	-	-	3	3	2	1	3	-	3	4	2	1	-	5	3	2	1	6	6	6	
to	1%	1%	-	-	1%	-	1%	1%	1%	1%	-	1%	1	1	-	-	1%	1%	1%	-	1%	1%	1%	
Low pay/Minimum wage/Poor wages	5	5	-	-	2	2	2	2	-	2	3	-	3	1	4	-	2	5	-	-	5	5	5	
to	1%	1%	-	-	1%	1%	1%	1%	-	-	1%	1%	1	1	1	1	1%	-	-	-	1%	1%	1%	
Children services / support for young people	4	3	1	-	2	1	-	1	-	1	1	1	-	3	2	1	1	1	3	-	3	3	3	
to	1%	1%	2%	-	1%	1	-	1%	-	1	1	1	-	1%	1	1	1	1	1	1	1	1	1	
Transport/Public transport	4	4	-	-	3	-	-	-	3	3	1	2	1	3	1	3	1	3	1	3	1	3	3	
to	1%	1%	-	-	1%	-	-	-	1%	1%	1	1	1	1	1	2%	1	1	1	1	1	1	1	
Local government/ Council tax	3	2	-	-	1	-	2	2	-	-	3	-	-	1	3	-	-	-	1	2	2	2	2	
to	1%	1%	-	-	1%	-	1%	1%	-	-	1%	-	-	1%	-	-	-	-	1	1	1	1	1	
Nationalisation/ Government control of institutions	3	3	-	-	2	1	1	-	-	-	1	2	1	2	2	-	2	-	1	3	3	3	3	
to	1%	1%	-	-	1%	1%	1%	-	-	-	1%	1%	1	1	1	-	1	-	1	1	1	1	1	
Royal Family/ Monarchy	2	2	-	-	-	-	-	2	-	2	-	-	-	2	-	2	-	-	2	-	-	-	-	
to	1%	1%	-	-	-	-	-	1%	-	1%	-	-	-	1%	-	1%	-	-	1%	-	-	-	-	
Ageing population/ Social care for the elderly	2	2	-	-	1	1	1	-	-	1	1	-	2	1	1	2	-	-	2	1	1	1	1	
to	1%	1%	-	-	1%	1%	1%	-	-	1%	1%	-	1%	1	1	2%	-	-	1%	1	1	1	1	
Nuclear weapons/ Nuclear war/ Disarmament	2	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
to	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Drug abuse	2	1	-	-	1	1	-	-	-	1	1	-	1	1	1	1	-	1	1	-	1	1	1	
to	1%	1%	-	-	1%	1%	-	-	-	1%	1%	-	1	1	1	1	-	1	1	-	1	1	1	
Mental health/ well-being	1	1	-	-	-	1	1	-	-	1	-	-	1	-	1	-	1	-	1	-	1	1	1	
to	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Median	1	-	1	-	-	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-	1	2	2	
UK union/ devolution/reform	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
to	1%	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
AI / Technology	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Petrol prices/Fuel	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
International trade/trade deals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Coronavirus/ pandemic diseases	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Animal welfare	-	-																						

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f - z/g/h/i - z/j/k/l/m/n - z/o/p/q/r - z/s/t/u/v - z/w/x/y/z
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 5th November - 12th November 2025
Source : Ipsos (JN Q218)

ISSUES INDEX NOVEMBER 2025 (ISSUE)

Proportions/Mean: Columns Tested [5% risk level] - $z_1/a/b - z_2/c/d/e/f/g/h/i/j/k/l - z_2/m/n/o/p/q/r - z_1/s/t/u$
 Overlap formulae used. * small base
 Respondent type: GB Adults 18+
 Fieldwork dates: 5th November - 12th November 2025
 Source: Ipsos (M/C318)



ISSUES INDEX NOVEMBER 2023 (PUBLIC)

19 Nov 2025

Table 5
Q1/Q2/22 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			
		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		
UNREGISTERED BASE	1008	873	431	116	213	213	213	213	213	435	303	213	663	454	480	120	395	465	303	221	1008	
REGISTERED BASE	3008	2174	1077	317	477	243	213	213	139	230	145	215	132	343	518	145	287	493	308	207	3008	
Immigration/immigrants	504	448	20	35	127	152	132	50	140	203	133	150	131	95	228	62	215	244	150	120	485	
50%	151	136	43%	40%	150%	149%	146%	36%	161%	199%	127%	147%	138%	95%	49%	42%	144%	49%	49%	153%	48%	
25%	125	110	25	30	99	94	74	49	88	150	118	90	152	159	173	53	124	169	92	89	383	
Economy/Economic situation	35%	345	4	42%	35%	37%	30%	28%	38%	38%	42%	27%	44%	28%	37%	37%	31%	34%	30%	43%	38%	
25%	255	211	18	26	51	80	62	34	64	84	95	69	109	115	123	47	85	120	74	61	270	
National health service/hospital/healthcare	25%	245	37%	30%	21%	26%	24%	24%	28%	24%	33%	21%	32%	21%	26%	32%	22%	24%	24%	30%	27%	
25%	225	220	8	18	48	66	58	40	54	73	56	88	78	132	105	31	91	128	69	29	219	
Inflation/Prices	23%	230	17%	20%	20%	21%	22%	29%	23%	21%	20%	26%	23%	24%	22%	21%	23%	26%	22%	14%	21%	
25%	151	135	7	9	39	45	38	14	44	52	46	49	35	102	78	11	62	81	48	22	137	
Lack of faith in politics / politicians / government	15%	15%	15%	10%	16%	15%	14%	10%	19%	15%	16%	15%	10%	18%	17%	8%	16%	17%	15%	11%	14%	
25%	149	121	6	8	37	41	35	32	37	47	35	55	43	80	70	14	61	84	44	17	140	
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	14%	15%	13%	9%	15%	13%	13%	23%	12%	13%	12%	17%	12%	16%	15%	9%	15%	17%	14%	8%	14%	
25%	129	114	7	8	29	40	33	29	24	44	35	47	47	78	56	25	47	63	40	26	129	
Housing	13%	13%	15%	10%	12%	11%	12%	21%	10%	13%	11%	14%	14%	14%	12%	18%	12%	11%	13%	13%	13%	
25%	119	106	3	10	32	25	22	16	36	38	43	33	40	59	76	12	31	53	38	28	122	
Taxation	12%	12%	6%	12%	13%	8%	9%	11%	18%	11%	13%	11%	12%	11%	16%	8%	8%	11%	12%	13%	12%	
25%	111	96	3	13	27	26	23	19	26	34	40	33	52	55	59	15	37	50	35	18	118	
Poverty/Inequality	11%	11%	5%	11%	11%	8%	9%	14%	11%	10%	14%	10%	11%	10%	11%	11%	9%	11%	11%	8%	12%	
25%	89	79	4	5	17	33	28	5	28	33	43	11	35	47	37	16	36	43	20	28	102	
Education/Schools	9%	9%	9%	6%	7%	11%	11%	3%	12%	10%	15%	3%	10%	8%	8%	11%	9%	9%	6%	13%	10%	
25%	80	71	4	5	21	26	22	4	24	31	23	26	15	58	30	15	36	48	20	12	72	
Pensions/Social security/Benefits	8%	8%	8%	6%	9%	8%	8%	3%	10%	9%	8%	8%	4%	10%	6%	10%	9%	10%	6%	6%	7%	
25%	78	66	6	6	14	24	18	14	21	29	27	19	36	36	37	4	38	32	26	20	98	
Defence/Foreign affairs/ International terrorism	8%	8%	13%	7%	6%	6%	7%	10%	9%	8%	9%	6%	11%	6%	8%	1%	10%	7%	8%	10%	10%	
25%	74	64	6	4	18	17	11	16	18	30	27	16	47	20	42	14	17	37	25	11	80	
Pollution/ Environmental/ Climate change	7%	7%	13%	5%	8%	6%	4%	12%	8%	9%	10%	5%	14%	4%	9%	10%	4%	7%	8%	6%	9%	
25%	63	54	3	6	20	22	19	8	7	19	15	26	25	36	26	14	23	34	20	9	63	
Unemployment/ Factory closures/ Lack of industry	6%	6%	6%	7%	6%	7%	5%	3%	5%	5%	5%	6%	7%	6%	6%	10%	6%	7%	7%	4%	6%	
25%	60	51	5	5	14	18	13	12	12	12	22	23	31	26	30	8	21	27	19	14	62	
Race relations	6%	6%	10%	6%	6%	6%	5%	9%	5%	4%	8%	7%	9%	5%	6%	5%	6%	6%	6%	7%	6%	
25%	58	53	*	2	15	19	5	15	15	15	20	16	23	28	28	10	18	27	15	14	61	
Morality/ Individual behaviour/ Lifestyle	6%	6%	1%	2%	6%	6%	7%	4%	6%	4%	7%	5%	7%	5%	6%	7%	4%	6%	5%	7%	6%	
25%	56	52	2	1	12	14	11	12	17	18	23	13	30	20	33	8	14	29	19	8	64	
Public services in general	6%	6%	5%	2%	5%	4%	4%	9%	7%	6%	6%	6%	7%	6%	6%	5%	6%	6%	6%	7%	6%	
25%	54	48	3	2	14	9	8	6	7	10	8	21	10	22	10	18	12	30	3	8	31	
Transport/Public transport	4%	4%	3%	2%	6%	3%	3%	6%	3%	3%	3%	6%	3%	4%	2%	13%	3%	6%	1%	4%	3%	
25%	54	48	3	2	14	9	8	6	7	10	8	21	10	22	10	18	12	30	3	8	31	
Low pay/Minimum wage/Fair wages	3%	3%	1	2	11	16	16	4	4	7	9	20	11	24	17	4	15	20	12	4	35	
25%	46	40	1%	2%	5%	6%	3%	2%	2%	3%	6%	3%	4%	4%	3%	4%	4%	4%	4%	2%	3%	
Ageing population/ Social care for the elderly	2%	2%	3	1	5	10	8	2	11	14	9	6	12	16	15	2	11	16	9	4	34	
25%	36	36	1%	1%	2%	3%	3%	2%	3%	4%	3%	2%	3%	3%	3%	2%	3%	3%	3%	2%	3%	
Social media	2%	2%	1	1	10	8	7	3	6	6	11	11	11	17	18	2	10	19	5	4	28	
25%	29	27	1	1	10	8	7	3	6	6	11	11	11	17	18	2	10	19	5	4	28	
Common Markets/ Brexit/EU/Europe/Euro	2%	2%	3%	1%	4%	3%	3%	2%	3%	2%	4%	3%	3%	3%	4%	1%	2%	4%	2%	2%	3%	
25%	28	24	1	1	12	6	5	4	4	4	7	9	10	13	17	7	9	19	4	3	28	
Brexit/EU/Europe/Euro	2%	2%	3%	1%	5%	2%	2%	3%	2%	2%	3%	3%	3%	2%	4%	-	2%	4%	1%	1%	2%	
25%	26	25	1	-	6	11	11	1	8	6	6	14	9	16	13	4	9	13	10	2	20	
Mental health/ well-being	2%	2%	2%	-	2%	4%	4%	*	2%	2%	2%	4%	4%	2%	3%	1%	2%	3%	2%	1%	2%	
25%	25	23	1	2	7	7	6	5	5	6	13	4	4	13	14	3	8	14	6	6	28	
Children's services / support for young people	3%	3%	2%	2%	3%	2%	2%	3%	2%	2%	3%	1%	2%	2%	3%	2%	2%	3%	2%	3%	3%	
25%	23	22	1	-	5	7	5	3	9	6	7	11	5	20	7	2	14	16	7	-	17	
Population levels/ Overpopulation	2%	2%	3%	-	2%	2%	2%	2%	4%	2%	2%	3%	2%	4%	2%	2%	3%	3%	2%	-	2%	
25%	22	20	1	-	5	7	5	3	9	6	7	11	5	20	7	2	14	16	7	-	17	
Local government/ Council tax	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
25%	21	19	1	1	5	7	5	3	9	6	7	11	5	20	7	2	14	16	7	-	17	
Food production/ Farming	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
25%	20	18	1	1	5	7	5	3	9	6	7	11	5	20	7	2	14	16	7	-	17	
Drugs abuse	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
25%	19	17	1	1	5	7	5	3	9	6	7	11	5	20	7	2	14	16	7	-	17	
Nuclear weapons/ Nuclear war/ Disarmament	8	8	*	*	-	5	4	-	4	3	3	2	3	1	7	1	1	5	3	-	8	
25%	18	16	1%	1%	-	5	4	-	4	3	3	2	3	1	7	1	1	5	3	-	8	
Nationalisation/ Government control of industries	1%	1%	1%	1%	-	1%	1%	-	1%	1%	1%	1%	*	1%	1%	1%	*	1%	1%	-	1%	
25%	17	16	1	1	5	7	5	3	9	6	7	11	5	20	7	2	14	16	7	-	17	
AI / Technology	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
25%	16	15	1	1	5	7	5	3	9	6	7	11	5	20	7	2	14	16	7	-	17	
Privatisation	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
25%	15	14	1	1	5	7	5	3	9	6	7	11	5	20	7	2	14	16	7	-	17	
International trade/trade deals	5	5	*	-	3	2	2	*	-	2	3	1	2	4	4	-	1	4	1	-	7	
25%	14	13	1%	-	1%	1%	1%	*	-	1%	1%	*	*	1%	1%	-	*	1%	*	-	1%	

Table 6
Q.PL01/02 What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18+

Proportions/Mean: Columns Tested (5% risk level) - $z/a/b/c/d/e/f$ - $z/g/h/i$ - $z/j/k/l/m/n$ - $z/o/p/q/r$ - $z/s/t/u/v$ - $z/w/x/y$
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Respondent type : GB Adults 18+
 Fieldwork dates : 5th November - 12th November 2025
 Source : Ipsos (IN Q218)