



Table 2  
Q1201 What would you say is the most important issue facing Britain today?  
BASE: ALL ADULTS AGED 18+

	TOTAL	GOVERNMENT OFFICE									TENURE			EDUCATION		WORKING STATUS			AREA			UNREPRESENTED
		ENGLAND	WALES	SCOTLAND	NORTH WEST SCOTLAND	MIDLANDS/WEST	MIDLANDS	GL	SOUTH EAST GL	OWNED	SHORT GAGED	RENTED	GRAD LATE	NON GRAD LATE	FULL TIME	PART TIME	NOT WORKING	URBAN	SUBURBAN	RURAL		
UNEMPLOYED RATE	1004	813	10	16	103	279	124	110	248	131	100	259	454	410	478	111	413	403	213	218	1004	
UNEMPLOYED RATE	100%	81%	10%	16%	103%	279%	124%	110%	248%	131%	100%	259%	454%	410%	478%	111%	413%	403%	213%	218%	100%	
Immigration/immigrants	240	240	20%	24%	11%	23%	23%	14%	24%	26%	16%	27%	11%	23%	22%	24%	26%	25%	24%	22%	21%	
Economic/Economic situation	182	188	3	11	39	56	52	37	60	57	66	60	86	101	62	96	20	67	98	52	213	
Inflation/Prices	95	79	7	9	20	22	22	16	21%	20	38	34	27	59	56	7	32	45	32	18	89	
Education/Foreign affairs/International relations	84	91	3	9	16	28	25	11	19	40	29	11	40	55	32	20	31	37	22	25	90	
National health service/hospitals/healthcare	84	63	7%	10%	7%	9%	10%	8%	8%	12%	9%	6%	12%	6%	7%	14%	8%	8%	7%	12%	8%	
Lack of faith in politics / politicians / government	48	43	7	3	10	15	13	7	13	22	11	14	10	15	15	5	27	21	17	10	49	
Poverty/inequality	38	31	2	6	10	9	7	7	7	9	12	15	16	19	18	5	15	24	9	8	46	
Healthcare	26	24	-	2	4	6	4	4	10	7	7	11	8	17	16	3	8	9	7	10	22	
Crime/Law & order / Violence / Terrorism/International trade/behaviour	19	16	2	1	4	6	4	3	4	3	3	12	4	14	9	10	12	6	2	15		
Unemployment / factory closures / Lack of industry	18	16	-	2	2	5	5	2	6	1	8	8	6	9	4	6	8	9	8	1	20	
Politics / Environment / Climate change	17	17	-	3	5	5	4	5	11	5	-	9	4	5	4	8	13	2	1	20		
Education	15	14	-	1	1	1	1	4	2	8	5	7	7	8	12	3	5	5	5	18		
Pensions / Social security/benefits	12	10	-	1	5	4	4	4	1	5	-	7	1	10	2	6	4	5	4	3	7	
Low pay/Minimum wage/Real wages	10	6	5	-	3	7	3	-	-	3	8	3	8	6	5	3	5	3	5	3	4	
Education/Health	9	9	-	-	6	6	5	2	-	4	4	6	3	2	3	3	5	-	4	7		
Morality / Individual behaviour / Lifestyle	8	7	-	1	2	2	2	2	2	5	3	-	4	4	3	2	3	4	3	2	9	
Race relations	8	8	3	2	4	3	2	2	-	1	2	3	3	5	4	1	3	5	2	2	8	
Ageing population / Social care for the elderly	8	8	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	
Public services in general	6	6	-	-	5	5	1	1	4	5	1	1	4	6	5	1	1	1	2	6		
Population growth / Overpopulation	6	6	-	-	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3		
Common Market / Brexit/EU/Trade/Car	6	6	1%	1%	1%	1%	1%	1%	1%	2	2	4	4	4	2	1	2	3	1	1	9	
Mental health / well-being	4	4	-	-	1%	2%	-	-	-	-	2%	-	-	1%	1%	-	-	-	-	-		
AI / Technology	3	3	-	-	2	2	2	-	-	2	2	2	2	2	-	-	3	-	3	2		
Transport/Public transport	3	2	1	-	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Local government / Council tax	2	2	2%	-	1	-	-	-	1%	1	1	1	1	1	1	1	1	1	1	1		
Food production / Farming	2	2	-	-	-	-	-	-	2	2	2	2	2	2	2	2	2	2	2	2		
Nuclear weapons / Nuclear war / disarmament	1	1	-	-	1%	-	-	-	1%	1	1	1	1	1	1	1	1	1	1	1		
Country/Rural life	1	1	-	-	-	-	-	-	1%	-	-	-	-	1	-	-	1	-	-	1		
Social media	1	1	-	-	-	-	-	-	1%	-	-	-	-	1	-	-	1	-	-	1		
Media	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
International trade/Trade deals	1	1	-	-	1	-	-	-	1	-	-	-	-	1	1	-	-	-	-	1		
Nationalisation / Government control of institutions	1	1	-	-	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Children services / support for young people	1	1	-	-	1	-	-	-	1	-	-	-	-	1	1	-	-	-	-	1		
Parental control	1	1	1%	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Royal Family / Monarchy	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Coronavirus/pandemic diseases	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Northern Ireland	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Pound/Exchange rate/Value of money	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Trade unions / Strikes	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Drug abuse	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Prostitution	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Other	23	17	4	5	5	7	7	7	5	11	6	6	10	11	10	3	10	12	7	3	25	
Mean number of mentions	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1		
Don't know	53	41	5	6	11	10	14	7	9	13	10	18	7	17	11	5	16	17	12	14	43	
Personal finances (NET)	148	115	14	15	33	45	31	23	28	29	62	57	46	85	79	48	68	39	45	27	149	
Animal welfare	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		

Proportions/Means: Columns Total (2% min level) - N/N/N/N/N/N/N - N/N/N - N/N/N/N/N/N - N/N/N  
 Overall proportion used: \* = small base, \*\* = very small base (under 50) weighted for sig testing  
 Respondent type: 18 Adults 18+  
 Fieldwork dates: 19 January - 13th January 2020  
 Source: Ipsos UK Q218











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

BASE: ALL ADULTS AGED 18+

	SEX			AGE											SOCIAL GRADE					HH INCOME			UNWTD TOTAL
	TOTAL	MALE	FEMALE	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	UP TO 24999	25000-49999	50000 PLUS	
Unweighted Base	1004	559	429	93	162	136	153	157	156	117	255	289	460	272	456	96	390	738	286	105	169	333	1004
Weighted Base	1004	478	510	107*	171	164*	163	160	125	115*	278	327	399	246	305	194*	258	551	453	116*	172	280	1004
Improve	120	67	50	8	17	14	30	17	18	16	25	44	51	43	36	22	19	79	41	10	25	50	142
	12%	14%	10%	7%	10%	9%	18%	11%	15%	14%	9%	14%	13%	17%	12%	11%	7%	14%	9%	8%	15%	18%	14%
							10%							17%				14%					
Stay the same	192	90	100	31	38	32	27	32	16	16	69	59	64	61	65	27	39	126	66	14	33	56	197
	19%	19%	20%	29%	22%	20%	17%	20%	13%	14%	25%	18%	16%	25%	21%	14%	15%	23%	15%	12%	19%	20%	20%
				29%							25%			25%				23%					
Get worse	660	311	339	66	107	108	99	110	88	82	173	208	280	136	194	140	191	329	331	92	106	170	634
	66%	65%	67%	62%	63%	66%	61%	69%	71%	71%	62%	64%	70%	55%	63%	72%	74%	60%	73%	80%	61%	61%	63%
				62%							62%			55%				60%		80%			
EDI net	-540	-244	-289	-58	-90	-94	-69	-93	-70	-65	-148	-164	-228	-93	-157	-118	-172	-250	-290	-83	-80	-121	-492
Don't know	31	10	20	2	9	9	7	2	2	1	11	16	4	6	11	5	10	17	15	-	8	4	31
	3%	2%	4%	2%	5%	6%	4%	1%	1%	1%	4%	5%	1%	2%	3%	2%	4%	3%	3%	-	5%	2%	3%

Proportions/Means: 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/h/u  
 Overlap formulae used. \* small base  
 Respondent type - GB Adults 18+  
 Fieldwork dates - 7th January - 13th January 2025  
 Source - Ipsos [IN Q218]



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

BASE: ALL ADULTS AGED 18+

	GOVERNMENT OFFICE REGION									TENURE			EDUCATION		WORKING STATUS			AREA			UNWTD TOTAL
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH EXCL. SCOT LAND (d)	MID LANDS INCL. WALES (e)	MID LANDS (f)	GL (g)	SOUTH EXCL GL (h)	OWNED (i)	MORT GAGED (j)	RENTED (k)	GRAD UATE (l)	NON GRAD UATE (m)	FULL TIME (n)	PART TIME (o)	NOT WOR KING (p)	URBAN (s)	SUBURBAN (t)	RURAL (u)	
Unweighted Base	1004	853	55	96	229	279	224	156	244	371	308	275	454	450	478	111	415	493	293	218	1004
Weighted Base	1004	867	49*	87**	241	310	260	136	230	324	314	310	337	559	459	144*	400	482	310	212	1004
Improve	120	104	5	12	24	32	27	23	30	46	45	26	65	46	58	11	51	62	37	21	142
	12%	12%	10%	14%	10%	10%	10%	17%	13%	14%	14%	8%	19%	8%	13%	8%	13%	13%	12%	10%	14%
	m												m								
Stay the same	192	173	8	10	44	61	52	23	54	63	70	51	74	92	91	30	70	94	53	45	197
	19%	20%	17%	12%	18%	20%	20%	17%	23%	19%	22%	16%	22%	16%	20%	21%	18%	20%	17%	21%	20%
								c													
Get worse	660	565	35	60	164	214	179	85	137	209	192	217	190	404	294	100	266	312	209	140	634
	66%	65%	71%	69%	68%	69%	69%	63%	60%	65%	61%	70%	56%	72%	64%	69%	66%	65%	67%	66%	65%
EQI net	-540	-462	-30	-48	-140	-182	-152	-62	-108	-163	-148	-191	-125	-358	-236	-89	-215	-249	-172	-119	-492
Don't know	31	25	1	5	8	4	3	5	10	6	8	17	8	17	16	3	13	14	11	6	31
	3%	3%	2%	6%	3%	1%	1%	4%	4%	2%	2%	5%	2%	3%	3%	2%	3%	3%	4%	3%	3%
				ef								i									

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 : 7th January - 13th January 2025  
 Source : Ipsos (JN Q218)



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

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	PARTY PREFERENCE (NOT VI)						IMD QUINTILES					SECTOR WORKING IN		ETHNIC			CHILD IN HH	UNWTD TOTAL
		CON SERV ATIVE (a)	LAB OUR (b)	LIB ERAL DEMO CRAT (c)	REFOR M UK (d)	GREEN PARTY (e)	NONE (f)	1 (j)	2 (k)	3 (l)	4 (m)	5 (n)	PUBLI C (o)	PRI VATE (p)	WHITE (w)	BME (x)			
Unweighted Base	1004	140	165	100	229	125	197	142	193	198	191	192	185	386	846	151	231	1004	
Weighted Base	1004	135*	142**	85**	245	124**	233	153**	195	196	181	177	102	468	845	154*	265	1004	
Improve	120	15	59	14	6	14	10	13	21	25	26	20	9	55	106	13	40	142	
	12%	11%	41%	16%	2%	11%	4%	9%	11%	13%	14%	11%	9%	12%	13%	8%	15%	14%	
		df	za	df		df													
			cdef																
Stay the same	192	25	33	25	17	33	53	26	26	35	39	48	26	89	163	29	55	197	
	19%	18%	23%	30%	7%	27%	23%	17%	13%	18%	22%	27%	25%	19%	19%	19%	21%	20%	
		d	d	ad		d	d												
Get worse	660	91	48	45	216	70	162	108	140	129	114	104	64	311	553	104	155	634	
	66%	67%	34%	53%	88%	57%	70%	70%	72%	66%	63%	59%	62%	66%	65%	67%	59%	63%	
		bc	b	b	za	b	bc		n										
					bcef														
EOI net	-540	-76	11	-31	-210	-56	-152	-94	-119	-104	-88	-84	-55	-256	-446	-91	-116	-492	
Don't know	31	5	2	*	6	6	9	6	7	6	2	5	4	13	23	8	15	31	
	3%	4%	2%	1%	2%	5%	4%	4%	4%	3%	1%	3%	4%	3%	3%	5%	6%	3%	

Proportions/Means: 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  
 Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 7th January - 13th January 2025  
 Source : Ipsos (JN Q218)