



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			
		ENG LAND	WALES	SCOT LAND	NORTH ENGL	SOUTH ENGL	MIDLANDS	GL	SOUTH WEST	OWNED	MORTGAGED	RENTED	GRAD UATE	NON GRAD UATE	FULL TIME	PART TIME	NOT WORKING	URBAN	SUBURBAN	RURAL	UNITS TOTAL						
Unsettled state	1005	853	55	65	210	301	240	156	222	145	100	213	454	452	150	35	359	444	342	200	1005						
Immigration/immigrants	229	180	10	14	54	54	60	23	53	70	56	79	24	156	103	18	97	90	83	46	206						
Economy/economic situation	181	139	4	6	36	50	40	26	31	50	40	37	76	84	89	16	46	57	45	40	171						
Defence/Foreign affairs/International terrorism	133	101	12	10	28	37	26	13	35	61	41	19	47	42	39	26	55	44	48	32	134						
Inflation/Prices	102	91	2	3	11	14	11	12	18	30	34	29	44	45	49	23	30	55	33	17	99						
National health service/hospitals/healthcare	43	37	2	3	6	12	10	4	18	9	12	17	18	23	12	11	20	18	14	11	40						
Lack of faith in politics / government	42	35	2	5	7	14	12	5	11	8	10	17	11	26	3	18	12	4	28	4	44						
Power/Inequality	39	29	1	3	10	4	3	5	11	11	8	12	20	12	18	2	13	15	8	2	36						
Nuclear weapons/ Nuclear war/ disarmament	27	19	2	6	7	6	4	4	4	13	3	12	7	16	12	7	8	14	9	4	18						
Morality/ Individual behaviour/ Lifestyle	19	17	1	1	6	5	4	3	4	6	9	6	6	7	9	1	10	13	4	3	20						
Taxation	18	18	-	-	5	6	6	4	3	5	8	3	11	5	14	2	2	8	7	4	20						
Unemployment/ Factory closures/ Lack of industry	18	16	-	1	2	5	5	6	4	4	3	9	6	10	6	2	9	5	8	4	21						
Peace	17	12	3	2	5	3	4	3	3	3	1	10	2	12	7	-	10	8	6	3	14						
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	12	12	-	-	3	2	2	-	7	1	3	1	1	9	5	1	6	4	8	-	14						
Pensions/Social security/Benefits	11	9	1	1	3	6	5	1	2	7	2	3	4	7	3	5	2	8	2	1	7						
Pollution/ Environment/ Climate change	11	11	-	-	1	6	6	2	2	6	3	1	8	2	4	3	4	5	4	1	13						
Transport/Public transport	10	10	-	-	2	4	4	-	4	4	-	6	5	1	4	6	1	8	1	7	7						
Race relations	9	9	-	-	6	1	1	2	-	2	1	6	-	9	4	-	5	7	2	-	8						
Education/Schools	6	4	1	1	2	2	1	1	-	2	1	3	6	1	4	-	3	3	1	2	10						
Population levels/ Overpopulation	5	5	-	1	1	1	1	2	-	1	1	3	-	3	1	-	4	2	2	1	6						
Low pay/Minimum wage/Fair wages	5	4	1	-	2	1	-	-	1	-	1	2	2	2	2	2	2	4	-	1	6						
AI / Technology	4	4	-	-	2	2	2	2	-	2	2	2	4	2	4	2	4	4	2	4	3						
Ageing population/ Social care for the elderly	4	4	-	-	1	2	1	1	-	2	2	1	3	1	1	2	1	2	1	1	5						
Local government/ Council tax	4	2	1	2	2	1	1	1	1	2	1	1	1	4	1	1	2	2	1	1	4						
UK union/ devolution/inform	3	1	-	2	-	1	1	-	-	2	1	1	1	1	2	-	1	1	1	1	3						
Public services in general	3	3	-	-	1	1	1	1	1	1	1	2	1	2	1	2	1	2	1	1	4						
Mental health/ well-being	2	2	-	1	1	1	1	-	-	1	2	1	1	1	1	1	2	1	1	-	3						
Nationalisation/ Government control of industries	2	2	-	-	2	-	-	1	-	2	-	-	2	1	-	1	2	1	-	2	2						
Social media	2	2	-	-	1	1	1	1	-	1	1	1	1	1	1	1	1	1	1	1	1						
Common Markets/ Brexit/Eurozone/ Euro	2	2	-	-	1	1	1	1	-	1	1	1	1	1	1	1	1	1	1	1	2						
Postal services/Post	2	1	1	-	1	1	1	1	-	1	1	1	1	1	1	1	1	1	1	1	2						
Privatisation	1	1	-	1	-	1	-	-	-	1	1	1	1	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						
Northern Ireland	1	1	-	-	1	-	-	-	-	1	-	-	1	-	-	1	-	1	-	-	1						
Children services / support for young people	1	1	-	-	-	-	-	-	1	-	-	1	-	1	-	1	-	1	-	-	1						
International trade/trade deals	1	1	-	-	1	-	-	-	-	1	-	-	1	1	-	-	-	1	-	-	1						
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-						
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-						
Drug abuse	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-						
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-						
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-						
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-						
Coronavirus/ pandemic disease	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-						
Food production/ Farming	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-						
Other	27	23	-	4	4	15	15	2	2	5	8	13	8	11	7	7	15	7	6	23							
MEAN NUMBER OF MENTIONS	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1							
Don't know	67	62	3	2	15	23	20	12	14	18	13	14	21	40	22	5	40	34	24	8	57						
Weighted	76	76	7%	2%	6%	7%	8%	9%	6%	5%	4%	10%	1%	9%	5%	3%	10%	8%	7%	4%	6%						
Personal Finance (NET)	141	135	5	11	43	40	35	17	30	41	43	43	66	70	25	65	72	48	20	143							
14%	14%	11%	13%	18%	13%	13%	13%	13%	13%	15%	13%	13%	13%	11%	18%	4%	11%	16%	13%	10%	14%						

Proportions/Means: Column Total (3% risk level) - a/b/c/d/e/f/g/h - i/j/k - l/m - n/o/p/q/r - s/t/v/w
 Display formula used: * small base; ** very small base (under 30) ineligible for 95% testing
 Respondent type: GB Adults 18+
 Fieldwork dates: 4th March - 10th March 2022
 Source: Ipsos (IP Q218)

Table 3
Q.P.01 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL	PARTY PREFERENCE (NOT V)							IMD QUINTILES					SECTOR WORKING IN				ETHNIC			CHILD IN HH	UNWTD TOTAL
		CON SERV	LAB	LIB DEM	REFORM UK	GREEN PARTY	NONE	1	2	3	4	5	PUBLIC	PRIVATE	WHITE	BME	CHLD IN HH	UNWTD TOTAL				
UNWEIGHTED BASE	1005	116	160	81	204	134	232	162	163	172	159	176	163	421	838	172	287	1005				
WEIGHTED BASE	1005	118*	147	64*	211	141*	259	169	173	169	193	155	100	473	835	154	277	1005				
Immigration/immigrants	219	21	9	4	107	5	53	34	38	31	40	32	16	101	202	12	54	205				
Economy/Economic situation	151	22	32	14	33	20	23	19	24	33	30	29	20	78	125	27	48	171				
Defence/Foreign affairs/International terrorism	123	14	29	13	14	18	25	20	19	33	25	18	12	56	113	9	25	134				
Inflation/Prices	102	15	24	9	9	16	25	15	20	15	20	16	12	56	88	15	24	99				
National health service/Hospitals/Healthcare	43	6	10	2	5	9	7	8	4	5	16	6	5	21	37	6	15	40				
Lack of faith in politics/politicians/government	42	7	2	1	9	8	13	10	7	1	7	4	3	19	35	5	15	44				
Poverty/inequality	33	1	7	4	11	7	8	6	6	2	6	5	3	14	28	4	12	36				
Nuclear weapons/ Nuclear war/Disarmament	27	1	4	1	6	6	6	6	2	7	2	6	3	16	24	3	7	18				
Morality/Individual behaviour/Lifestyle	19	1	3	1	4	6	2	3	4	3	3	4	2	7	16	3	4	20				
Taxation	18	4	1	1	5	2	6	4	6	1	3	3	1	16	15	3	8	20				
Unemployment/ Factory closure/Lack of industry	18	2	4	2	2	4	4	5	1	4	1	4	1	6	9	8	6	21				
Housing	17	2	5	1	1	4	4	3	5	3	4	2	2	5	10	7	5	14				
Crime/Law & order/ Violence/Vandalism/antisocial (yob) behaviour	12	2	1	1	2	1	5	3	3	2	2	2	3	4	8	4	3	14				
Pensions/Social security/Benefits	11	2	1	1	2	1	2	1	1	1	3	1	5	8	10	1	1	7				
Pollution/ Environment/ Climate change	11	1	3	1	1	6	1	1	1	3	2	3	1	6	9	2	2	13				
Transport/Public transport	10	1	1	1	1	6	1	1	1	5	2	1	1	5	7	4	4	7				
Race relations	9	1	1	1	1	2	2	1	1	1	1	1	1	2	4	6	1	6				
Education/Schools	6	1	3	1	1	1	1	1	1	1	2	1	1	3	5	1	3	10				
Population levels/ Overpopulation	5	1	1	1	1	1	3	3	1	1	1	1	1	4	2	1	1	6				
Low pay/Minimum wage/Fair wages	5	1	1	1	1	1	3	1	2	1	1	1	1	4	1	1	1	6				
AI/ Technology	4	1	1	1	1	1	4	1	1	1	1	1	1	2	4	1	2	2				
Ageing population/ Social care for the elderly	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	5				
Local government/ Council tax	4	1	1	1	1	1	3	1	1	1	1	1	1	4	1	2	1	4				
UK union/ devolution/reform	3	1	1	1	1	1	1	1	1	1	1	1	1	2	3	1	2	3				
Public services in general	3	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	4				
Mental health/ well-being	2	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	3				
Nationalisation/ Government control of institutions	2	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1	1	2				
Social media	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	3				
Common Market/ Brexit/EU/Europe/ Euro	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2				
Petrol prices/Fuel	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2				
Privatisation	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
Median Northern Ireland	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
Childcare services/ support for young people	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	1	1	1	1	1	1	1	1	1	1	1				
Animal welfare	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
Royal Family/ Monarchy	1	1	1	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				
Pound/Exchange rate/Value of pound	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
Countryside/Rural life	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
Trade unions/ Strikes	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
Coronavirus/ pandemic diseases	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
Food production/ farming	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
Other	27	2	2	3	4	11	11	10	7	6	1	1	18	14	11	11	6	23				
MEAN NUMBER OF MENTIONS	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1				
Don't know	67	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15				
Personal finances (NET)	141	16	31	13	10	27	35	24	28	19	27	22	17	70	120	20	39	143				

Proportions/Means: Columns Tested (5% risk level) - z/ah/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: 6th March - 10th March 2026
 Source: Ipsos (IN Q218)



Table 5
Q162/02 What do you see as the major/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

Table with columns for Government Office Region, Theme, Education, Working Status, and Area. Rows include issues like Unemployment, Economic situation, Defence, Inflation, National health services, etc.

Proportions/Means: Columns Totals (5% risk level) - z1/z2/z3/z4/z5/z6/z7/z8/z9/z10/z11/z12/z13/z14/z15/z16/z17/z18/z19/z20/z21/z22/z23/z24/z25/z26/z27/z28/z29/z30/z31/z32/z33/z34/z35/z36/z37/z38/z39/z40/z41/z42/z43/z44/z45/z46/z47/z48/z49/z50/z51/z52/z53/z54/z55/z56/z57/z58/z59/z60/z61/z62/z63/z64/z65/z66/z67/z68/z69/z70/z71/z72/z73/z74/z75/z76/z77/z78/z79/z80/z81/z82/z83/z84/z85/z86/z87/z88/z89/z90/z91/z92/z93/z94/z95/z96/z97/z98/z99/z100
Overlap formula used. * = small base; ** = very small base (under 30) ineligible for weighting
Respondent type: (Q162) Adults 18+
Fieldwork dates: 4th March - 10th March 2022
Source: Ipsos (IP-Q162)



Table 6 Q.P.01/02 What do you see as the main/other important issues facing Britain today? BASE: ALL ADULTS AGED 18+

Table with columns: PARTY PREFERENCE (NOT V), IMM QUINTILES (1-5), SECTOR WORKING IN (PUBLIC, PRIVATE), ETHNIC (WHITE, BME), CHILD IN HH, UNWTO TOTAL. Rows include various issues like Immigration, Economy/Economic situation, Defence/Foreign affairs, etc.

Proportions/Means: Columns Tested (2% risk level) - z1/z2/z3/z4/z5 - z1p/h1 - z1p/h2/n1/n2 - z1p/p/q/r - z1p/h/v - z1w/v Overlap formulae used. * small base, ** very small base (under 30) ineligible for sig testing Respondent type: GB Adults 18+ Fieldwork Dates: 4th March - 10th March 2026 Source: Ipsos (IN 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+

	TOTAL	SEX		AGE										SOCIAL GRADE						GROSS INCOME				UNWEIGHTED TOTAL
		MALE	FEMALE	18-24	25-34	35-44	45-54	55-64	65-74	75-84	85-94	95+	A8	C1	C2	D0	ABE1	C2DE	UP TO 20099	20000-49999	50000 PLUS			
Unweighted base	1000	547	443	88	117	160	175	175	160	145	141	111	260	430	144	161	300	205	95	154	143	1000		
Improve	86	40	44	11	10	21	5	15	12	21	27	27	20	30	20	16	30	36	7	15	28	86		
f	8%	8%	9%	10%	6%	13%	3%	9%	7%	15%	19%	19%	8%	10%	10%	6%	9%	8%	6%	6%	12%	8%		
Stay the same	128	68	59	16	24	33	13	23	31	40	37	32	30	38	21	18	39	47	14	32	14	128		
f	13%	14%	11%	15%	14%	9%	5%	14%	13%	17%	16%	14%	10%	11%	10%	6%	14%	10%	17%	16%	10%	14%		
Get worse	757	355	394	71	111	125	127	123	96	105	102	219	181	228	142	205	66	34	82	96	115	757		
f	76%	74%	77%	68%	78%	78%	78%	75%	78%	74%	77%	77%	78%	75%	73%	80%	74%	60%	73%	79%	70%	76%		
EDI net	62%	64%	60%	68%	72%	62%	42%	60%	48%	60%	67%	69%	49%	60%	62%	48%	60%	60%	73%	64%	58%	64%		
Don't know	36	15	18	7	4	5	6	4	3	11	12	7	7	7	2	19	14	21	5	4	6	36		
f	4%	3%	3%	8%	3%	3%	4%	3%	2%	4%	4%	3%	3%	3%	3%	7%	5%	10%	4%	3%	3%	4%		

Proportions/Means: Columns Total (% risk level) - c/a/b - d/e/f/g/h/i/j/k/l - m/n/o/p/q/r - s/t/u/v
 Overlap formula used. * small base
 Respondent type - GB Adults 18+
 Fieldwork dates - 06 March - 10th March 2020
 Source - Ipsos (IP Q230)



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			UNWEIGHTED TOTAL
		ENG LAND	WALES	SCOT LAND	NORTH ENGL.	SOUTH ENGL.	MID LANDS	GL	SOUTH ENGL. GL	OWNED	MORT GAGED	RENTED	GRAD UATE	NON GRAD UATE	FULL TIME	PART TIME	NOT WORKING	URBAN	SUBURBAN	RURAL			
Unweighted Base	1005	853	55	65	210	301	240	156	222	345	110	211	454	451	551	35	359	444	344	311	200	1005	
Improve	26	26	4	5	22	22	18	19	17	31	27	27	42	32	35	15	36	39	34	14	13	36	
%	2%	3%	7%	8%	10%	9%	7%	12%	8%	9%	8%	9%	9%	6%	4%	10%	9%	9%	4%	4%	3%	4%	
Stay the same	238	111	5	10	29	40	31	19	28	41	44	31	33	37	53	17	54	63	42	21	24	142	
%	24%	13%	1%	15%	14%	17%	13%	12%	13%	12%	16%	15%	7%	8%	16%	5%	15%	18%	13%	7%	12%	14%	
Get worse	757	651	35	72	181	240	205	90	175	217	205	269	214	442	358	100	299	326	273	159	735	735	
%	75%	76%	68%	81%	75%	77%	73%	67%	76%	74%	72%	79%	69%	80%	78%	73%	74%	73%	75%	80%	73%	73%	
EDI net	-67%	-68%	-64%	-73%	-68%	-71%	-53%	-68%	-64%	-63%	-71%	-56%	-74%	-70%	-62%	-65%	-65%	-66%	-68%	-73%	-64%	-64%	
Don't know	36	31	3	1	8	10	6	6	11	9	7	13	10	22	13	6	17	17	14	5	32	32	
%	4%	4%	1%	1%	4%	4%	2%	4%	5%	3%	3%	6%	4%	4%	4%	2%	5%	5%	4%	3%	5%	3%	

Proportions/Means: Columns Totals (5% risk level) - $\frac{a}{a+b} \pm \frac{1.96 \sqrt{\frac{a \cdot b}{n}}}{n}$
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Respondent type: ICR Adults 18+
 Fieldwork dates: 6th March - 10th March 2020
 Source: Ipsos (IP Q113)

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	PARTY PREFERENCE (NDT V3)							IMD QUINTILES					SECTOR WORKING IN		ETHNIC		CHILDREN IN HH	UNWEIGHTED TOTAL
		CON SERV ATIVE	LAB DUR	LIB ERAL DEMO	REFOR M UK	GREEN PARTY	NONE	1	2	3	4	5	PUBLI C	PRIV AT E	WHITE	BME			
Unweighted Base	8005	116	160	81	204	134	232	162	163	172	159	176	163	421	818	172	287	1005	
Weighted Base	1005	111*	147	64*	211	141*	259	169	172	169	153	155	100	473	835	154	277	1005	
Improve	96	7	41	5	5	8	18	15	15	9	20	20	7	38	60	22	26	96	
	9%	6%	28%	8%	3%	6%	7%	9%	9%	5%	10%	13%	7%	8%	7%	15%	9%	10%	
	dw	z	z	z	z	z	z								zw				
Stay the same	126	15	40	14	12	16	24	20	16	24	25	28	16	53	103	22	32	142	
	13%	13%	27%	22%	6%	11%	9%	12%	9%	14%	13%	18%	16%	11%	12%	14%	11%	14%	
	d		def																
Get worse	797	96	59	44	188	106	205	127	133	128	143	107	74	367	641	105	210	735	
	79%	81%	41%	60%	80%	75%	79%	75%	77%	75%	74%	69%	74%	78%	77%	68%	76%	73%	
	b	b	b	b	ab	b	b	cef							z				
EDI net	-67%	-75%	-12%	-62%	-92%	-70%	-72%	-66%	-69%	-70%	-64%	-56%	-67%	-70%	-70%	-53%	-66%	-64%	
	b	b	b	b	z	b	b								z				
Don't know	36	-	6	1	6	11	11	7	8	9	5	1	2	15	30	4	9	32	
	4%	-	4%	1%	3%	8%	4%	4%	5%	5%	3%	1%	2%	3%	4%	3%	3%	3%	
						z													

Proportions/Mean: Columns Tested (5% risk level) - z/ab/hA - z/fg/hA - z/ij/hA - z/kl/hA - z/m/n - z/ol/p/q/r - z/s/h/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: 4th March - 10th March 2026
 Source: Ipsos (IN Q218)