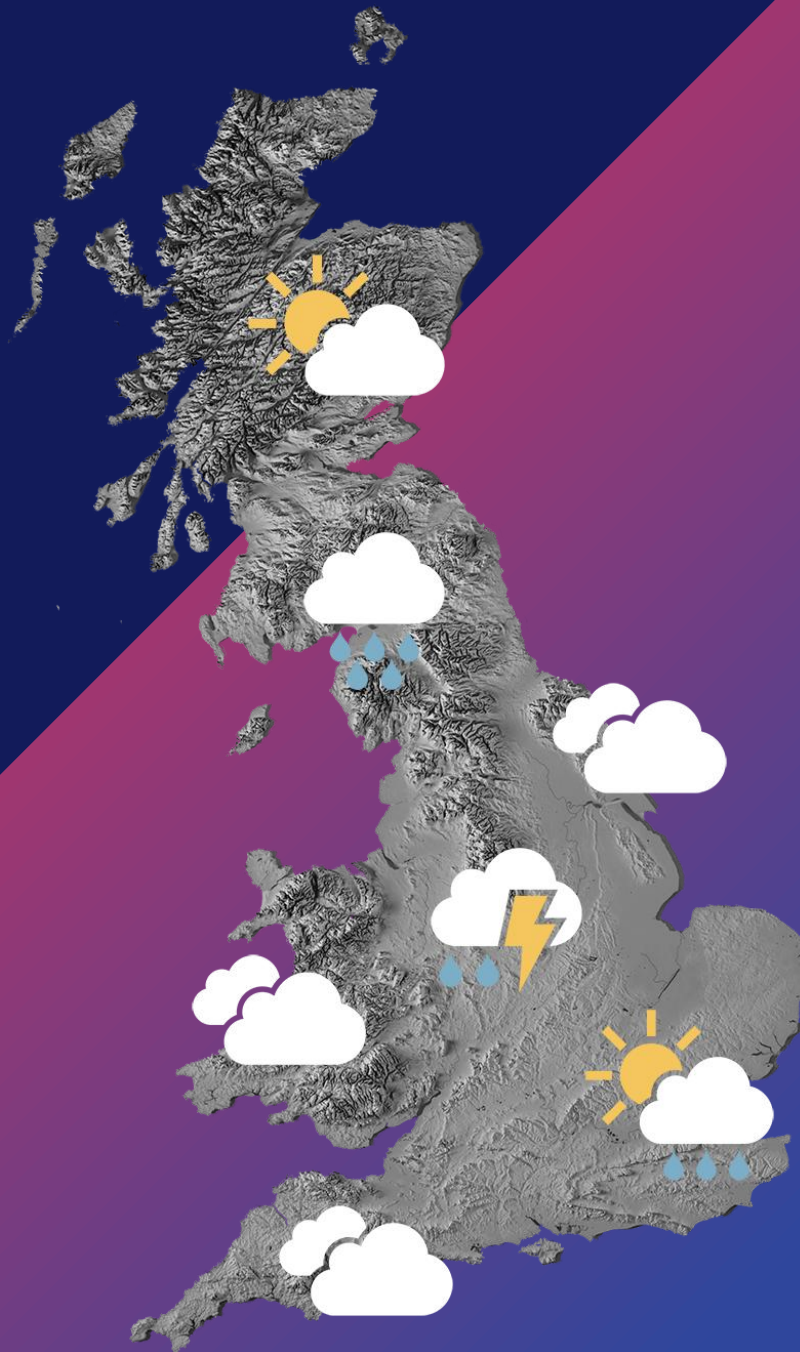


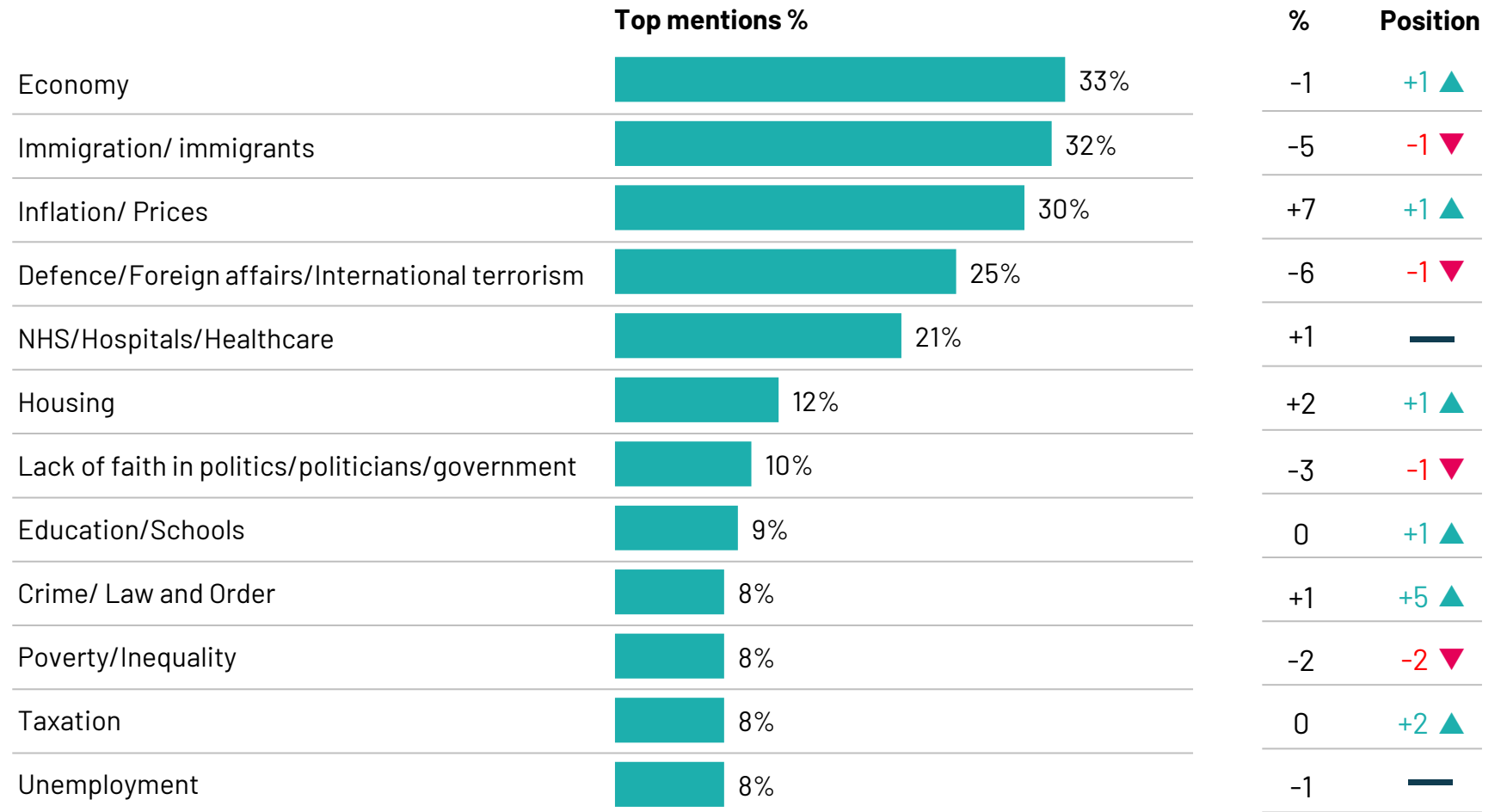
Ipsos Issues Index

April 2026



April 2026

What do you see as the most/other important issues facing Britain today?

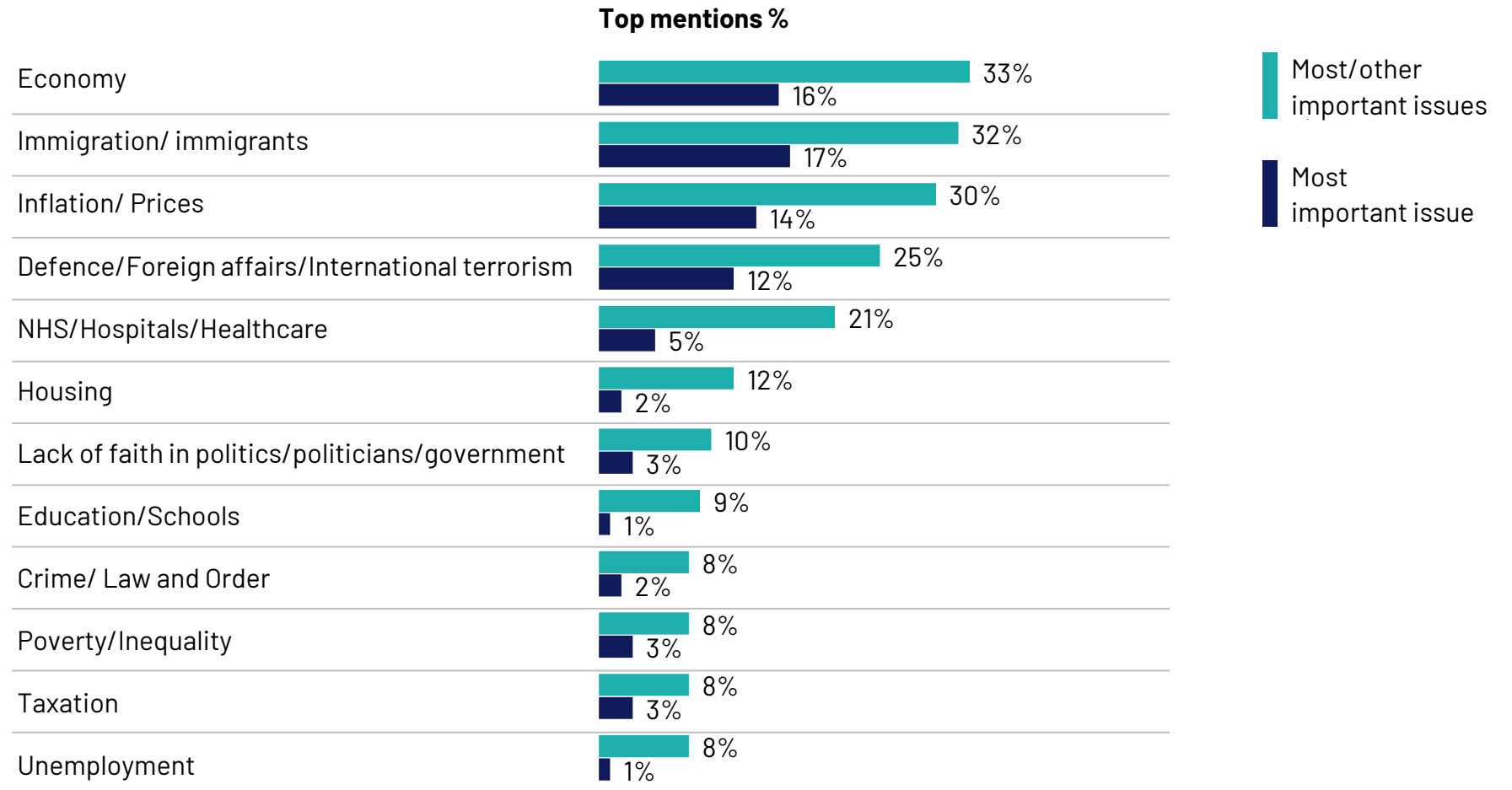


Base: 1,003 British adults 18+, 8 - 14 April 2026

Source: Ipsos Issues Index

April 2026

What do you see as the most/other important issues facing Britain today?

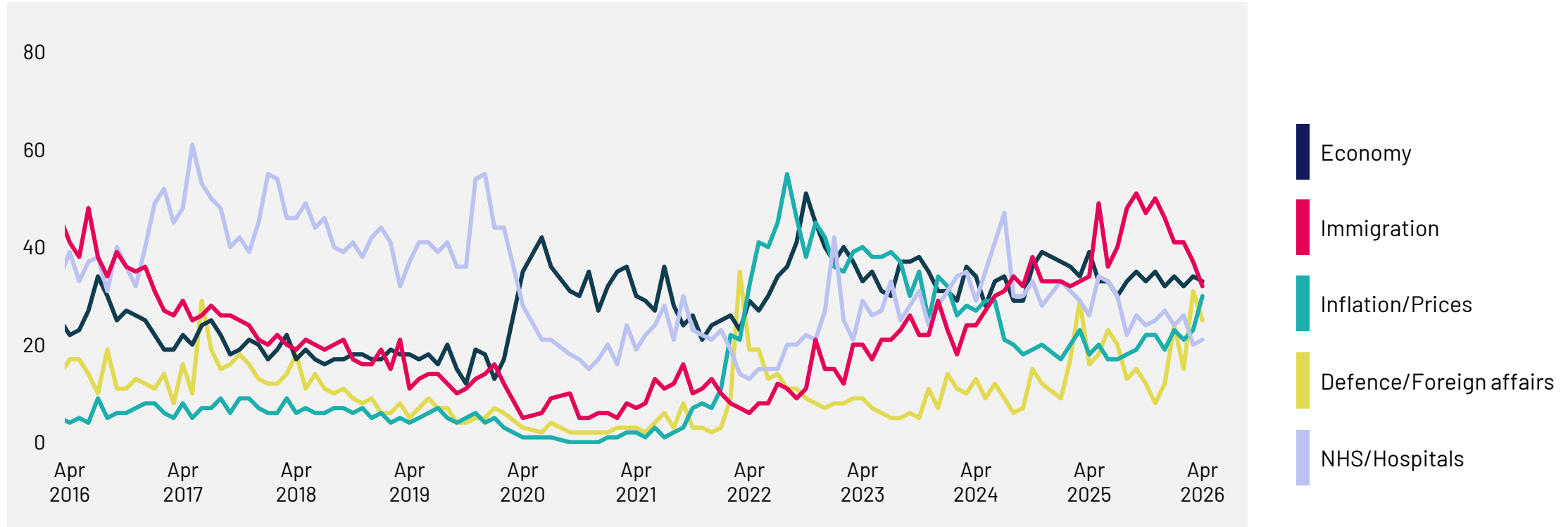


Base: 1,003 British adults 18+, 8 - 14 April 2026

Source: Ipsos Issues Index

Top five concerns for April 2026: trend data

What do you see as the most/other important issues facing Britain today?

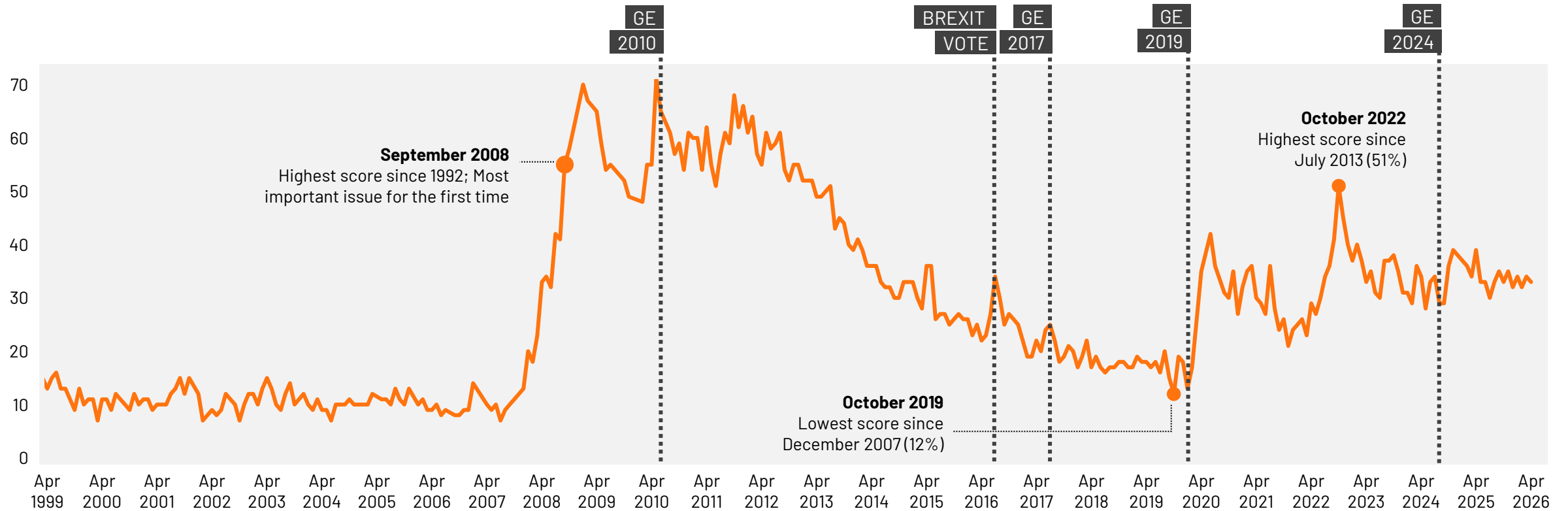


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Economy / Economic situation

What do you see as the most/other important issues facing Britain today?

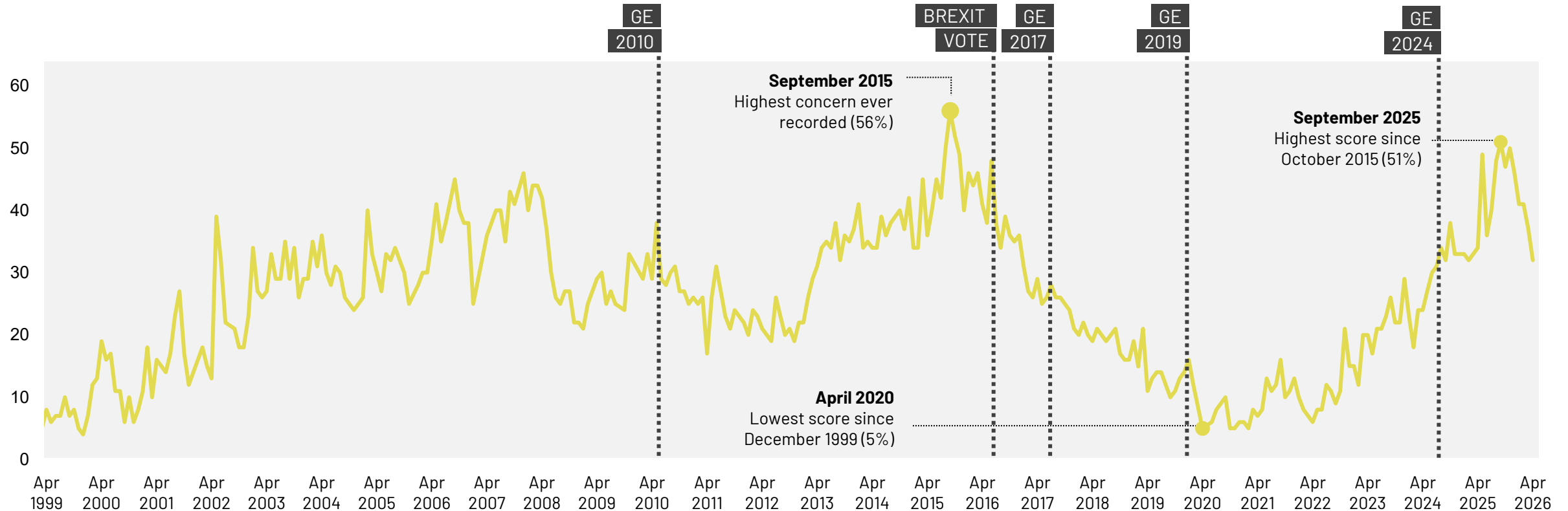


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Immigration/Immigrants

What do you see as the most/other important issues facing Britain today?



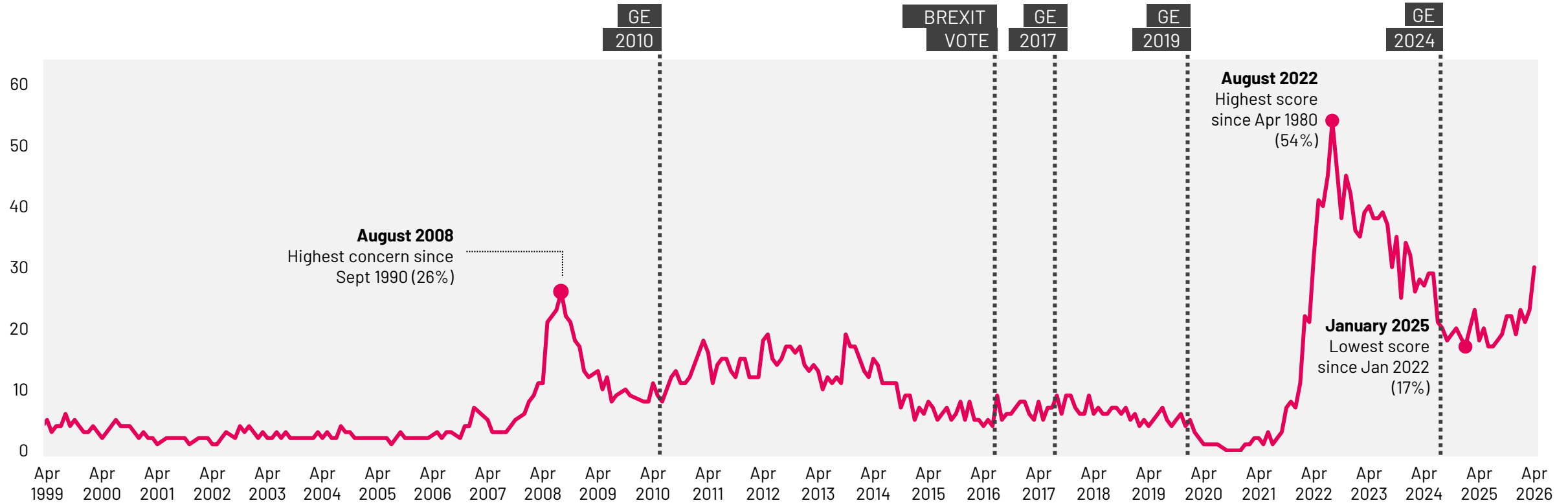
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Up until September 2014 this was a combined code of "Race relations/Immigration", data onwards is split into two separate codes ("Immigration/Immigrants" and "Race Relations")

Inflation/prices

What do you see as the most/other important issues facing Britain today?

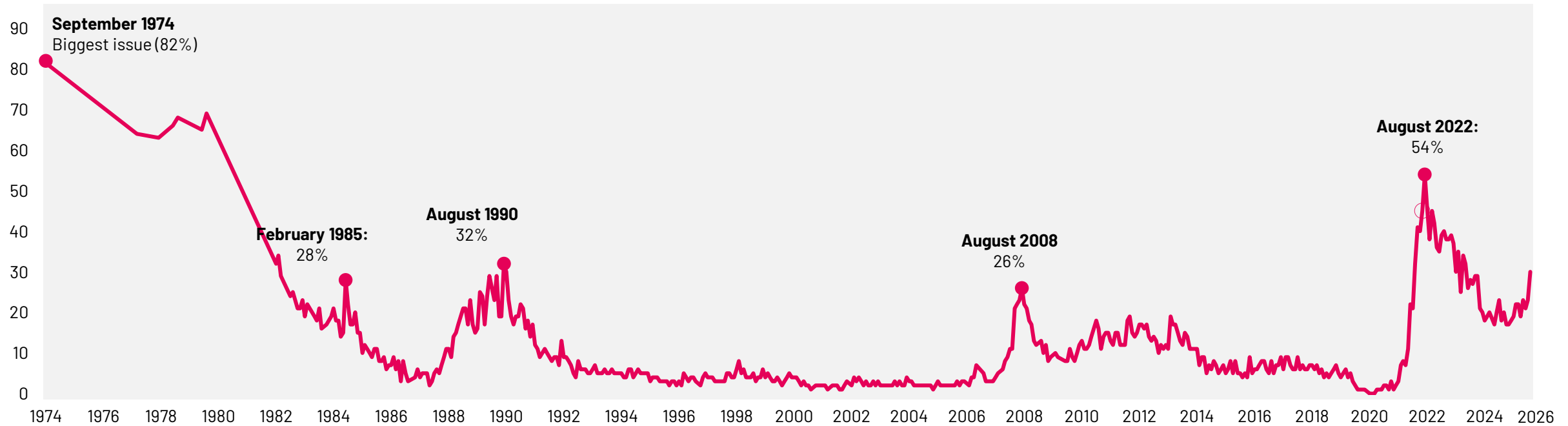


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Inflation/prices – concern since 1974

What do you see as the most/other important issues facing Britain today?

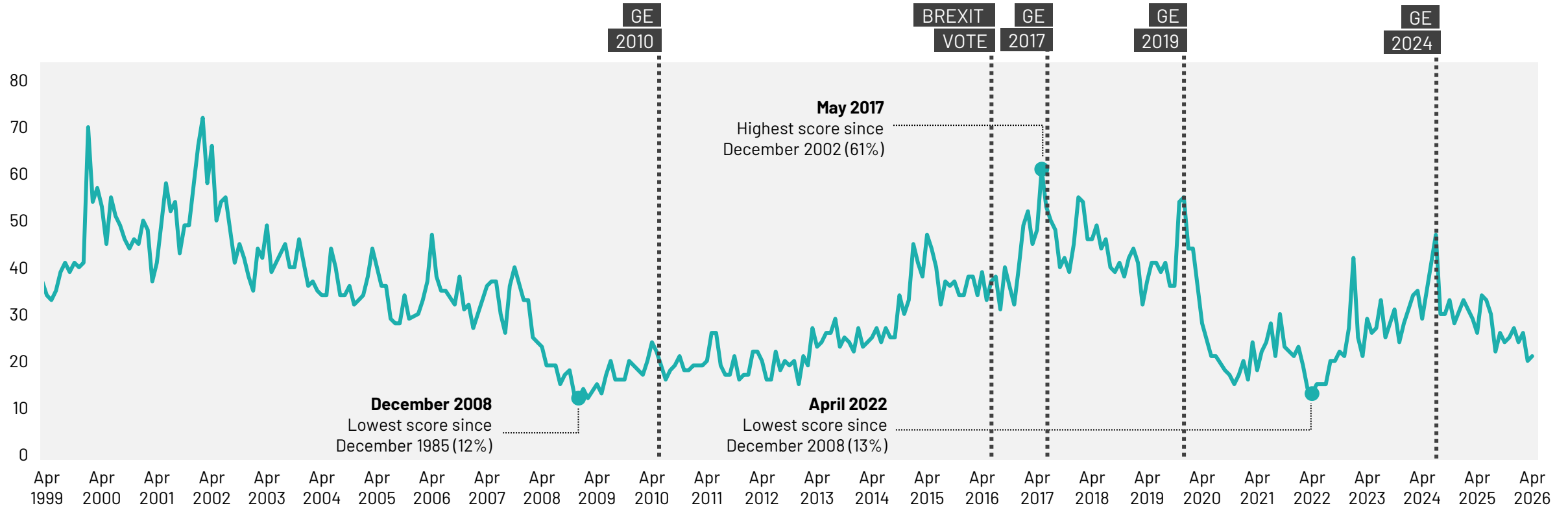


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

NHS/Hospitals/Healthcare

What do you see as the most/other important issues facing Britain today?

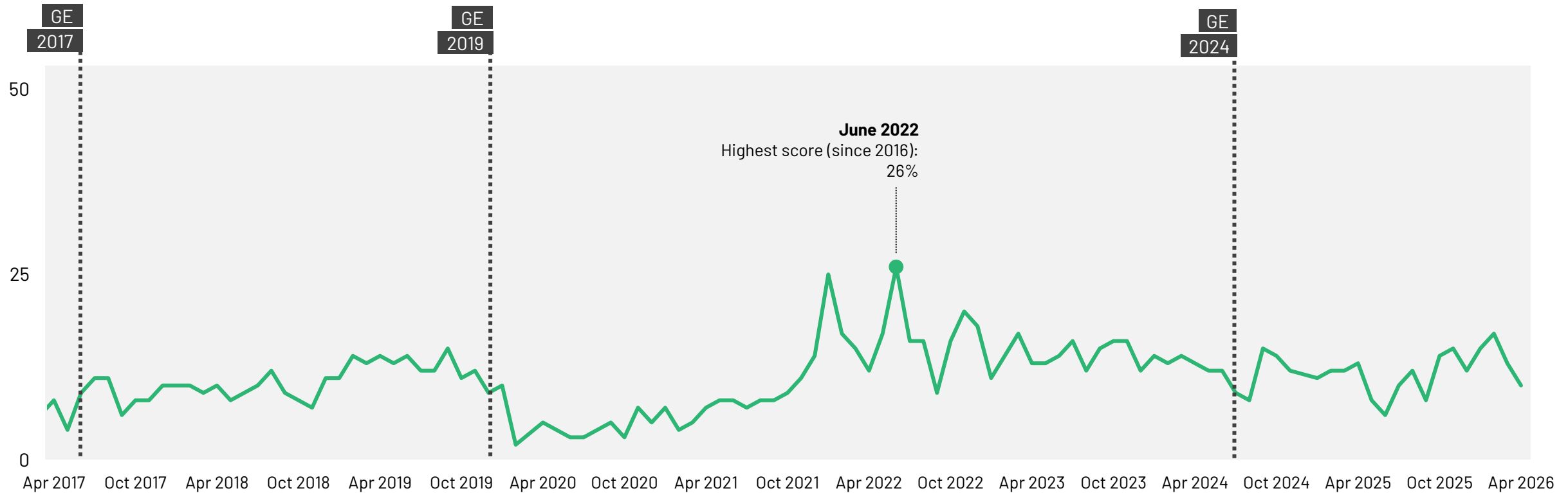


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Lack of faith in politicians/politics

What do you see as the most/other important issues facing Britain today?

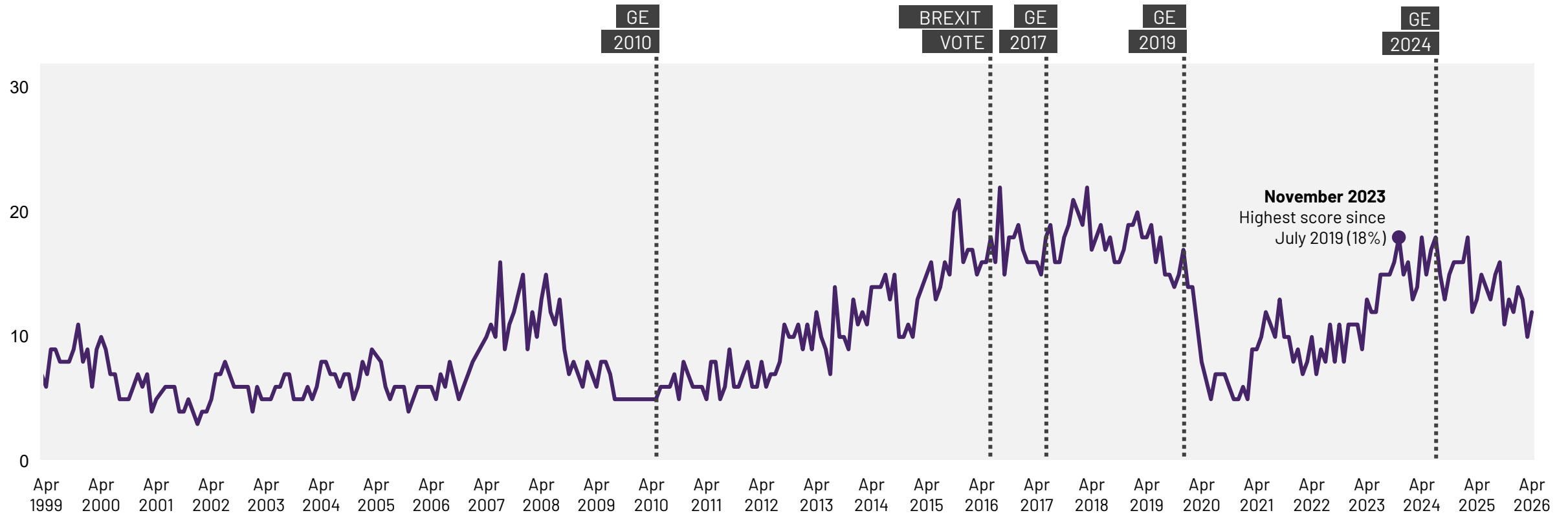


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Housing

What do you see as the most/other important issues facing Britain today?

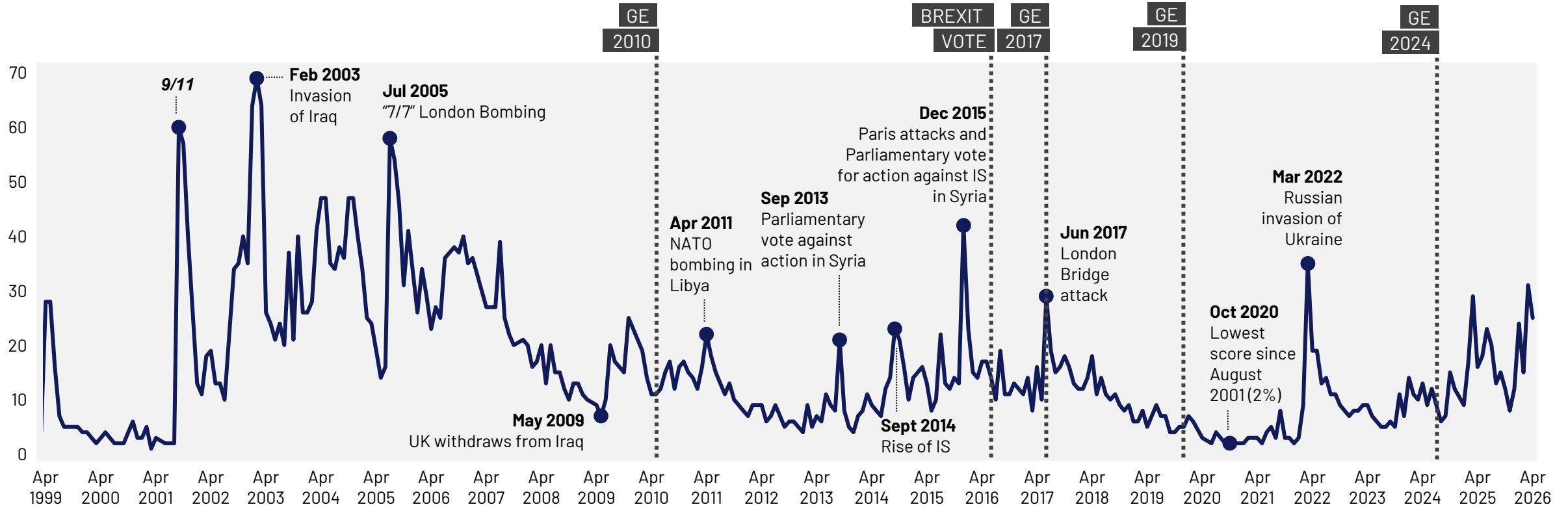


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Defence/Foreign Affairs /International Terrorism

What do you see as the most/other important issues facing Britain today?

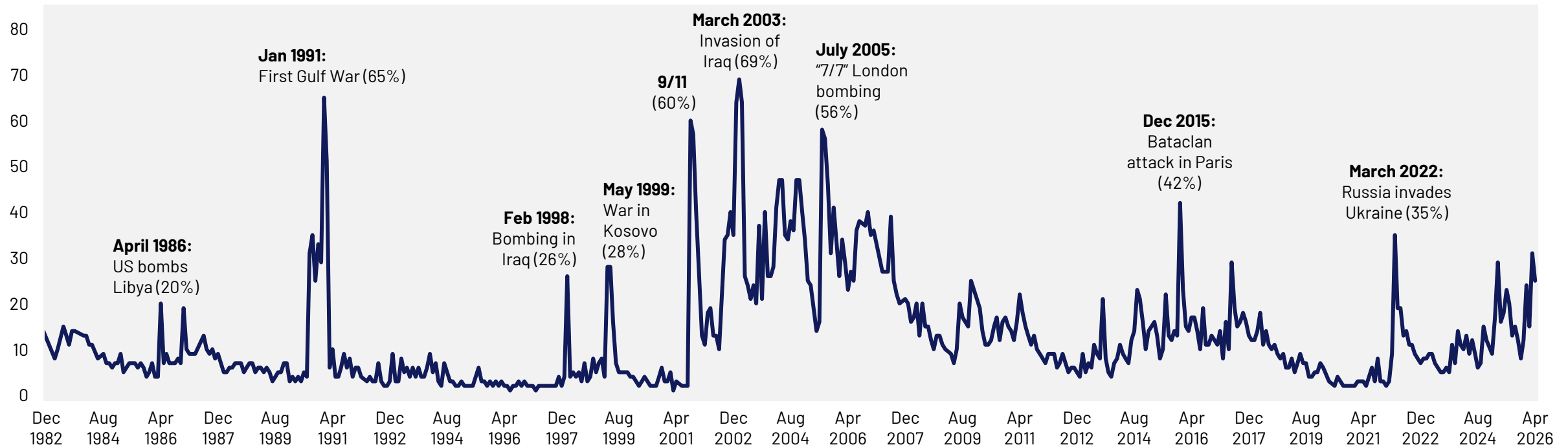


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Defence/Foreign Affairs – Concern Since 1982

What do you see as the most/other important issues facing Britain today?

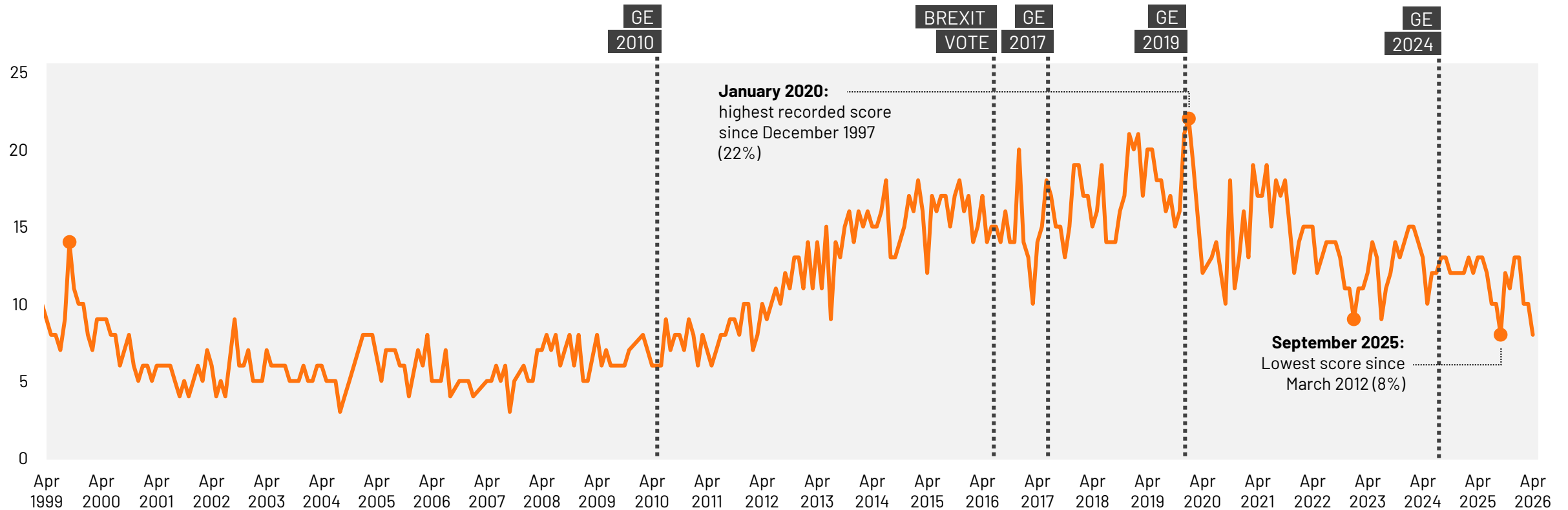


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Poverty/Inequality

What do you see as the most/other important issues facing Britain today?

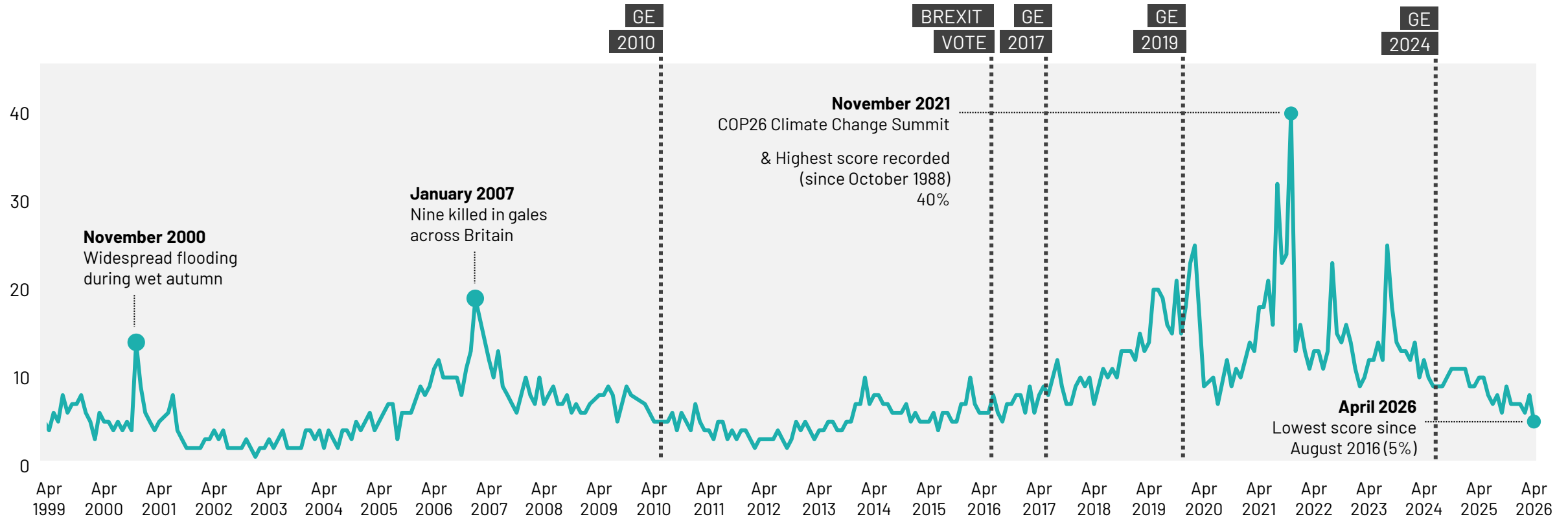


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Pollution/Environment/Climate change

What do you see as the most/other important issues facing Britain today?

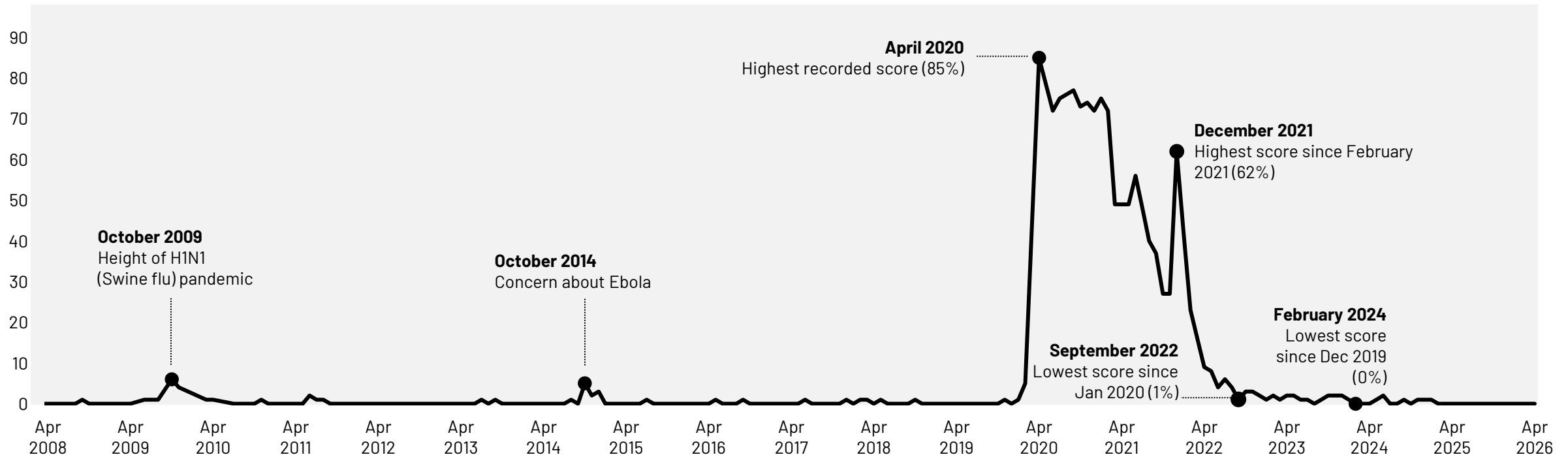


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Coronavirus/Pandemic diseases

What do you see as the most/other important issues facing Britain today?

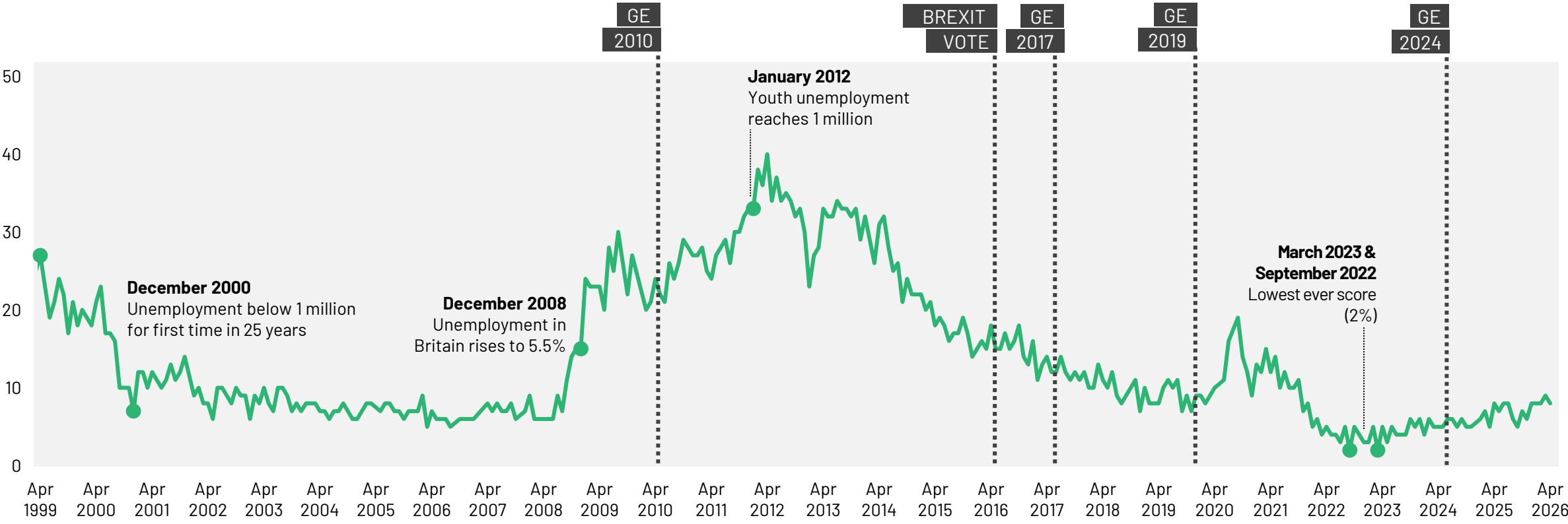


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Unemployment / Factory closure / Lack of industry

What do you see as the most/other important issues facing Britain today?



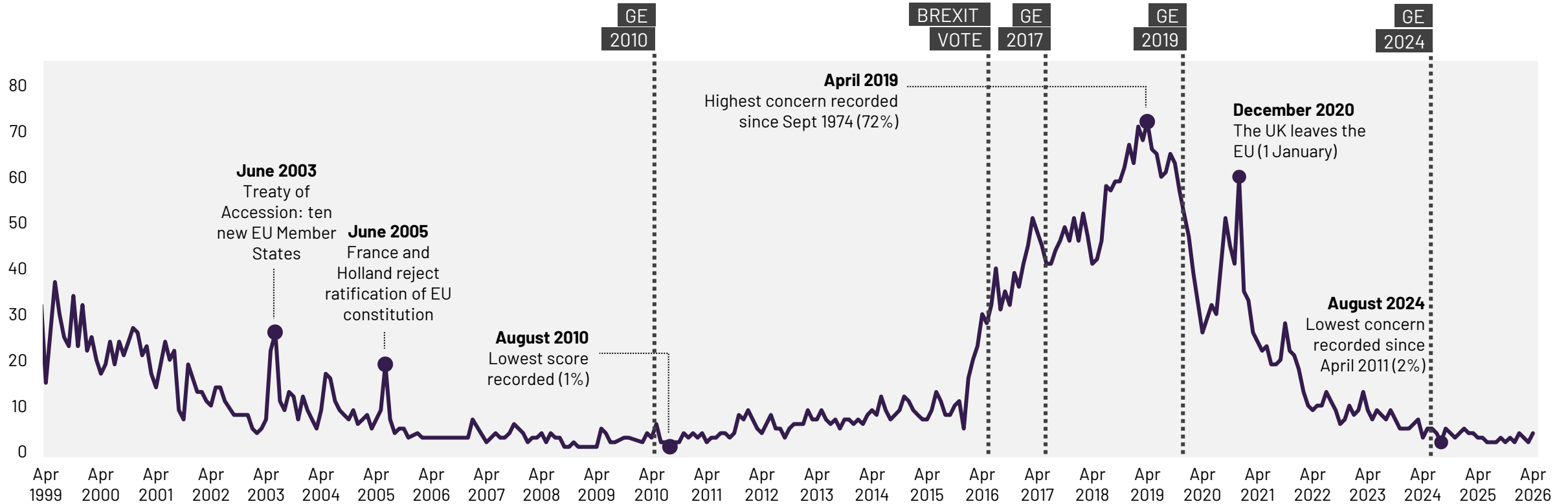
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



EU / Europe / Brexit

What do you see as the most/other important issues facing Britain today?

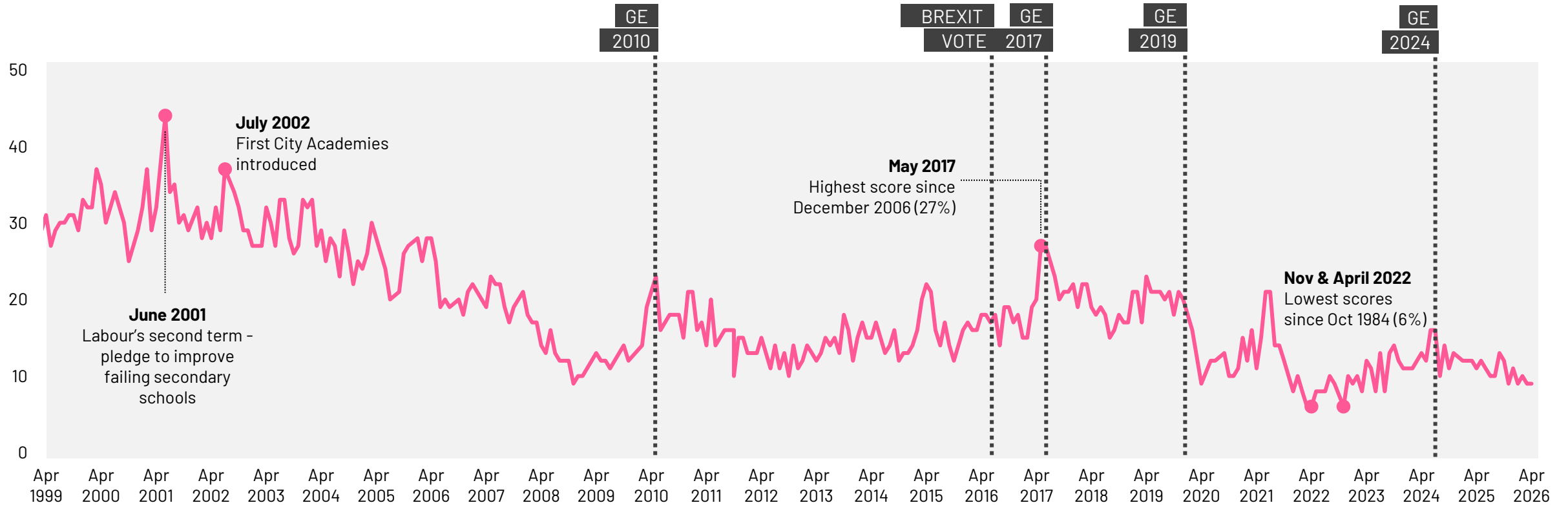


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Education/Schools

What do you see as the most/other important issues facing Britain today?

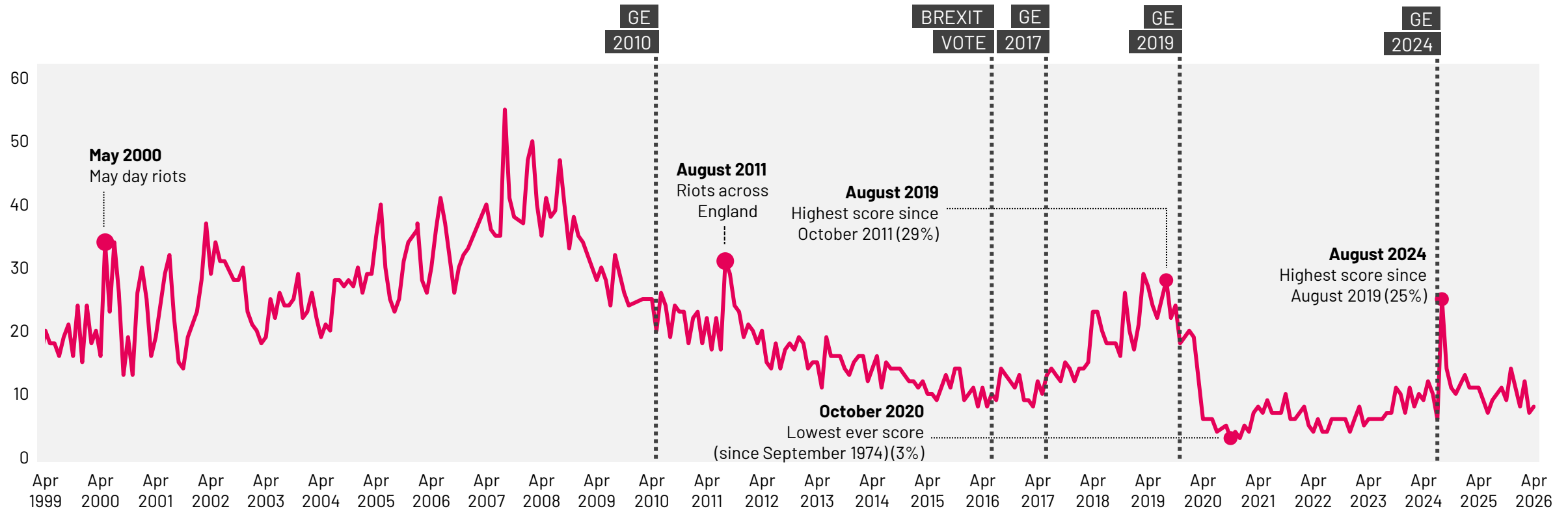


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Crime/Law & Order/Violence/Vandalism /ASB

What do you see as the most/other important issues facing Britain today?

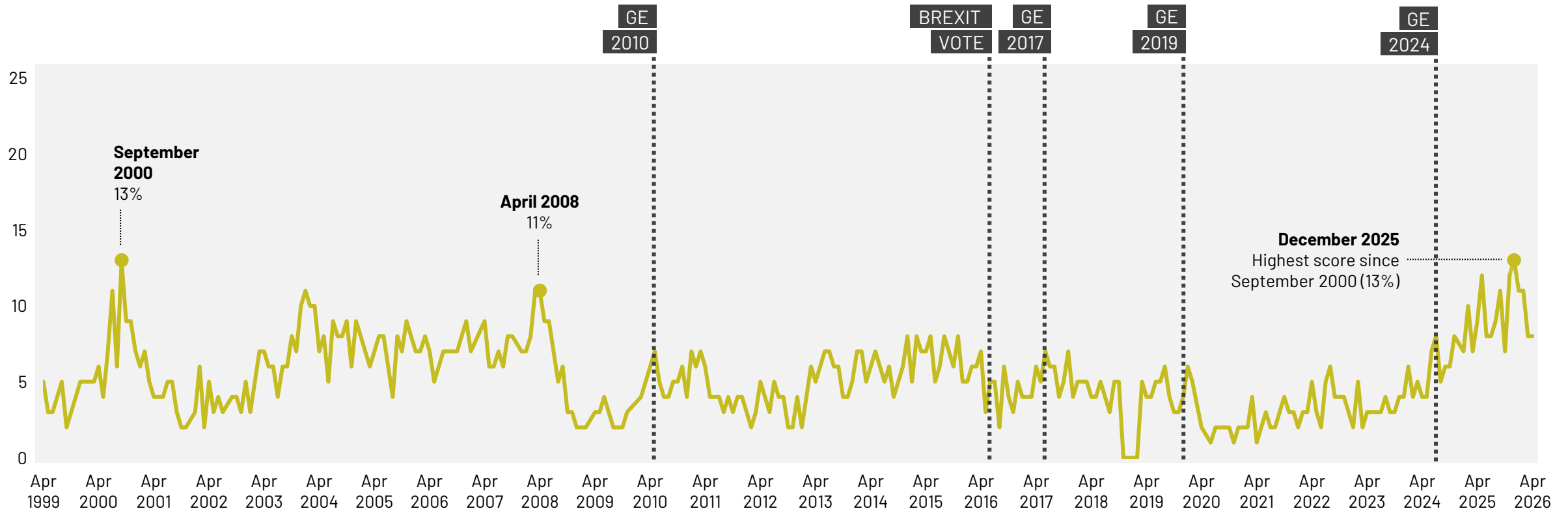


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Taxation

What do you see as the most/other important issues facing Britain today?

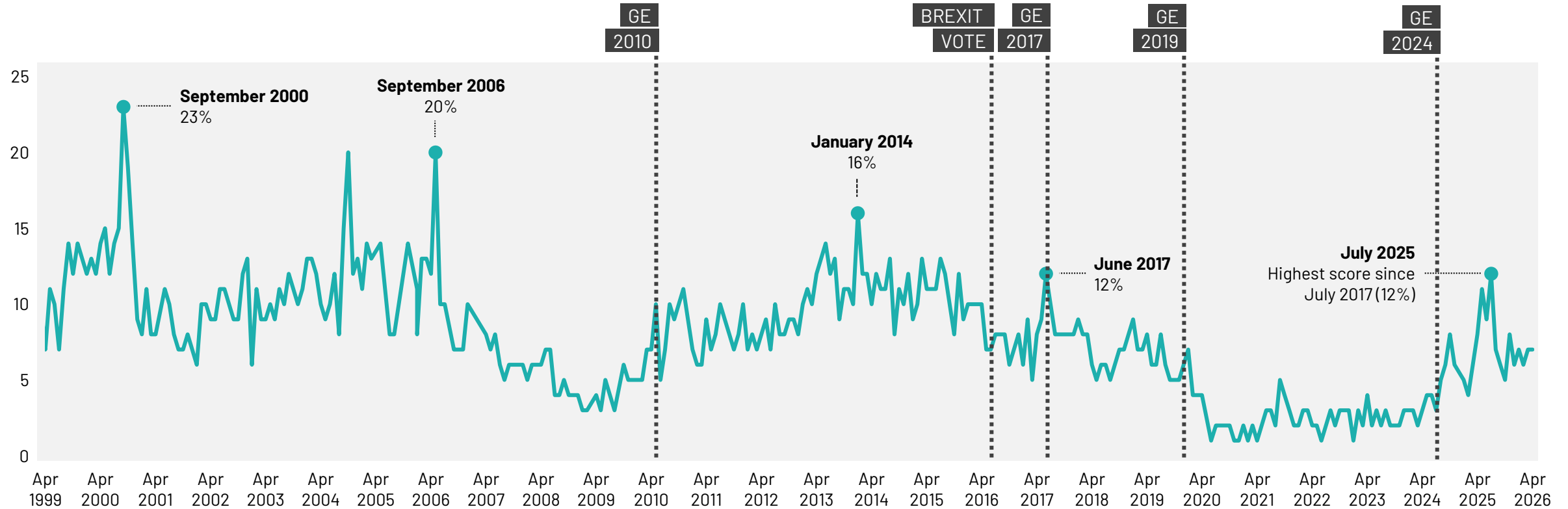


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Pensions/Social Security/Benefits

What do you see as the most/other important issues facing Britain today?

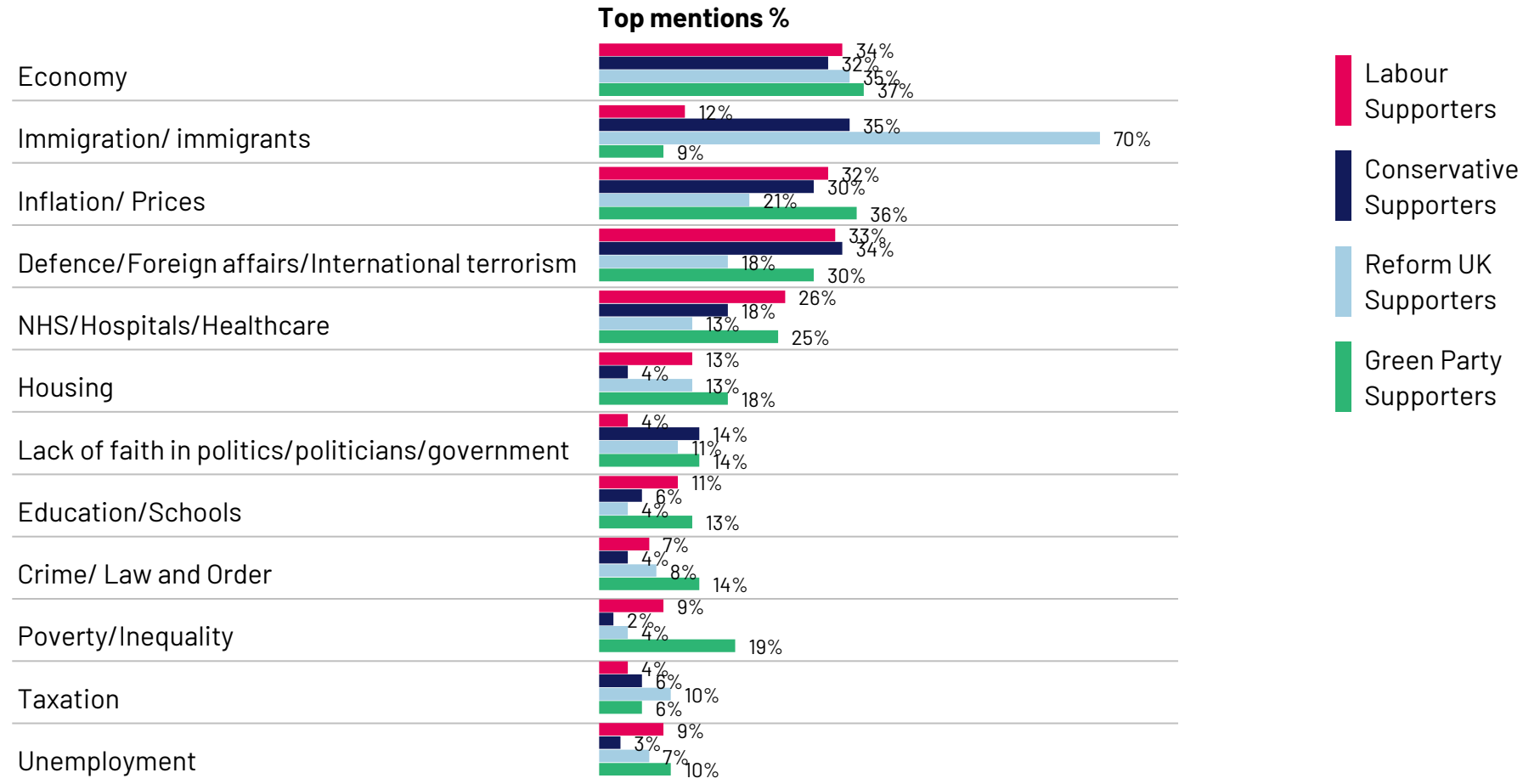


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
 N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Party support

What do you see as the most/other important issues facing Britain today?

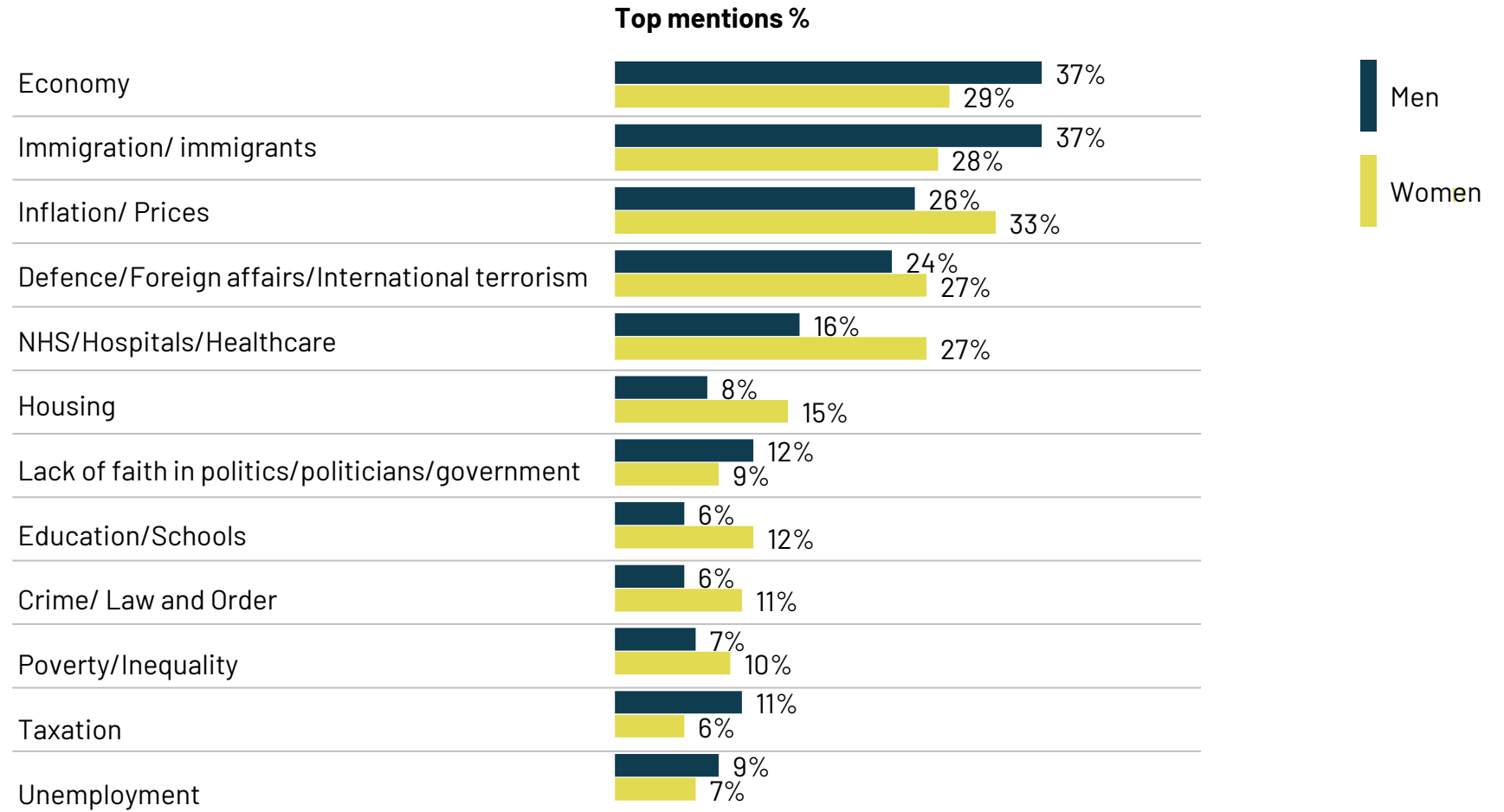


Base: 1,003 British adults 18+, 8 - 14 April 2026

Source: Ipsos Issues Index

Men and women

What do you see as the most/other important issues facing Britain today?

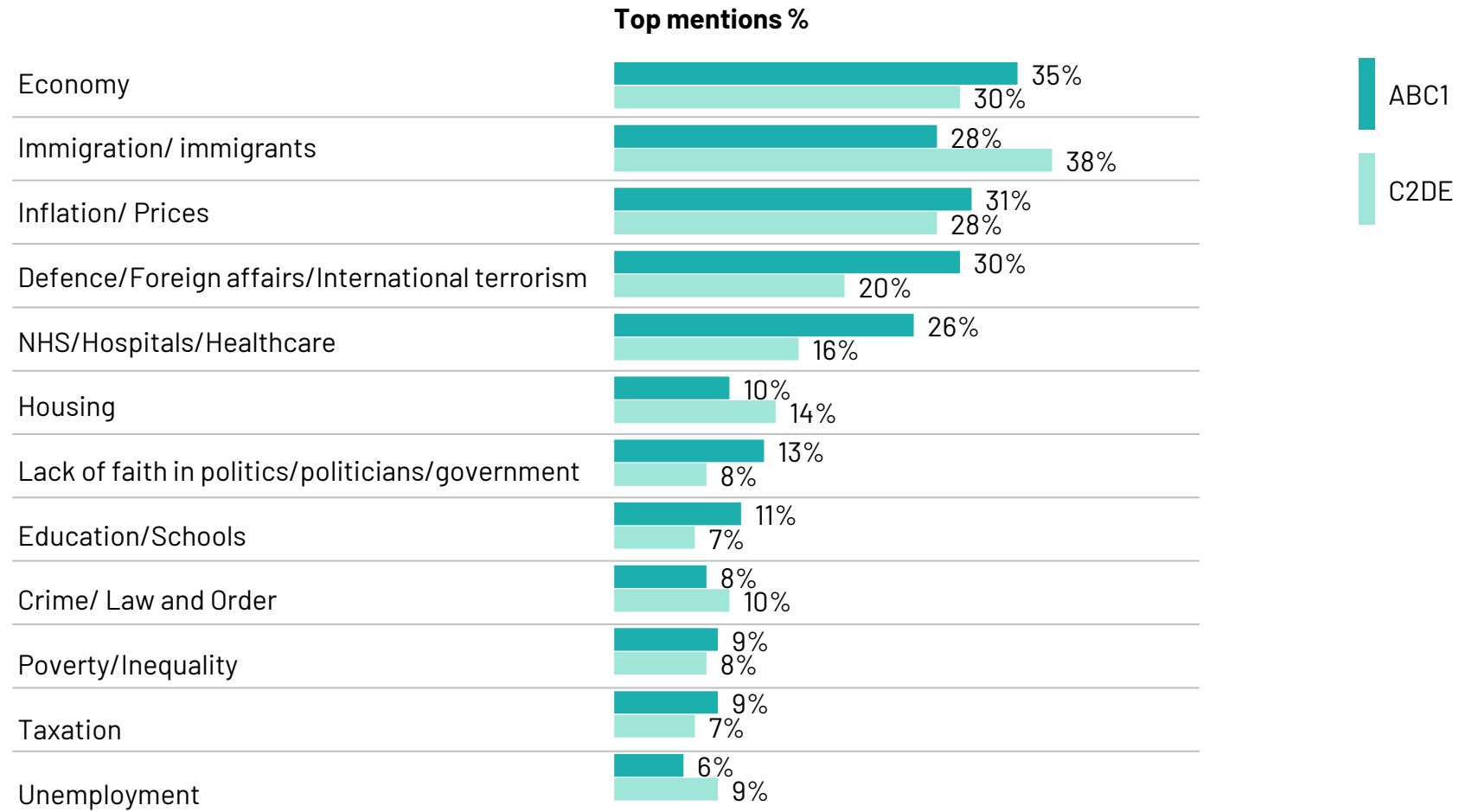


Base: 1,003 British adults 18+, 8 - 14 April 2026

Source: Ipsos Issues Index

Social grade

What do you see as the most/other important issues facing Britain today?

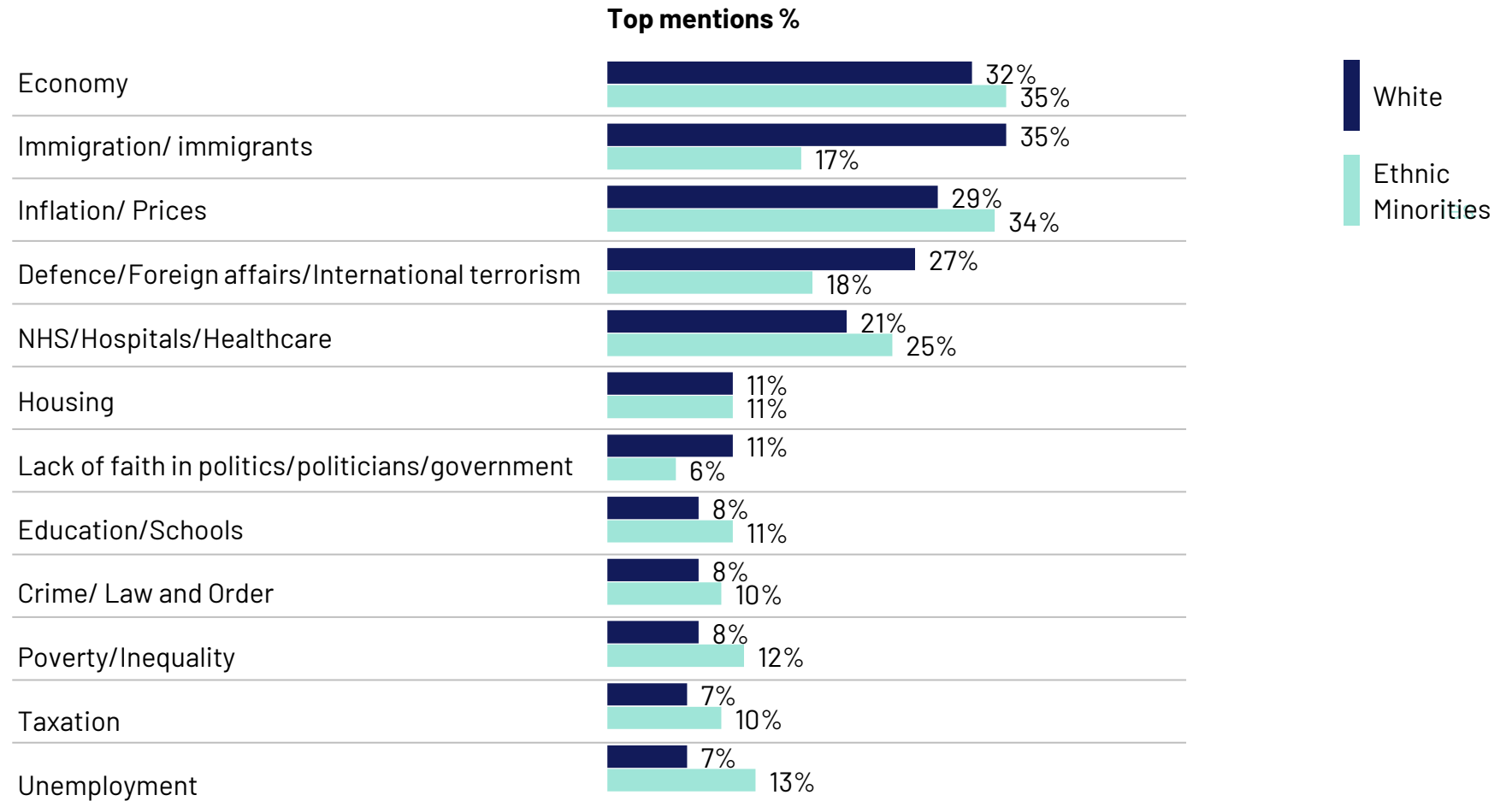


Base: 1,003 British adults 18+, 8 - 14 April 2026

Source: Ipsos Issues Index

Ethnic background

What do you see as the most/other important issues facing Britain today?

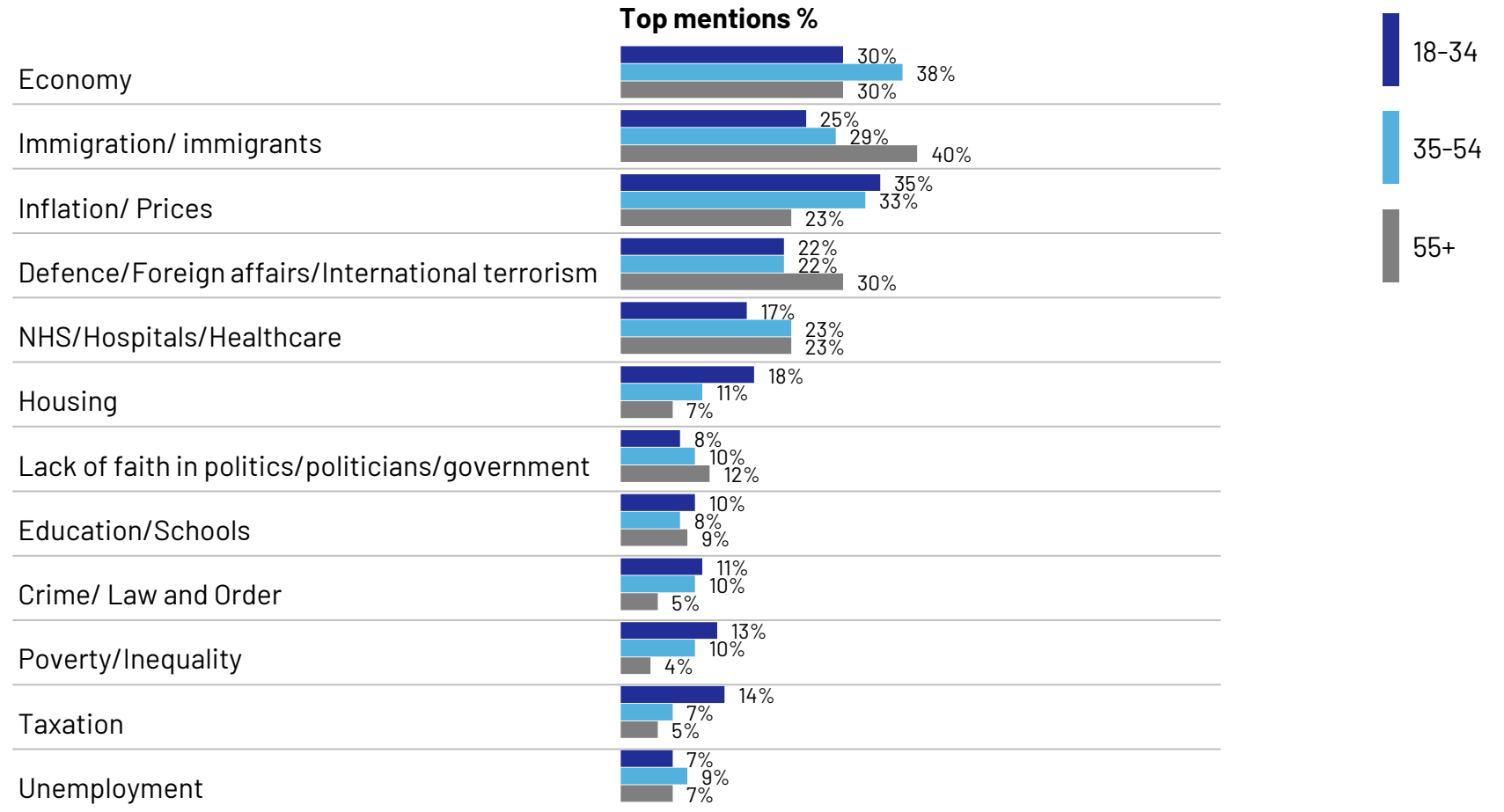


Base: 1,003 British adults 18+, 8 - 14 April 2026

Source: Ipsos Issues Index

Age group

What do you see as the most/other important issues facing Britain today?

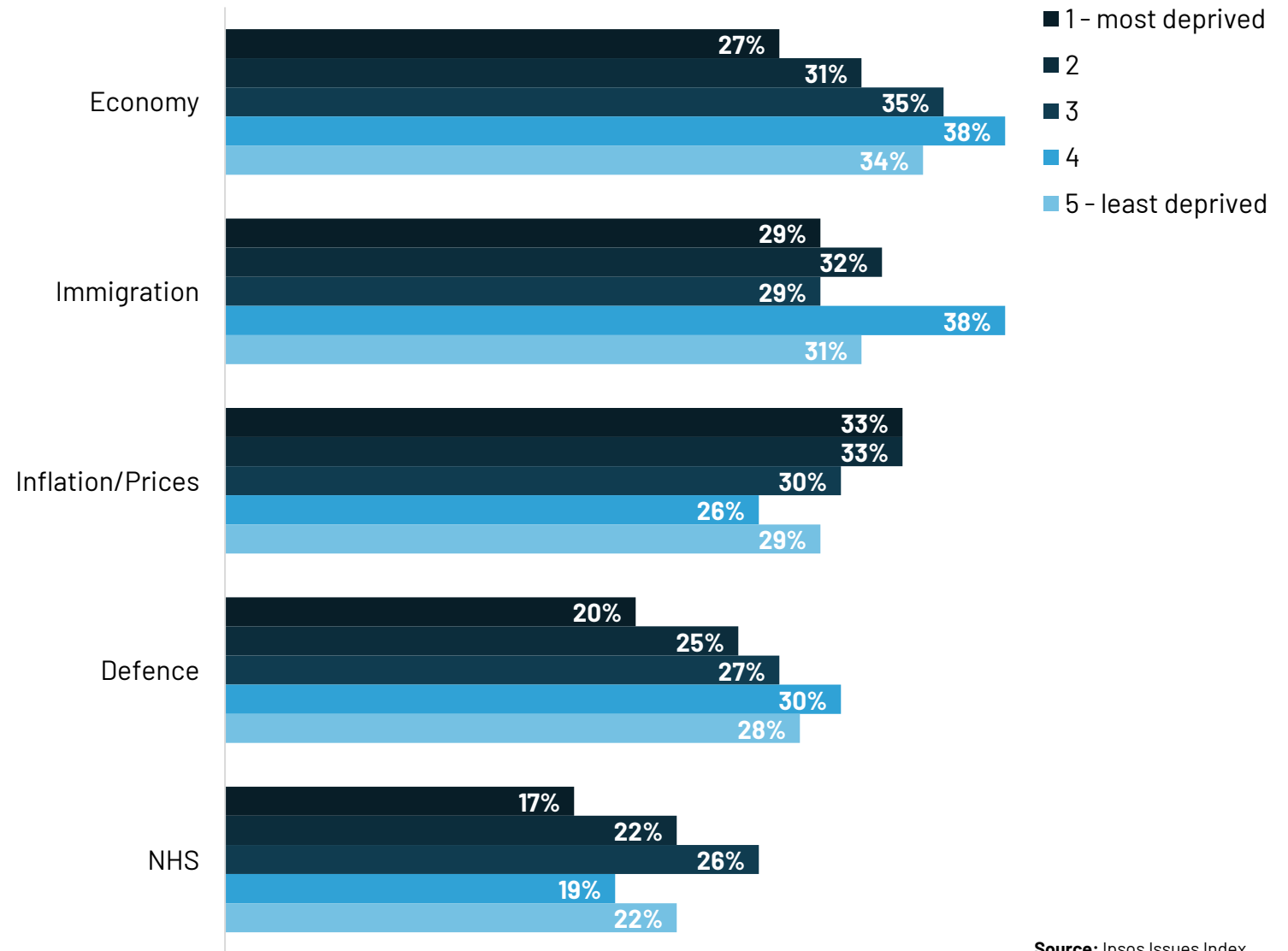


Base: 1,003 British adults 18+, 8 - 14 April 2026

Source: Ipsos Issues Index

Top five concerns by IMD quintile

What do you see as the most/other important issues facing Britain today?



Source: Ipsos Issues Index

"IMD" are the Indices of Multiple Deprivation, a measure of multiple deprivation for small areas

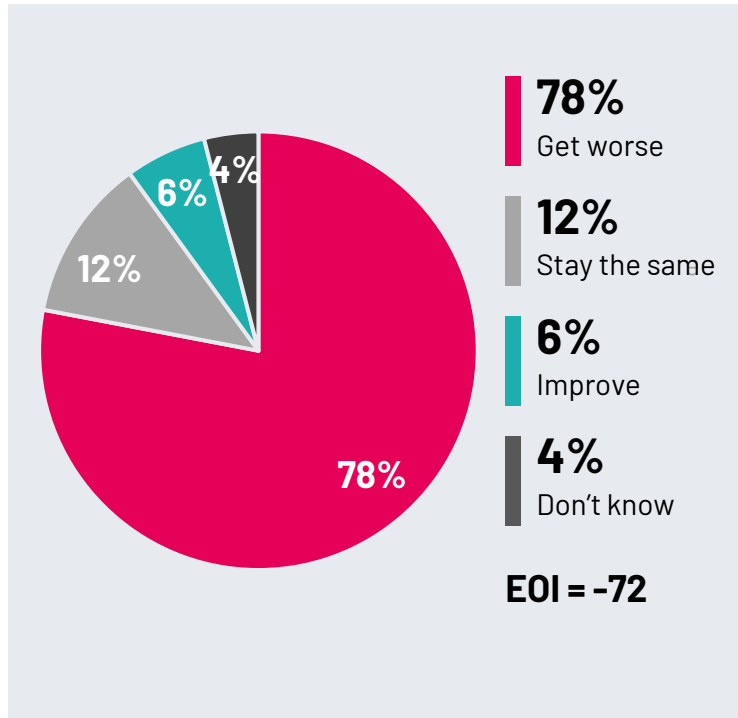
Base: 1,003 British adults 18+, 8 - 14 April 2026

Economic Optimism

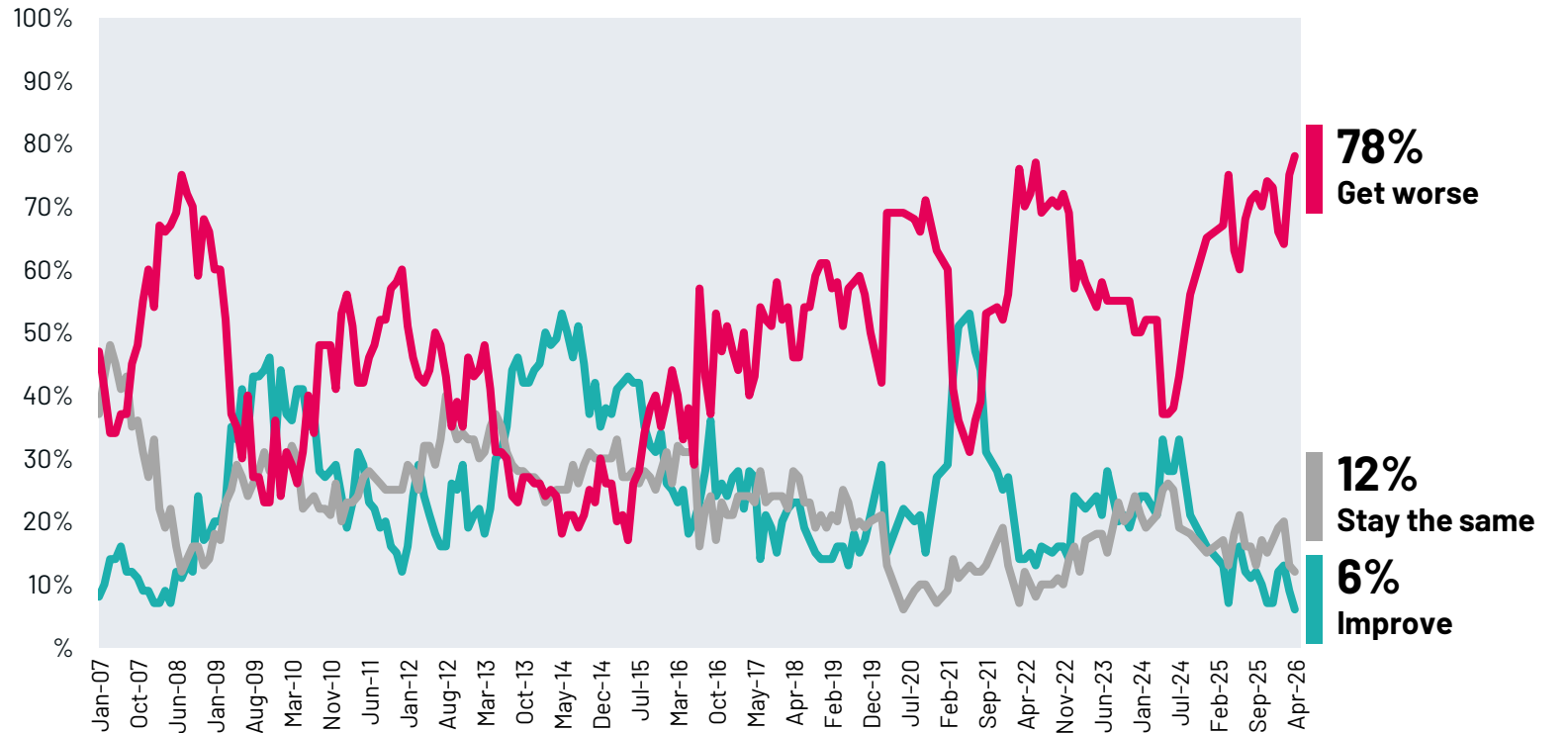
Ipsos Economic Optimism Index

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

April 2026



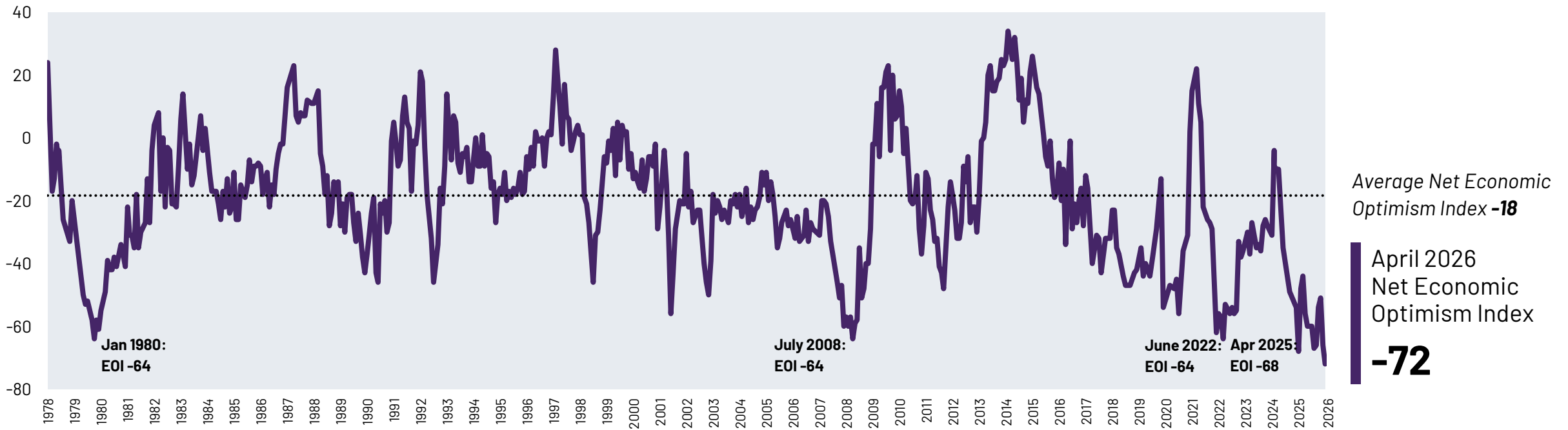
January 2007 – April 2026



Base: 1,003 British adults 18+, 8 - 14 April 2026

Ipsos Economic Optimism Index (1978-2026)

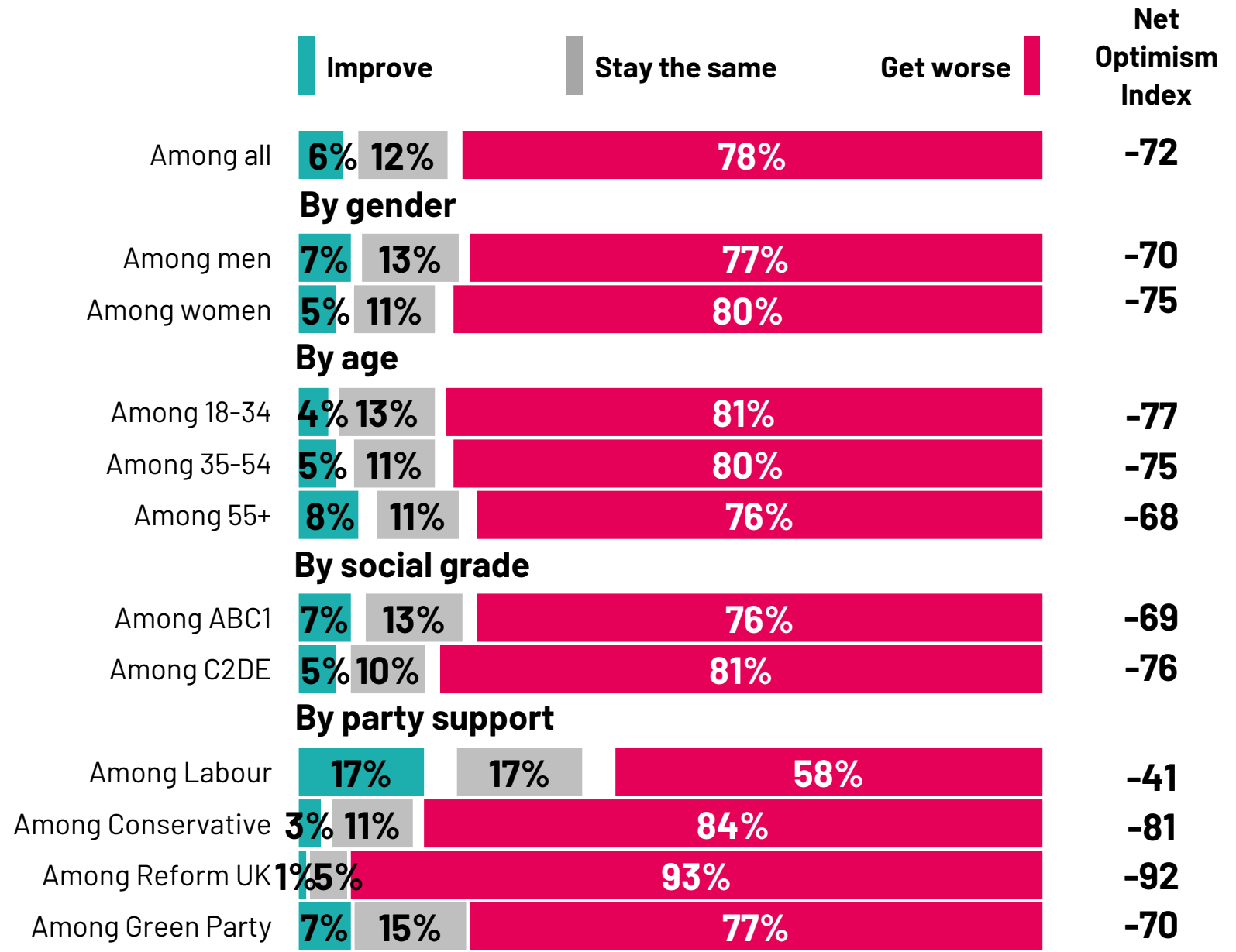
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months? *Net Economic Optimism Index = % get better minus % get worse*



Base: c.1,000 British adults 18+ each month

Economic optimism: by sub-group

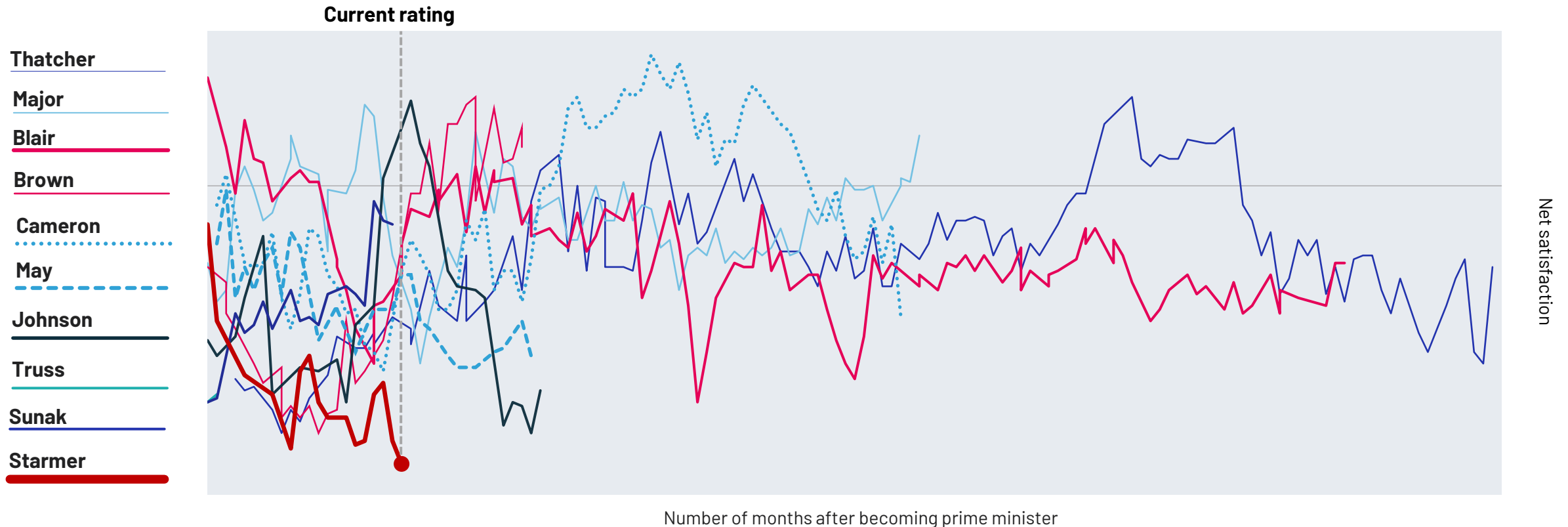
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?



Base: 1,003 British adults aged 18+, including (554) men, (431) women, (271) 18-34-year-olds, (316) 35-54s, (416) 55+, (673) ABC1, and (330) C2DE, (169) Labour, (128) Conservative, (174) Reform UK and (145) Green Party supporters, 8 - 14 April 2026

Net Economic Optimism Index: *By Prime Minister*

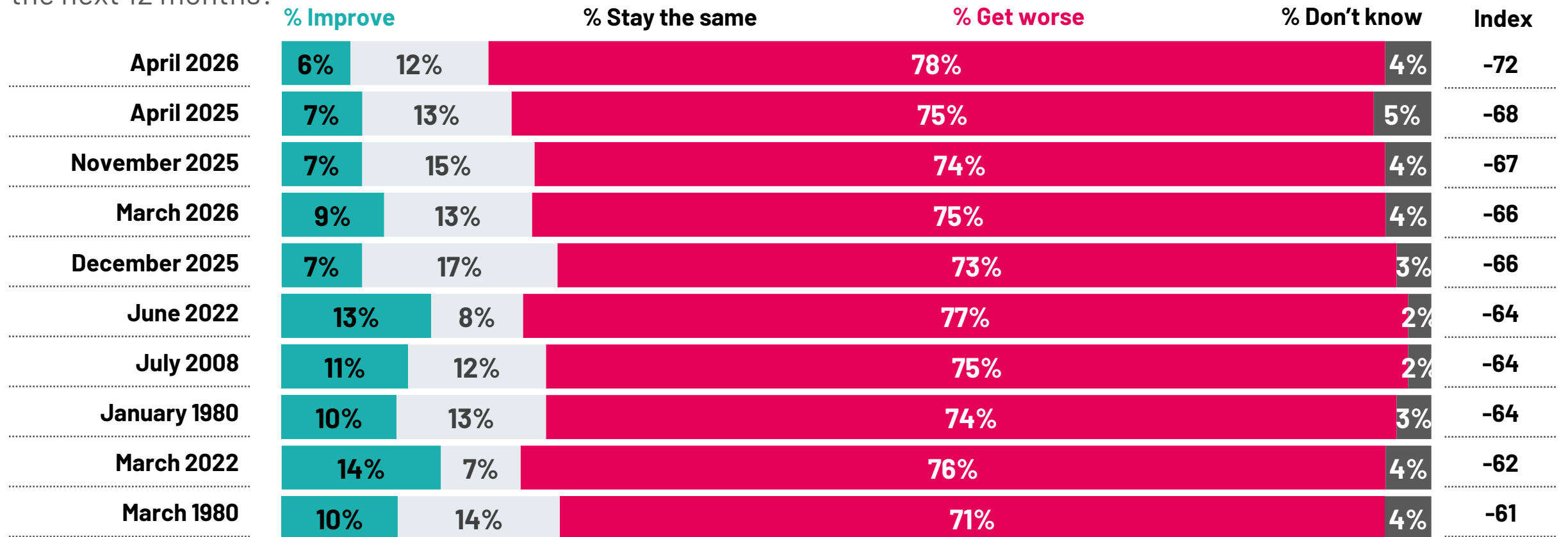
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months? *Net Economic Optimism Index = % get better minus % get worse*



Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 is via telephone;
Base: c.1,000 British adults 18+ each month

Worst net Economic Optimism Index ratings on record

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



Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Base: c.1,000 British adults each month



Issues Index
April 2026

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