



ISSUES INC

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[ECONOMY - Do you think that the general economic condition of the country will improve, stay the same, o](#)

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Table 1

Q.PL01 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	SEX	
		MALE (a)	FEMALE (b)
UNWEIGHTED BASE	1003	554	431
WEIGHTED BASE	1003	477	508
	100%	48%	51%
Immigration/ immigrants	174 17% jmq u	92 19%	77 15%
Economy/Economic situation	163 16% iv	92 19% zb	68 13%
Inflation/Prices	138 14% iv	61 13%	77 15%
Defence/Foreign affairs/ International terrorism	120 12%	50 10%	67 13%
National health service/Hospitals/ Healthcare	49 5% a	13 3%	36 7% za
Lack of faith in politics / politicians / government	32 3% r	22 5% zb	10 2%
Poverty/Inequality	31 3% lv	11 2%	19 4%
Taxation	29 3% lv	19 4% zb	8 2%
Housing	24	8	14

	2%	2%	3%
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	21	7	14
	2%	1%	3%
Morality/ Individual behaviour/ Lifestyle	17	10	7
	2%	2%	1%
Petrol prices/Fuel	16	7	8
	2%	1%	2%
	n		
Unemployment/ Factory closure/ Lack of industry	15	9	5
	1%	2%	1%
	q		
Pollution/ Environment/ Climate change	13	4	9
	1%	1%	2%
Pensions/Social security/Benefits	12	5	8
	1%	1%	2%
Common Market/ Brexit/EU/Europe/ Euro	11	8	3
	1%	2%	1%
	r		
Nuclear weapons/ Nuclear war/ Disarmament	11	6	6
	1%	1%	1%
	n		
Education/Schools	9	2	8
	1%	*	2%
	a		
Race relations	8	1	7
	1%	*	1%
	av		
Public services in general	7	3	4
	1%	1%	1%
Childcare services / support for young people	6	1	5
	1%	*	1%
Population levels/ Overpopulation	4	3	1
	*	1%	*
Nationalisation/ Government control of institutions	3	3	-
	*	1%	-
AI / Technology	2	1	2
	*	*	*

Low pay/Minimum wage/Fair wages	2 *	2 *	1 *
Local government/ Council tax	2 *	2 *	- -
Transport/Public transport	2 *	2 *	- -
International trade/trade deals	1 *	- -	1 *
Median	1	1	1
Ageing population/ Social care for the elderly	1 *	1 *	- -
Social media	* *	* *	- -
Food production/ farming	* *	* *	- -
Privatisation	- -	- -	- -
Coronavirus/ pandemic diseases	- -	- -	- -
Mental health/ well-being	- -	- -	- -
Royal Family/ Monarchy	- -	- -	- -
Animal welfare	- -	- -	- -
UK union/ devolution/reform	- -	- -	- -
Drug abuse	- -	- -	- -
Trade unions/ Strikes	- -	- -	- -
Countryside/Rural life	- -	- -	- -
Pound/Exchange rate/Value of pound	- -	- -	- -
Other	25 2% m	12 3%	13 3%
MEAN NUMBER OF MENTIONS	1	1	1
Don't know	54 5% mq	21 4%	31 6%
Personal finances (NET)	187 19% ilv	80 17%	105 21%

Northern Ireland	-	-	-
	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/v - z/m/n/o
Overlap formulae used. * small base

Respondent type : GB Adults 18+

Fieldwork dates : 8th April - 14th April 2026

Source : Ipsos (JN Q218)

18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)
98	173	187	129	178
107*	169	164	164*	162
11%*	17%	16%	16%*	16%
12	21	24	21	36
11%	13%	14%	13%	22%
				djk
17	31	34	32	23
16%	18%	21%	20%	14%
i	i	iv	i	i
19	33	18	28	19
18%	20%	11%	17%	12%
i	zei lv		iv	
6	18	15	17	23
6%	11%	9%	10%	14%
5	4	5	11	9
4%	3%	3%	6%	6%
2	7	6	8	5
1%	4%	4%	5%	3%
10	4	8	5	2
10%	2%	5%	3%	1%
zdgh ijlv		lv		
7	9	3	5	1
7%	5%	2%	3%	1%
ghlv	glv			
4	5	6	1	4

3%	3%	4%	1%	2%
3	6	5	1	1
3%	4%	3%	1%	1%
2	3	6	*	3
2%	2%	4%	*	2%
4	1	4	3	3
4%	1%	2%	2%	2%
4	2	1	3	2
3%	1%	1%	2%	1%
1	3	2	4	2
1%	1%	1%	2%	1%
-	4	2	1	2
-	2%	1%	1%	1%
1	1	3	2	2
*	1%	2%	1%	1%
-	1	-	4	4
-	1%	-	2%	3%
*	1	2	-	2
*	1%	1%	-	1%
2	*	4	2	-
2%	*	2%	1%	-
-	2	-	1	2
-	1%	-	1%	1%
1	-	2	-	1
1%	-	1%	-	1%
2	-	1	-	1
2%	-	1%	-	*
-	-	-	2	-
-	-	-	1%	-
-	1	-	*	-
-	*	-	*	-

hilv	v		v	
-	-	-	-	-
-	-	-	-	-

o/p/q/r - z/s/t/u

ISSUES INDEX APRIL 2026 (PUBLIC - FINAL)

AGE				
65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55-74 (l)
134	104	271	316	312
123	114*	276	327	285
12%	11%*	28%	33%	28%
31	28	34	45	67
25%	25%	12%	14%	24%
zcd	cde			zcd
efjk	fjk			efjk
22	4	48	66	45
18%	4%	17%	20%	16%
iv		i	iv	iv
13	7	52	46	33
11%	6%	19%	14%	12%
		zei	i	
		lv		
22	19	24	31	45
18%	17%	9%	9%	16%
zce	cj			zck
jk				k
8	8	9	16	17
6%	7%	3%	5%	6%
1	4	8	13	6
1%	4%	3%	4%	2%
1	1	14	13	4
1%	1%	5%	4%	1%
		dlv	v	
1	3	16	8	2
1%	2%	6%	2%	1%
		zghl		
		v		
4	1	8	7	8

3%	1%	3%	2%	3%
1	3	10	6	2
1%	3%	3%	2%	1%
1	-	6	7	5
1%	-	2%	2%	2%
-	1	5	7	3
-	1%	2%	2%	1%
4	-	5	4	6
3%	-	2%	1%	2%
2	-	3	6	4
2%	-	1%	2%	1%
1	3	4	3	3
1%	2%	1%	1%	1%
2	1	1	5	4
1%	1%	1%	2%	1%
1	1	1	4	5
1%	1%	*	1%	2%
-	3	2	2	2
-	3%	1%	1%	1%
-	1	2	5	-
-	1%	1%	2%	-
2	-	2	1	4
1%	-	1%	*	1%
-	1	1	2	1
-	1%	1%	1%	*
-	-	2	1	1
-	-	1%	*	*
-	1	-	2	-
-	1%	-	1%	-
-	1	1	*	-
-	1%	*	*	-

ilv

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	SOCIAL GRADE			
55+ (v)	AB (m)	C1 (n)	C2 (o)	DE (p)
416	288	385	151	179
399	244	306	197	257
40%	24%	31%	20%	26%
95	25	48	42	58
24%	10%	16%	21%	23%
zcd efjk			mq	mq
49	45	55	33	31
12%	18%	18%	17%	12%
i				
40	27	46	21	44
10%	11%	15%	10%	17%
65	33	45	21	22
16%	13%	15%	11%	9%
zce jk		r		
25	21	11	10	8
6%	8%	3%	5%	3%
	znpq r			
10	10	14	2	6
3%	4%	5%	1%	2%
		or		
5	11	9	6	5
1%	4%	3%	3%	2%
5	11	7	8	3
1%	4%	2%	4%	1%
9	4	7	9	4

2%	2%	2%	4%	2%
5	6	4	2	9
1%	2%	1%	1%	4%
5	7	3	4	2
1%	3%	1%	2%	1%
4	6	1	8	1
1%	2%	*	4%	*
	n		znp	
6	2	3	3	7
2%	1%	1%	2%	3%
4	9	4	-	-
1%	4%	1%	-	-
	zopr	r		
6	3	4	4	2
1%	1%	1%	2%	1%
5	7	4	1	-
1%	3%	1%	*	-
	zpr			
7	3	*	1	6
2%	1%	*	1%	2%
				n
5	1	3	3	3
1%	*	1%	2%	1%
1	3	4	-	2
*	1%	1%	-	1%
4	2	2	2	1
1%	1%	1%	1%	*
3	-	-	1	5
1%	-	-	1%	2%
				nq
1	-	2	2	-
*	-	1%	1%	-
1	1	2	-	-
*	*	1%	-	-
1	1	1	-	-
*	*	*	-	-

[Redacted Header]				
-	-	-	-	-
-	-	-	-	-

		HH INCOME		
ABC1 (q)	C2DE (r)	UP TO 24999 (s)	25000-49999 (t)	50000 PLUS (u)
673	330	113	152	368
550	453	131*	163	334
55%	45%	13%*	16%	33%
73	100	26	28	38
13%	22%	20%	17%	11%
	zmq			
100	64	20	23	68
18%	14%	15%	14%	20%
z				z
73	65	16	33	45
13%	14%	13%	20%	14%
			z	
78	42	16	16	55
14%	9%	12%	10%	16%
zr				z
31	18	5	14	16
6%	4%	3%	8%	5%
n				
25	7	4	3	11
4%	2%	3%	2%	3%
zr				
20	11	6	5	11
4%	3%	5%	3%	3%
18	11	1	3	11
3%	2%	1%	2%	3%
11	13	1	5	6

2%	3%	1%	3%	2%
9	11	6	4	3
2%	3%	4%	2%	1%
11	6	2	3	10
2%	1%	2%	2%	3%
7	9	1	6	6
1%	2%	1%	4%	2%
n	p			
5	10	4	-	4
1%	2%	3%	-	1%
13	-	-	2	4
2%	-	-	1%	1%
zpr				
7	5	3	3	3
1%	1%	2%	2%	1%
10	1	1	2	6
2%	*	1%	1%	2%
zr				
4	8	2	1	3
1%	2%	2%	1%	1%
n				
4	6	1	2	1
1%	1%	1%	1%	*
6	2	1	2	2
1%	*	1%	2%	1%
4	2	2	-	3
1%	1%	1%	-	1%
-	6	3	-	1
-	1%	3%	-	*
	q	z		
2	2	-	-	3
*	*	-	-	1%
3	-	-	-	1
1%	-	-	-	*
2	-	1	-	1
*	-	1%	-	*

-	-	-	-	-
-	-	-	-	-

17 Apr 2026

UNWTD TOTAL
1003
1003
100%
156
16%
174
17%
125
12%
127
13%
57
6%
41
4%
30
3%
27
3%
26

3%	17
2%	18
2%	15
1%	17
2%	15
1%	14
1%	12
1%	10
1%	10
1%	8
1%	6
4	4
*	*
3	4
*	4
*	*
4	*

3	
*	
3	
*	
2	
*	
1	
*	
1	
1	
*	
1	
*	
-	
-	
-	
-	
-	
-	
-	
-	
-	
-	
-	
-	
-	
21	
2%	
1	
50	
5%	
173	
17%	

-
-

Table 2

Q.PL01 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	ENG LAND (a)	WALES (b)
UNWEIGHTED BASE	1003	812	65
WEIGHTED BASE	1003	869	47*
	100%	87%	5%*
Immigration/ immigrants	174 17% jl	149 17%	10 20%
Economy/Economic situation	163 16% ip	145 17%	6 13%
Inflation/Prices	138 14% i	124 14%	3 6%
Defence/Foreign affairs/ International terrorism	120 12% kn	107 12%	4 9%
National health service/Hospitals/ Healthcare	49 5% km	37 4%	7 15% zadg h
Lack of faith in politics / politicians / government	32 3%	28 3%	2 4%
Poverty/Inequality	31 3% u	27 3%	* 1%
Taxation	29 3% p	22 3%	2 4%
Housing	24 2%	21 2%	- -

Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	21 2% l	18 2%	2 4%
Morality/ Individual behaviour/ Lifestyle	17 2%	16 2%	* *
Petrol prices/Fuel	16 2%	12 1%	1 1%
Unemployment/ Factory closure/ Lack of industry	15 1%	12 1%	1 3% h
Pollution/ Environment/ Climate change	13 1%	13 1%	- -
Pensions/Social security/Benefits	12 1%	10 1%	1 1%
Common Market/ Brexit/EU/Europe/ Euro	11 1%	10 1%	* 1%
Nuclear weapons/ Nuclear war/ Disarmament	11 1% a	6 1%	3 7% zade fgh
Education/Schools	9 1%	9 1%	- -
Race relations	8 1%	8 1%	- -
Public services in general	7 1%	6 1%	- -
Childcare services / support for young people	6 1%	6 1%	- -
Population levels/ Overpopulation	4 *	4 *	- -
Nationalisation/ Government control of institutions	3 *	2 *	- -
AI / Technology	2	2	-

	*	*	-
Low pay/Minimum wage/Fair wages	2	2	-
	*	*	-
Local government/ Council tax	2	2	-
	*	*	-
Transport/Public transport	2	2	-
	*	*	-
International trade/trade deals	1	1	-
	*	*	-
Median	1	1	1
Ageing population/ Social care for the elderly	1	1	-
	*	*	-
Social media	*	*	-
	*	*	-
Food production/ farming	*	*	-
	*	*	-
Privatisation	-	-	-
	-	-	-
Coronavirus/ pandemic diseases	-	-	-
	-	-	-
Mental health/ well-being	-	-	-
	-	-	-
Royal Family/ Monarchy	-	-	-
	-	-	-
Animal welfare	-	-	-
	-	-	-
UK union/ devolution/reform	-	-	-
	-	-	-
Drug abuse	-	-	-
	-	-	-
Trade unions/ Strikes	-	-	-
	-	-	-
Countryside/Rural life	-	-	-
	-	-	-
Pound/Exchange rate/Value of pound	-	-	-
	-	-	-
Other	25	21	3
	2%	2%	6%
	ls		d
MEAN NUMBER OF MENTIONS	1	1	1
Don't know	54	47	2
	5%	5%	5%
	i		
Personal finances (NET)	187	164	4
	19%	19%	8%
	bi		

Northern Ireland	-	-	-
	-	-	-

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k - z/l/m - z/n/

Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+

Fieldwork dates : 8th April - 14th April 2026

Source : Ipsos (JN Q218)

GOVERNMENT OFFICE REGION

SCOT LAND (c)	NORTH EXCL. SCOT LAND (d)	MID LANDS INCL. WALES (e)	MID LANDS (f)	GL (g)
126	223	317	252	148
87*	237	311	263	137
9%*	24%	31%	26%	14%
15	49	50	40	18
17%	21%	16%	15%	13%
12	43	44	38	27
14%	18%	14%	15%	19%
11	31	40	37	16
13%	13%	13%	14%	12%
9	27	43	39	12
10%	11%	14%	15%	9%
5	7	26	19	3
6%	3%	8% zadg	7% a	2%
2	7	16	13	1
3%	3%	5% g	5% g	1%
4	5	8	7	5
5%	2%	2%	3%	3%
5	7	6	4	5
5%	3%	2%	2%	4%
3	3	5	5	9
4%	1%	2%	2%	7% zade fh

1	4	7	6	7
1%	2%	2%	2%	5% zah
1	3	5	5	4
1%	1%	2%	2%	3%
4	3	4	3	-
4%	1%	1%	1%	-
zag				
1	6	3	1	4
1%	3%	1%	1%	3% h
-	5	3	3	1
-	2%	1%	1%	1%
1	3	1	1	2
2%	1%	*	*	2%
1	2	2	2	3
1%	1%	1%	1%	2%
2	2	4	1	-
2%	1%	1% f	*	-
1	4	1	1	3
1%	1%	*	*	2%
*	1	5	5	-
*	1%	2%	2%	-
1	1	1	1	1
1%	*	*	*	1%
-	1	1	1	-
-	*	*	1%	-
-	2	1	1	-
-	1%	*	*	-
1	1	1	1	-
1%	*	*	1%	-
*	-	1	1	1

1%	-	*	*	1%
1	-	1	1	1
1%	-	*	*	1%
*	2	-	-	-
*	1%	-	-	-
-	-	1	1	-
-	-	*	*	-
-	-	1	1	-
-	-	*	*	-
1	1	1	1	1
-	-	1	1	-
-	-	*	*	-
-	-	*	*	-
-	*	-	-	-
-	*	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
1	2	13	10	4
1%	1%	4%	4%	3%
		d		
1	1	1	1	1
5	17	15	13	10
5%	7%	5%	5%	8%
20	39	52	48	21
23%	16%	17%	18%	16%
b				

- - - - -
- - - - -

'o/p/q/r - z/s/t/u

ISSUES INDEX APRIL 2026 (PUBLIC - FINAL)

SOUTH EXCL. GL (h)	TENURE			EDUC/
	OWNED (i)	MORT GAGED (j)	RENTED (k)	GRAD UATE (l)
189	374	305	275	458
232	340	293	311	340
23%	34%	29%	31%	34%
41	80	35	53	23
18%	23%	12%	17%	7%
	zj			
37	43	68	45	76
16%	13%	23%	14%	22%
		zik		zm
40	34	36	59	42
17%	10%	12%	19%	12%
			zi	
30	58	34	24	50
13%	17%	12%	8%	15%
	zk			zm
8	22	14	7	22
3%	7%	5%	2%	6%
	k			m
7	11	11	8	12
3%	3%	4%	3%	3%
10	8	11	12	9
4%	2%	4%	4%	3%
6	9	12	4	9
2%	3%	4%	1%	3%
3	5	5	11	10
1%	2%	2%	3%	3%

2	7	2	6	3
1%	2%	1%	2%	1%
4	3	9	4	7
2%	1%	3%	1%	2%
5	4	9	1	5
2%	1%	3%	*	1%
*	7	2	4	5
*	2%	1%	1%	2%
4	4	7	2	9
2%	1%	3%	1%	3%
5	5	4	3	8
2%	1%	1%	1%	2%
4	7	1	4	5
2%	2%	*	1%	2%
3	5	3	2	3
1%	1%	1%	1%	1%
2	2	*	5	5
1%	1%	*	2%	1%
1	1	2	5	7
1%	*	1%	2%	2%
3	3	2	2	4
1%	1%	1%	1%	1%
3	1	-	5	3
1%	*	-	2%	1%
1	1	-	3	1
*	*	-	1%	*
-	1	1	1	1
-	*	*	*	*
-	1	*	1	2

-	*	*	*	1%
-	1	1	1	1
-	*	*	*	*
-	1	-	1	2
-	*	-	*	1%
1	-	1	1	2
*	-	*	*	1%
-	-	1	-	-
-	-	*	-	-
1	1	1	1	1
-	1	-	-	-
-	*	-	-	-
-	*	-	-	*
-	*	-	-	*
-	-	-	*	*
-	-	-	*	*
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
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-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
6	6	7	7	2
2%	2%	3%	2%	1%
1	1	1	1	1
6	9	13	29	14
3%	3%	4%	9%	4%
55	47	57	74	56
24%	14%	19%	24%	17%
b			zi	

-		-	-	-		-
-		-		-		-

CATEGORICAL VARIABLE	WORKING STATUS			URBAN (s)
	FULL TIME (n)	PART TIME (o)	NOT WORKING (p)	
NON GRADUATE (m)	472	128	403	461
443	464	133*	406	462
54%	46%	13%*	40%	46%
121	69	14	90	92
22%	15%	11%	22%	20%
zl			zno	
80	100	21	43	77
15%	22%	15%	11%	17%
	zp			
82	66	21	51	58
15%	14%	16%	13%	13%
53	43	24	53	49
10%	9%	18%	13%	11%
		n		
17	19	7	23	17
3%	4%	5%	6%	4%
17	15	3	15	10
3%	3%	2%	4%	2%
19	17	4	10	15
4%	4%	3%	2%	3%
13	22	1	5	15
2%	5%	1%	1%	3%
	zp			
13	10	6	7	12
2%	2%	5%	2%	3%

16	9	4	8	10
3%	2%	3%	2%	2%
1				
8	12	1	4	10
1%	3%	1%	1%	2%
6	7	4	5	11
1%	2%	3%	1%	2%
9	4	*	11	9
2%	1%	*	3%	2%
			z	
4	6	1	6	8
1%	1%	1%	1%	2%
3	4	2	7	7
1%	1%	1%	2%	2%
5	8	1	3	6
1%	2%	*	1%	1%
7	2	2	8	6
1%	*	1%	2%	1%
3	3	1	5	3
*	1%	1%	1%	1%
2	4	3	1	5
*	1%	2%	*	1%
		p		
1	3	4	-	2
*	1%	3%	-	*
		zp		
3	-	-	6	1
1%	-	-	1%	*
			zn	
3	3	-	1	-
1%	1%	-	*	-
2	1	1	1	1
*	*	1%	*	*
-	1	-	1	2

-	*	-	*	*
1	1	1	1	2
*	*	1%	*	*
-	1	1	-	1
-	*	1%	-	*
-	1	1	-	1
-	*	1%	-	*
1	1	-	-	-
*	*	-	-	-
1	1	1	1	1
1	-	-	1	-
*	-	-	*	-
-	-	-	*	*
-	-	-	*	*
-	-	-	*	*
-	-	-	*	*
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
21	10	2	13	4
4%	2%	1%	3%	1%
zl				
1	1	1	1	1
33	21	5	28	26
6%	4%	4%	7%	6%
108	91	30	67	86
20%	20%	22%	17%	19%

-		-	-	-		-
-		-		-		-

17 Apr 2026

AREA		
SUBURBAN (t)	RURAL (u)	UNWTD TOTAL
327	215	1003
334	206	1003
33%	21%	100%
51	31	156
15%	15%	16%
45	41	174
13%	20%	17%
47	33	125
14%	16%	12%
50	21	127
15%	10%	13%
18	14	57
5%	7%	6%
13	9	41
4%	4%	4%
15	1	30
4%	1%	3%
u		
8	5	27
2%	3%	3%
9	3	26
3%	2%	3%

8	3	17
2%	1%	2%
3	4	18
1%	2%	2%
4	1	15
1%	*	1%
2	3	17
1%	2%	2%
3	2	15
1%	1%	1%
3	2	14
1%	1%	1%
3	2	12
1%	1%	1%
4	1	10
1%	1%	1%
3	3	10
1%	1%	1%
2	1	8
1%	1%	1%
5	-	6
1%	-	1%
1	3	4
*	2%	*
1	3	3
*	1%	*
	ZS	
1	1	4
*	*	*
1	-	4

*	-	*
-	-	3
-	-	*
-	1	3
-	*	*
1	-	2
*	-	*
1	-	1
*	-	*
1	1	1
1	-	1
*	-	*
-	-	1
-	-	*
-	-	1
-	-	*
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
15	6	21
4%	3%	2%
zs		
1	1	1
17	11	50
5%	5%	5%
66	35	173
20%	17%	17%

-	-	-
-	-	-

Table 3

Q.PL01 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	CON SERV ATIVE (a)	LAB OUR (b)
UNWEIGHTED BASE	1003	128	169
WEIGHTED BASE	1003	133	149
	100%	13%	15%
Immigration/ immigrants	174 17% bc eox	20 15% bce	7 4%
Economy/Economic situation	163 16%	25 19%	25 17%
Inflation/Prices	138 14% d	19 14% d	23 16% d
Defence/Foreign affairs/ International terrorism	120 12% fj	18 13%	27 18% zd f
National health service/Hospitals/ Healthcare	49 5% dp	7 6%	8 6%
Lack of faith in politics / politicians / government	32 3%	2 2%	3 2%
Poverty/Inequality	31 3% l	- -	4 3%
Taxation	29 3% n	7 5% b	- -
Housing	24 2% w	2 1%	8 6% zd

Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	21	*	4
	2%	*	2%
Morality/ Individual behaviour/ Lifestyle	17	3	1
	2%	3%	1%
Petrol prices/Fuel	16	1	5
	2%	1%	3%
			e
Unemployment/ Factory closure/ Lack of industry	15	-	5
	1%	-	3%
	p		
Pollution/ Environment/ Climate change	13	-	4
	1%	-	3%
			df
Pensions/Social security/Benefits	12	6	-
	1%	4%	-
		zb	
Common Market/ Brexit/EU/Europe/ Euro	11	4	2
	1%	3%	1%
		d	
Nuclear weapons/ Nuclear war/ Disarmament	11	3	2
	1%	2%	1%
Education/Schools	9	2	1
	1%	1%	*
Race relations	8	1	-
	1%	1%	-
	w		
Public services in general	7	-	1
	1%	-	1%
Childcare services / support for young people	6	-	1
	1%	-	1%
Population levels/ Overpopulation	4	-	-
	*	-	-
Nationalisation/ Government control of institutions	3	1	1
	*	1%	*
AI / Technology	2	-	-
	*	-	-
Low pay/Minimum wage/Fair wages	2	-	-

	*	-	-
Local government/ Council tax	2	1	*
	*	1%	*
Transport/Public transport	2	2	-
	*	1%	-
		z	
International trade/trade deals	1	1	-
	*	1%	-
Median	1	1	1
Ageing population/ Social care for the elderly	1	-	-
	*	-	-
Social media	*	*	-
	*	*	-
Food production/ farming	*	-	-
	*	-	-
Privatisation	-	-	-
	-	-	-
Coronavirus/ pandemic diseases	-	-	-
	-	-	-
Mental health/ well-being	-	-	-
	-	-	-
Royal Family/ Monarchy	-	-	-
	-	-	-
Animal welfare	-	-	-
	-	-	-
UK union/ devolution/reform	-	-	-
	-	-	-
Drug abuse	-	-	-
	-	-	-
Trade unions/ Strikes	-	-	-
	-	-	-
Countryside/Rural life	-	-	-
	-	-	-
Pound/Exchange rate/Value of pound	-	-	-
	-	-	-
Other	25	3	3
	2%	2%	2%
MEAN NUMBER OF MENTIONS	1	1	1
Don't know	54	5	13
	5%	4%	9%
	np		cd
Personal finances (NET)	187	20	32
	19%	15%	22%
	d	d	d
Northern Ireland	-	-	-
	-	-	-

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/
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 8th April - 14th April 2026
Source : Ipsos (JN Q218)

ISSUES INDI

PARTY PREFERENCE (NOT VI)				
LIBERAL DEMOCRATS	REFORM UK	GREEN PARTY	NONE	1
(c)	(d)	(e)	(f)	(j)
79	174	145	218	166
70*	190	143	237	172
7%*	19%	14%	24%	17%
2	90	3	32	26
3%	47%	2%	13%	15%
	zab		bc	
	cef		e	
18	28	26	28	26
26%	15%	18%	12%	15%
f				
11	7	25	47	27
16%	4%	17%	20%	16%
d		d	zd	
16	14	22	16	10
23%	7%	15%	7%	6%
zdf		df		
4	3	7	16	8
5%	2%	5%	7%	5%
			d	
1	11	6	7	2
2%	6%	4%	3%	1%
-	3	10	8	10
-	2%	7%	3%	6%
		zac		l
		d		
1	6	2	8	14
1%	3%	1%	3%	8%
			b	zkm
				n
-	2	5	6	6
-	1%	4%	2%	4%

1	4	4	6	4
2%	2%	3%	3%	2%
-	1	3	3	2
-	*	2%	1%	1%
1	1	-	5	3
2%	*	-	2%	2%
1	1	3	4	4
2%	*	2%	2%	2%
4	-	5	-	1
6% zad f	-	3% df	-	1%
-	2	1	3	2
-	1%	1%	1%	1%
2	-	2	1	1
2%	-	2%	*	1%
1	1	-	3	-
2%	1%	-	1%	-
-	*	3	4	1
-	*	2%	2%	1%
3	-	5	-	2
4% zbd f	-	3% zbd f	-	1%
2	1	1	2	1
2%	*	1%	1%	*
1	-	1	2	-
2%	-	1%	1%	-
-	2	-	2	-
-	1%	-	1%	-
1	-	-	1	-
1%	-	-	*	-
*	-	1	1	-
1%	-	1%	*	-
-	-	1	1	1

'o/p/q/r - z/s/t/u/v - z/w/x

EX APRIL 2026 (PUBLIC - FINAL)

IMD QUINTILES				SECTOR W
2 (k)	3 (l)	4 (m)	5 (n)	PUBLIC (o)
188	178	181	200	209
189	187	181	184	102
19%	19%	18%	18%	10%
37	34	35	25	12
19%	18%	19%	13%	12%
25	27	35	38	17
13%	15%	19%	21%	17%
25	29	21	27	12
13%	16%	12%	14%	12%
25	29	15	28	13
13%	15%	8%	15%	12%
j	j		j	
10	9	8	12	7
5%	5%	4%	7%	6%
7	5	8	4	5
4%	2%	5%	2%	5%
7	1	3	6	4
4%	1%	2%	3%	4%
2	6	1	1	1
1%	3%	1%	1%	1%
8	3	1	4	4
4%	2%	1%	2%	4%
m				

4	4	4	3	2
2%	2%	2%	2%	2%
2	4	5	2	2
1%	2%	3%	1%	2%
4	4	2	3	1
2%	2%	1%	2%	1%
3	2	4	3	2
1%	1%	2%	2%	2%
1	2	4	5	p 1
1%	1%	2%	3%	1%
3	2	3	3	1
1%	1%	2%	1%	1%
1	4	2	2	1
1%	2%	1%	1%	*
2	4	1	2	*
1%	2%	1%	1%	*
2	3	2	1	1
1%	2%	1%	*	1%
-	4	1	1	1
-	2%	1%	*	1%
1	-	2	1	1
1%	-	1%	1%	1%
1	-	3	1	-
1%	-	2%	1%	-
2	-	-	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
-	-	-	-	-
-	-	-	-	-
-	-	*	-	-
-	-	*	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
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-	-	-	-	-
-	-	-	-	-
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-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
3	3	7	8	1
1%	2%	4%	4%	1%
1	1	1	j	1
10	5	11	1	11
5%	3%	6%	1%	11%
		n		zp
37	34	27	36	18
19%	18%	15%	20%	18%
-	-	-	-	-
-	-	-	-	-

17 Apr 2026

WORKING IN	ETHNIC		CHILD IN HH	UNWTD TOTAL
	WHITE (w)	BME (x)		
PRIVATE (p)				
375	833	161	255	1003
475	843	152	257	1003
47%	84%	15%	26%	100%
73	163	10	36	156
15%	19%	7%	14%	16%
	zx			
100	139	24	38	174
21%	17%	16%	15%	17%
z				
70	111	24	47	125
15%	13%	16%	18%	12%
53	104	16	21	127
11%	12%	10%	8%	13%
13	38	10	8	57
3%	5%	7%	3%	6%
11	30	2	5	41
2%	4%	1%	2%	4%
18	25	6	11	30
4%	3%	4%	4%	3%
22	21	7	8	27
5%	2%	4%	3%	3%
z				
11	15	8	8	26
2%	2%	5%	3%	3%
		w		

11	16	5	11	17
2%	2%	3%	4%	2%
9	12	5	5	18
2%	1%	3%	2%	2%
10	14	2	6	15
2%	2%	1%	2%	1%
2	10	5	2	17
*	1%	3%	1%	2%
6	12	1	4	15
1%	1%	*	2%	1%
4	8	4	4	14
1%	1%	3%	2%	1%
8	10	1	4	12
2%	1%	1%	2%	1%
2	11	*	2	10
*	1%	*	1%	1%
2	7	1	1	10
*	1%	1%	*	1%
7	4	4	3	8
1%	1%	3%	1%	1%
		ZW		
6	5	1	2	6
1%	1%	1%	1%	1%
-	4	2	2	4
-	*	1%	1%	*
3	3	1	3	3
1%	*	*	1%	*
2	3	-	2	4
*	*	-	1%	*
1	2	1	1	4
*	*	1%	*	*
1	2	1	-	3

*	*	*	-	*
2	2	*	*	3
*	*	*	*	*
2	1	1	1	2
*	*	1%	*	*
1	1	-	1	1
*	*	-	*	*
1	1	1	1	1
-	1	-	-	1
-	*	-	-	*
-	*	-	-	1
-	-	*	-	*
-	-	*	-	*
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
-	-	-	-	-
11	24	1	4	21
2%	3%	1%	2%	2%
1	1	1	1	1
15	43	9	14	50
3%	5%	6%	6%	5%
99	152	33	64	173
21%	18%	22%	25%	17%
-	-	-	-	-
-	-	-	-	-

Table 4
Q.PL01/02 What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	SEX	
		MALE (a)	FEMALE (b)
UNWEIGHTED BASE	1003	554	431
WEIGHTED BASE	1003	477	508
	100%	48%	51%
Economy/Economic situation	328 33% bip	177 37% zb	145 29%
Immigration/ immigrants	325 32% bdj nqu	177 37% zb	141 28%
Inflation/Prices	297 30% aiv	123 26%	167 33% a
Defence/Foreign affairs/ International terrorism	255 25% cr	112 24%	137 27%
National health service/Hospitals/ Healthcare	215 21% ajo r	75 16%	138 27% za
Housing	116 12% alvq	37 8%	76 15% za
Lack of faith in politics / politicians / government	104 10% o	57 12%	45 9%
Education/Schools	90 9% a	27 6%	62 12% za

Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	85 8% alv	26 6%	58 11% za
Poverty/Inequality	85 8% hlv	33 7%	50 10%
Taxation	81 8% blv	50 11% zb	30 6%
Unemployment/ Factory closure/ Lack of industry	77 8% iq	41 9%	36 7%
Pensions/Social security/Benefits	68 7% mq	32 7%	37 7%
Petrol prices/Fuel	64 6% hlv	26 6%	34 7%
Public services in general	52 5% i	22 5%	31 6%
Morality/ Individual behaviour/ Lifestyle	51 5%	21 4%	31 6%
Pollution/ Environment/ Climate change	51 5%	20 4%	30 6%
Transport/Public transport	44 4%	26 6%	16 3%
Childcare services / support for young people	41 4%	16 3%	25 5%
Race relations	40 4% avq	11 2%	30 6% za
Common Market/ Brexit/EU/Europe/ Euro	38 4%	17 4%	20 4%

Nuclear weapons/ Nuclear war/ Disarmament	28 3%	10 2%	19 4%
Ageing population/ Social care for the elderly	28 3% a	7 2%	19 4%
Local government/ Council tax	26 3% dnq	14 3%	13 3%
Low pay/Minimum wage/Fair wages	25 3% vu	11 2%	13 3%
Mental health/ well-being	21 2%	6 1%	12 2%
Social media	20 2%	8 2%	11 2%
Population levels/ Overpopulation	18 2%	6 1%	11 2%
AI / Technology	18 2% a	4 1%	14 3% a
Nationalisation/ Government control of institutions	13 1%	10 2%	3 1%
Food production/ farming	12 1%	3 1%	9 2%
International trade/trade deals	12 1%	8 2%	4 1%
Countryside/Rural life	9 1%	2 *	7 1%
Privatisation	8 1%	4 1%	4 1%
UK union/ devolution/reform	6 1%	1 *	5 1%
Drug abuse	5 1%	2 *	4 1%
Coronavirus/ pandemic diseases	5 *	3 1%	1 *

Animal welfare	4 *	1 *	3 1%
Trade unions/ Strikes	4 *	- -	4 1%
Pound/Exchange rate/Value of pound	4 *	- -	4 1%
Northern Ireland	3 *	- -	3 1%
Median	2	2	2
Royal Family/ Monarchy	2 *	2 *	- -
Other	84 8% co	45 9%	38 7%
MEAN NUMBER OF MENTIONS	2.96 ai	2.75	3.14 a
STANDARD ERROR	0.08	0.06	0.15
ERROR VARIANCE	0.01	*	0.02
Don't know	102 10% lmq	42 9%	58 11%
Personal finances (NET)	398 40% ghi lv	175 37%	214 42%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/v - z/m/n/

Overlap formulae used. * small base

Respondent type : GB Adults 18+

Fieldwork dates : 8th April - 14th April 2026

Source : Ipsos (JN Q218)

18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)
98	173	187	129	178
107*	169	164	164*	162
11%*	17%	16%	16%*	16%
32	52	63	61	57
30%	31%	39%	37%	35%
	i	i	i	i
28	41	52	42	59
27%	24%	32%	26%	36%
				dj
30	65	47	61	41
29%	38%	29%	37%	26%
	zgh ilv		ilv	
16	46	31	41	46
15%	27%	19%	25%	28%
				c
15	31	31	46	42
14%	18%	19%	28%	26%
			cj	cj
20	29	23	15	13
19%	17%	14%	9%	8%
zgh ilv	zgh ilv	lv		
7	15	17	16	20
6%	9%	11%	10%	12%
7	19	17	10	14
7%	11%	11%	6%	9%

12	18	23	11	10
11%	11%	14%	6%	6%
	v	zghi klv		
15	22	18	14	8
14%	13%	11%	8%	5%
ghi lv	ghi lv	hilv		
17	21	11	12	8
16%	13%	7%	8%	5%
zeg hklv	zghl v			
8	12	14	16	13
7%	7%	9%	10%	8%
6	12	11	8	15
6%	7%	7%	5%	9%
12	13	11	15	9
11%	7%	6%	9%	5%
hilv	h		hlv	
7	14	10	6	8
7%	8%	6%	4%	5%
	i			
4	6	16	3	10
4%	4%	10%	2%	6%
		zdfj k		
2	10	8	8	9
2%	6%	5%	5%	6%
7	12	7	4	6
7%	7%	4%	2%	4%
5	7	11	5	8
4%	4%	7%	3%	5%
3	15	9	4	4
3%	9%	5%	3%	3%
	zghi lv			
4	3	7	8	8
4%	2%	5%	5%	5%

2	1	5	7	7
2%	1%	3%	4%	4%
				j
2	2	4	6	4
2%	1%	2%	4%	2%
10	*	7	2	3
9%	*	5%	2%	2%
zdfg		d		
hijklv				
3	4	9	5	2
3%	2%	6%	3%	1%
		zhlv		
1	6	6	4	4
1%	3%	3%	2%	2%
4	2	7	1	3
3%	1%	4%	*	2%
		zfk		
4	-	3	3	6
3%	-	2%	2%	4%
d				d
3	1	4	2	4
3%	*	2%	1%	3%
-	2	2	3	3
-	1%	1%	2%	2%
2	1	3	1	3
2%	1%	2%	1%	2%
-	1	7	1	-
-	1%	4%	1%	-
		zdgi		
		jklv		
2	3	-	-	3
2%	2%	-	-	2%
k	k			k
-	3	3	-	2
-	2%	2%	-	1%
1	1	-	2	2
1%	1%	-	1%	1%
-	-	2	-	4
-	-	1%	-	2%
				zj
-	2	1	2	-
-	1%	1%	1%	-

2	1	2	-	-
2%	*	1%	-	-
v				
2	-	-	-	2
2%	-	-	-	1%
k				
-	-	-	-	2
-	-	-	-	1%
-	-	1	-	2
-	-	*	-	1%
				z
2	2	2	2	2
-	1	1	-	-
-	1%	1%	-	-
3	14	14	14	16
2%	8%	9%	8%	10%
				c
2.93	3.06	3.29	2.88	3.05
	i	i	i	
0.27	0.11	0.25	0.12	0.29
0.07	0.01	0.06	0.01	0.09
17	13	18	13	13
15%	8%	11%	8%	8%
hl				
51	87	63	82	51
48%	51%	39%	50%	31%
ghi	zeg	iv	zgh	
lv	hilv		ilv	

o/p/q/r - z/s/t/u

ISSUES INDEX APRIL 2026 (PUBLIC - FINAL)

AGE				
65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55-74 (l)
134	104	271	316	312
123	114*	276	327	285
12%	11%*	28%	33%	28%
43	20	84	124	100
35%	17%	30%	38%	35%
i		i	ziv	iv
55	47	69	95	114
45%	41%	25%	29%	40%
zcd	dfj			zcd
efjk	k			fjk
31	20	95	108	73
25%	18%	35%	33%	25%
		ilv	iv	
42	33	62	73	88
34%	29%	22%	22%	31%
zce	c			zce
jk				k
31	20	46	77	72
25%	18%	17%	23%	25%
			e	cj
9	7	49	38	22
7%	6%	18%	11%	8%
		zfg		
		hilv		
8	21	22	34	27
6%	18%	8%	10%	10%
	zchj			
	l			
14	8	26	28	28
12%	7%	10%	8%	10%

7	5	30	34	16
5%	5%	11%	10%	6%

lv v

4	4	37	32	12
3%	3%	13%	10%	4%

zgh hlv

ilv

4	7	38	23	12
4%	6%	14%	7%	4%

zagh

klv

11	3	20	31	24
9%	3%	7%	9%	8%

i

8	8	19	19	24
7%	7%	7%	6%	8%

2	3	24	26	11
2%	3%	9%	8%	4%

hlv

hv

6	1	21	16	15
5%	1%	8%	5%	5%

i

5	7	10	19	15
4%	6%	4%	6%	5%

f

13	2	11	15	22
10%	2%	4%	5%	8%

zci

kv

ziv

4	3	19	10	11
4%	3%	7%	3%	4%
2	2	12	16	10
2%	2%	4%	5%	4%

2	2	18	13	7
2%	2%	6%	4%	2%

lv

5	3	7	16	13
4%	3%	2%	5%	4%

4	2	3	12	11
3%	2%	1%	4%	4%
8	2	5	10	12
7%	2%	2%	3%	4%
zdjv				
2	1	10	10	5
1%	1%	4%	3%	2%
		d		
1	1	7	14	3
1%	1%	3%	4%	1%
			lv	
-	1	7	10	4
-	1%	2%	3%	1%
1	2	5	7	5
1%	2%	2%	2%	2%
			f	
2	2	4	6	7
1%	1%	1%	2%	3%
1	3	4	6	6
1%	3%	1%	2%	2%
2	1	2	5	5
2%	1%	1%	2%	2%
1	1	4	4	3
1%	1%	1%	1%	1%
2	-	1	8	2
2%	-	*	3%	1%
			z	
1	-	5	-	4
1%	-	2%	-	1%
		k		
-	-	3	3	2
-	-	1%	1%	1%
1	-	2	2	3
1%	-	1%	1%	1%
-	-	-	2	4
-	-	-	1%	1%
-	-	2	3	-
-	-	1%	1%	-

-	-	3	2	-
-	-	1%	*	-
-	-	2	-	2
-	-	1%	-	1%
-	2	-	-	2
-	2%	-	-	1%
	k			
-	-	-	1	2
-	-	-	*	1%
2	2	2	2	2
-	-	1	1	-
-	-	*	*	-
6	16	16	28	23
5%	14%	6%	9%	8%
	zchj			
2.82	2.48	3.01	3.08	2.95
i		i	i	
0.11	0.11	0.12	0.15	0.17
0.01	0.01	0.01	0.02	0.03
6	23	29	31	19
5%	20%	11%	9%	7%
	zdf	d		
	ghjklv			
37	26	138	145	88
30%	23%	50%	44%	31%
		zeg	egh	
		hilv	ilv	

	SOCIAL GRADE			
55+ (v)	AB (m)	C1 (n)	C2 (o)	DE (p)
416	288	385	151	179
399	244	306	197	257
40%	24%	31%	20%	26%
120	88	104	73	62
30%	36%	34%	37%	24%
i	p	p	pr	
161	69	85	79	93
40%	28%	28%	40%	36%
zcd			mnq	
fjk				
93	76	96	48	77
23%	31%	31%	24%	30%
120	72	92	39	52
30%	29%	30%	20%	20%
zce	pr	zop		
k		r		
92	57	85	25	48
23%	23%	28%	13%	19%
	or	zop		
		r		
30	23	31	28	34
7%	10%	10%	14%	13%
48	30	39	11	24
12%	12%	13%	5%	9%
hl	o	or		
36	32	26	12	21
9%	13%	8%	6%	8%
	zor			

22	19	22	19	25
5%	8%	7%	10%	10%
16	23	25	17	20
4%	9%	8%	9%	8%
19	25	24	13	18
5%	10%	8%	7%	7%
27	14	21	15	27
7%	6%	7%	8%	10%
31	5	26	17	21
8%	2%	8%	8%	8%
		mq	m	m
14	20	16	16	12
3%	8%	5%	8%	5%
16	14	14	12	13
4%	6%	5%	6%	5%
22	19	11	10	10
6%	8%	4%	5%	4%
	zn			
24	19	13	7	13
6%	8%	4%	3%	5%
i	z			
14	13	15	8	8
4%	5%	5%	4%	3%
13	14	9	8	10
3%	6%	3%	4%	4%
9	8	9	6	18
2%	3%	3%	3%	7%
				q
16	16	8	6	8
4%	7%	2%	3%	3%
	znq			

13	8	5	3	13
3%	3%	2%	1%	5%
14	8	7	5	8
3%	3%	2%	2%	3%
6	4	4	11	9
2%	1%	1%	5% mnq	3%
4	7	5	6	7
1%	3%	2%	3%	3%
5	3	5	2	10
1%	1%	2%	1%	4%
7	7	4	5	4
2%	3%	1%	3%	1%
9	5	6	2	5
2%	2%	2%	1%	2%
9	8	4	3	4
2%	3%	1%	2%	1%
6	2	5	2	4
2%	1%	1%	1%	2%
4	2	5	2	4
1%	1%	1%	1%	1%
2	2	6	2	2
1%	1%	2%	1%	1%
4	3	1	1	4
1%	1%	*	1%	2%
2	2	1	1	4
1%	1%	*	1%	2%
3	2	-	1	3
1%	1%	-	1%	1%
4	-	2	-	4
1%	-	1%	-	1%
-	1	2	-	2
-	*	1%	-	1%

-	2	1	-	2
-	1%	*	-	1%
2	2	-	-	2
1%	1%	-	-	1%
4	-	-	-	4
1%	-	-	-	2%
				zq
2	1	-	-	2
1%	*	-	-	1%
2	2	2	2	2
-	-	1	-	1
-	-	*	-	*
39	18	34	7	25
10%	7%	11%	3%	10%
ch		zo		o
2.81	3.1	2.94	2.77	2.99
0.13	0.12	0.07	0.13	0.3
0.02	0.01	*	0.02	0.09
42	13	32	24	32
10%	5%	11%	12%	13%
hl		mq	m	m
115	108	121	75	93
29%	44%	40%	38%	36%

		HH INCOME		
ABC1 (q)	C2DE (r)	UP TO 24999 (s)	25000-49999 (t)	50000 PLUS (u)
673	330	113	152	368
550	453	131*	163	334
55%	45%	13%*	16%	33%
193	135	41	49	128
35%	30%	31%	30%	38%
zp	p			z
154	171	46	50	87
28%	38%	35%	30%	26%
	zmn			
	q			
172	125	32	65	98
31%	28%	25%	40%	29%
			zsu	
164	92	38	39	106
30%	20%	29%	24%	32%
zop				z
r				
142	72	23	42	81
26%	16%	17%	26%	24%
zor				
54	62	12	29	36
10%	14%	9%	18%	11%
			z	
69	35	17	11	34
13%	8%	13%	7%	10%
zor				
58	33	10	16	32
11%	7%	8%	10%	10%
z				

41	44	12	19	26
8%	10%	9%	11%	8%
48	37	15	13	29
9%	8%	11%	8%	9%
49	32	10	12	28
9%	7%	7%	8%	9%
35	42	10	21	22
6%	9%	7%	13%	7%
31	38	10	15	22
6%	8%	8%	9%	7%
m	m			
36	27	5	19	22
7%	6%	4%	12%	7%
27	25	6	7	20
5%	5%	5%	4%	6%
31	20	5	9	20
6%	5%	4%	5%	6%
n				
31	19	9	7	19
6%	4%	7%	4%	6%
28	16	4	12	14
5%	4%	3%	7%	4%
23	18	3	5	16
4%	4%	3%	3%	5%
17	24	7	8	11
3%	5%	5%	5%	3%
24	14	5	4	18
4%	3%	4%	2%	5%
n				

13	15	6	8	6
2%	3%	4%	5%	2%
15	13	4	7	7
3%	3%	3%	4%	2%
7	19	7	7	4
1%	4%	5%	4%	1%
	nq	u		
13	13	3	9	3
2%	3%	3%	6%	1%
			zu	
8	12	-	2	9
2%	3%	-	1%	3%
11	9	1	4	10
2%	2%	1%	2%	3%
11	7	2	3	8
2%	2%	1%	2%	2%
11	7	1	5	9
2%	2%	1%	3%	3%
7	6	2	2	1
1%	1%	2%	1%	*
6	5	2	2	5
1%	1%	2%	1%	2%
8	4	-	2	6
1%	1%	-	1%	2%
4	5	-	2	6
1%	1%	-	1%	2%
3	5	*	-	5
1%	1%	*	-	1%
2	4	1	-	4
*	1%	1%	-	1%
2	4	-	-	2
*	1%	-	-	1%
3	2	3	-	1
1%	*	2%	-	*
		zu		

3 *	2 *	- -	2 1%	1 *
2 *	2 *	- -	2 1%	2 1%
-	4	-	-	2
-	1%	-	-	1%
1 *	2 *	- -	- -	2 1%
2	2	2	2	2
1 *	1 *	1 1%	- -	- -
52 9%	32 7%	5 4%	9 5%	27 8%
o	o			
3.01	2.89	2.82	3.27	3.03
0.06 *	0.18 0.03	0.11 0.01	0.2 0.04	0.15 0.02
46 8%	56 12%	15 11%	14 8%	25 8%
m	m			
229 42%	169 37%	46 35%	87 53%	129 39%
			zsu	

17 Apr 2026

UNWTD TOTAL
1003
1003
100%
346
34%
304
30%
286
29%
275
27%
230
23%
100
10%
112
11%
95
9%

75

7%

91
9%

83
8%

71

7%

65
6%

56
6%

50
5%

55

5%

61

6%

41
4%

36

4%

36
4%

37

4%

26
3%
30
3%
22
2%
22
2%
17
2%
19
2%
17
2%
17
2%
16
2%
12
1%
12
1%
6
1%
8
1%
5
*
5
*
5
*

3
*

2
*

2
*

2
*

2

2
*

83
8%

2.93

0.06

*

99
10%

393
39%



Table 5

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

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	ENG LAND (a)	WALES (b)
UNWEIGHTED BASE	1003	812	65
WEIGHTED BASE	1003	869	47*
	100%	87%	5%*
Economy/Economic situation	328 33% p	286 33%	15 31%
Immigration/ immigrants	325 32% jl	281 32%	21 44% cef g
Inflation/Prices	297 30%	263 30%	13 28%
Defence/Foreign affairs/ International terrorism	255 25% km	219 25%	12 24%
National health service/Hospitals/ Healthcare	215 21% dm	180 21%	17 35% zad h
Housing	116 12% i	106 12%	3 6%
Lack of faith in politics / politicians / government	104 10% gs	89 10%	5 11% g
Education/Schools	90 9% jm	78 9%	7 14%

Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	85 8%	76 9%	4 9%
Poverty/Inequality	85 8%	73 8%	1 3%
Taxation	81 8%	69 8%	4 8%
Unemployment/ Factory closure/ Lack of industry	77 8%	70 8%	4 8%
Pensions/Social security/Benefits	68 7%	55 6%	5 10%
Petrol prices/Fuel	64 6%	56 6%	2 4%
Public services in general	52 5%	45 5%	5 10%
Morality/ Individual behaviour/ Lifestyle	51 5%	47 5%	1 3%
Pollution/ Environment/ Climate change	51 5%	46 5%	1 2%
Transport/Public transport	44 4%	41 5%	1 2%
Childcare services / support for young people	41 4%	40 5%	1 1%
Race relations	40 4%	37 4%	3 5%
Common Market/ Brexit/EU/Europe/ Euro	38 4%	31 4%	3 7%
Nuclear weapons/ Nuclear war/ Disarmament	28 3%	21 2%	4 8%
Ageing population/ Social care for the elderly	28	22	3

	3% n	3%	5%
Local government/ Council tax	26 3%	24 3%	* 1%
Low pay/Minimum wage/Fair wages	25 3% pu	23 3%	- -
Mental health/ well-being	21 2% i	19 2%	2 5% c
Social media	20 2%	18 2%	- -
Population levels/ Overpopulation	18 2%	17 2%	1 2%
AI / Technology	18 2%	17 2%	- -
Nationalisation/ Government control of institutions	13 1%	11 1%	1 2%
Food production/ farming	12 1%	10 1%	1 1%
International trade/trade deals	12 1%	11 1%	- -
Countryside/Rural life	9 1%	8 1%	- -
Privatisation	8 1%	8 1%	- -
UK union/ devolution/reform	6 1% a	2 *	1 2% adf
Drug abuse	5 1%	5 1%	- -
Coronavirus/ pandemic diseases	5 *	5 1%	- -
Animal welfare	4 *	4 *	- -
Trade unions/ Strikes	4 *	4 *	- -

Pound/Exchange rate/Value of pound	4 *	4 *	- -
Northern Ireland	3 *	2 *	1 1%
Median	2	2	2
Royal Family/ Monarchy	2 *	1 *	- -
Other	84 8% 	73 8%	4 8%
MEAN NUMBER OF MENTIONS	2.96	2.97	3.15 c
STANDARD ERROR	0.08	0.09	0.2
ERROR VARIANCE	0.01	0.01	0.04
Don't know	102 10% il	86 10%	6 12%
Personal finances (NET)	398 40% i	346 40%	16 35%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z/i/j/k - z/l/m - z/n/
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 8th April - 14th April 2026
Source : Ipsos (JN Q218)

GOVERNMENT OFFICE REGION

SCOT LAND (c)	NORTH EXCL. SCOT LAND (d)	MID LANDS INCL. WALES (e)	MID LANDS (f)	GL (g)
126	223	317	252	148
87*	237	311	263	137
9%*	24%	31%	26%	14%
27	81	95	80	49
31%	34%	31%	30%	36%
23	91	97	76	35
27%	38%	31%	29%	26%
	ag			
20	69	89	75	34
23%	29%	29%	29%	25%
24	65	81	70	33
28%	28%	26%	26%	24%
18	36	81	64	34
21%	15%	26%	24%	25%
		zad	d	d
7	22	33	30	29
8%	9%	11%	11%	21%
				zab cdefh
9	21	38	32	5
10%	9%	12%	12%	4%
g		g	g	
6	21	26	19	20
7%	9%	8%	7%	15%
				zafh

5	19	25	21	19
5%	8%	8%	8%	14%
11	22	20	19	15
12%	9%	7%	7%	11%
8	23	23	20	8
9%	10%	8%	8%	6%
3	24	21	17	15
4%	10%	7%	6%	11%
9	9	24	19	9
10%	4%	8%	7%	7%
d				
6	16	15	13	1
7%	7%	5%	5%	1%
g	g			
2	11	16	11	8
3%	5%	5%	4%	6%
3	7	18	17	6
4%	3%	6%	6%	5%
4	12	14	13	6
4%	5%	4%	5%	5%
2	15	13	12	5
2%	6%	4%	4%	3%
1	7	13	13	5
1%	3%	4%	5%	4%
*	14	10	7	3
*	6%	3%	3%	2%
	c			
4	8	8	5	6
5%	4%	3%	2%	5%
4	6	9	5	3
4%	2%	3%	2%	2%
		f		
3	7	9	7	1

4%	3%	3%	2%	1%
2	6	7	7	3
2%	3%	2%	2%	2%
2	5	8	8	3
2%	2%	3%	3%	2%
-	7	5	3	5
-	3%	2%	1%	4%
1	4	6	6	3
1%	2%	2%	2%	2%
1	6	7	7	1
1%	2%	2%	2%	1%
1	7	4	4	3
1%	3%	1%	2%	2%
1	3	3	2	2
1%	1%	1%	1%	2%
1	5	1	*	-
2%	2%	*	*	-
1	4	1	1	1
1%	2%	*	*	1%
1	4	-	-	1
1%	2%	-	-	1%
	e			
-	3	-	-	-
-	1%	-	-	-
3	-	1	-	-
4%	-	*	-	-
zade				
fg				
-	2	2	2	-
-	1%	*	1%	-
-	-	1	1	3
-	-	*	*	2%
				z
-	3	1	1	-
-	1%	*	*	-
-	2	-	-	-
-	1%	-	-	-

-	2	-	-	-
-	1%	-	-	-
-	-	1	-	-
-	-	*	-	-
2	2	2	2	2
1	-	1	1	-
1%	-	*	*	-
7	16	30	26	13
8%	7%	10%	10%	10%
2.67	3.01	2.85	2.79	2.97
0.1	0.21	0.08	0.09	0.13
0.01	0.04	0.01	0.01	0.02
10	29	29	23	15
12%	12%	9%	9%	11%
36	91	116	99	50
41%	38%	37%	38%	37%

'o/p/q/r - z/s/t/u

ISSUES INDEX APRIL 2026 (PUBLIC - FINAL)

SOUTH EXCL. GL (h)	TENURE			EDUC/
	OWNED (i)	MORT GAGED (j)	RENTED (k)	GRAD UATE (l)
189	374	305	275	458
232	340	293	311	340
23%	34%	29%	31%	34%
76	100	123	90	141
33%	29%	42%	29%	41%
		zik		zm
78	138	79	94	66
34%	41%	27%	30%	19%
	zjk			
85	95	80	103	102
37%	28%	27%	33%	30%
zac				
g				
51	114	76	59	105
22%	33%	26%	19%	31%
	zk			zm
46	79	66	57	98
20%	23%	22%	18%	29%
				zm
26	23	32	56	33
11%	7%	11%	18%	10%
			zij	
31	43	23	34	29
13%	13%	8%	11%	9%
g				
17	35	17	31	47
7%	10%	6%	10%	14%
				zm

17	25	20	34	29
7%	7%	7%	11%	8%
17	23	28	32	34
7%	7%	10%	10%	10%
18	25	28	24	29
8%	7%	10%	8%	8%
14	23	22	31	24
6%	7%	7%	10%	7%
17	23	16	27	24
7%	7%	5%	9%	7%
26	10	24	26	23
11%	3%	8%	8%	7%
zaef		i	i	
g				
15	12	16	23	22
6%	3%	5%	7%	6%
16	18	15	14	20
7%	5%	5%	5%	6%
15	18	22	10	35
6%	5%	7%	3%	10%
		k		zm
9	14	12	16	15
4%	4%	4%	5%	4%
15	8	14	15	16
7%	2%	5%	5%	5%
c				
12	9	8	22	18
5%	3%	3%	7%	5%
			zij	
11	18	9	10	21
5%	5%	3%	3%	6%
				zm
7	10	8	9	12
3%	3%	3%	3%	3%
8	16	4	7	17

3%	5%	1%	2%	5%
	zj			zm
8	9	4	14	9
3%	3%	1%	4%	3%
7	6	6	12	9
3%	2%	2%	4%	3%
4	3	6	12	6
2%	1%	2%	4%	2%
			zi	
6	7	8	4	12
2%	2%	3%	1%	3%
				zm
4	9	4	5	9
2%	3%	1%	2%	3%
4	9	6	3	10
2%	3%	2%	1%	3%
				z
3	7	1	5	7
1%	2%	*	2%	2%
4	4	3	4	7
2%	1%	1%	1%	2%
				z
5	4	5	3	6
2%	1%	2%	1%	2%
3	5	4	-	7
1%	1%	1%	-	2%
				zm
5	-	4	5	5
2%	-	1%	1%	1%
ef				
2	1	5	-	2
1%	*	2%	-	1%
2	1	2	2	2
1%	*	1%	1%	1%
1	*	-	4	2
*	*	-	1%	1%
-	2	-	2	2
-	1%	-	1%	1%
2	2	2	-	4
1%	1%	1%	-	1%
				zm

2	-	2	2	2
1%	-	1%	1%	1%
2	1	2	-	3
1%	*	1%	-	1%
				z
2	2	2	2	2
-	-	2	-	-
-	-	1%	-	-
17	29	25	22	20
7%	8%	9%	7%	6%
3.14	2.93	2.94	3.1	3.26
				zm
0.25	0.09	0.17	0.16	0.15
0.06	0.01	0.03	0.03	0.02
20	22	30	38	25
9%	7%	10%	12%	7%
			i	
105	117	121	138	137
45%	34%	41%	44%	40%
			i	

CATEGOR Y	WORKING STATUS			URBAN (s)
	FULL TIME (n)	PART TIME (o)	NOT WORKING (p)	
NON GRAD UATE (m)				
443	472	128	403	461
545	464	133*	406	462
54%	46%	13%*	40%	46%
161	188	40	100	156
29%	41%	30%	25%	34%
	zp			
212	141	37	146	150
39%	30%	28%	36%	33%
zl				
160	139	45	113	130
29%	30%	34%	28%	28%
119	112	38	105	113
22%	24%	29%	26%	25%
97	103	28	83	92
18%	22%	21%	21%	20%
71	54	25	37	58
13%	12%	19%	9%	12%
		zp		
66	46	9	49	35
12%	10%	7%	12%	8%
32	43	17	31	43
6%	9%	13%	8%	9%

52	38	13	35	43
9%	8%	10%	9%	9%
41	38	15	31	35
8%	8%	12%	8%	8%
40	52	7	22	46
7%	11%	5%	5%	10%
45	31	16	29	35
8%	7%	12%	7%	7%
31	31	10	27	32
6%	7%	8%	7%	7%
32	39	6	18	31
6%	9%	5%	4%	7%
25	27	8	17	14
5%	6%	6%	4%	3%
21	28	4	19	23
4%	6%	3%	5%	5%
13	20	6	25	23
2%	4%	4%	6%	5%
23	22	6	15	16
4%	5%	5%	4%	4%
15	22	4	15	15
3%	5%	3%	4%	3%
19	13	9	19	20
3%	3%	6%	5%	4%
12	21	5	13	23
2%	4%	4%	3%	5%
15	11	4	14	9
3%	2%	3%	3%	2%
10	7	4	18	15

2%	1%	3%	4%	3%
14	16	2	zn 8	12
3%	3%	2%	2%	3%
13	14	6	5	12
2%	3%	4%	1%	3%
15	9	4	8	u 9
3%	2%	3%	2%	2%
7	14	-	6	10
1%	3%	-	1%	2%
8	9	1	8	8
1%	2%	1%	2%	2%
6	10	-	8	8
1%	2%	-	2%	2%
6	4	3	6	7
1%	1%	2%	2%	1%
4	6	1	4	5
1%	1%	1%	1%	1%
6	8	-	4	3
1%	2%	-	1%	1%
2	7	1	1	5
*	2%	1%	*	1%
4	5	-	3	2
1%	1%	-	1%	*
2	5	-	1	2
*	1%	-	*	*
3	3	-	2	-
1%	1%	-	1%	-
3	3	-	2	4
1%	1%	-	1%	1%
2	2	-	2	3
*	*	-	1%	1%
-	4	-	-	2
-	1%	-	-	*

2	2	-	2	2
*	*	-	*	*
-	2	-	1	-
-	*	-	*	-
2	2	2	2	2
2	1	-	1	-
*	*	-	*	-
53	39	9	36	33
10%	8%	7%	9%	7%
2.8	3.09	2.94	2.8	2.89
0.1	0.13	0.11	0.11	0.08
0.01	0.02	0.01	0.01	0.01
66	45	9	48	52
12%	10%	7%	12%	11%
I				
210	194	55	149	182
39%	42%	41%	37%	39%

17 Apr 2026

AREA		
SUBURBAN (t)	RURAL (u)	UNWTD TOTAL
327	215	1003
334	206	1003
33%	21%	100%
102	71	346
30%	34%	34%
105	69	304
31%	34%	30%
110	57	286
33%	28%	29%
89	53	275
27%	26%	27%
84	39	230
25%	19%	23%
34	25	100
10%	12%	10%
41	27	112
12%	13%	11%
	s	
27	20	95
8%	10%	9%

34	8	75
10%	4%	7%
u		
38	12	91
11%	6%	9%
zu		
25	10	83
8%	5%	8%
32	10	71
10%	5%	7%
26	10	65
8%	5%	6%
21	11	56
6%	5%	6%
34	5	50
10%	2%	5%
zsu		
17	11	55
5%	5%	5%
18	10	61
5%	5%	6%
17	11	41
5%	5%	4%
12	14	36
4%	7%	4%
15	5	36
5%	3%	4%
11	4	37
3%	2%	4%
16	3	26
5%	1%	3%
z		
11	3	30

3%	1%	3%
10	4	22
3%	2%	2%
13	-	22
4%	-	2%
u		
9	2	17
3%	1%	2%
5	4	19
2%	2%	2%
6	4	17
2%	2%	2%
8	3	17
2%	1%	2%
4	2	16
1%	1%	2%
4	3	12
1%	1%	1%
5	4	12
2%	2%	1%
2	2	6
1%	1%	1%
6	-	8
2%	-	1%
z		
3	2	5
1%	1%	*
5	1	5
1%	*	*
s		
1	-	5
*	-	*
2	-	3
*	-	*
2	-	2
1%	-	*

2	-	2
1%	-	*
2	1	2
1%	*	*
2	2	2
2	-	2
1%	-	*
26	24	83
8%	12%	8%
3.18	2.75	2.93
0.2	0.08	0.06
0.04	0.01	*
25	25	99
8%	12%	10%
140	75	393
42%	36%	39%

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

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	CON SERV ATIVE (a)	LAB OUR (b)
UNWEIGHTED BASE	1003	128	169
WEIGHTED BASE	1003	133	149
	100%	13%	15%
Economy/Economic situation	328 33% f	43 32%	51 34%
Immigration/ immigrants	325 32% bc eox	46 35% bc e	17 12%
Inflation/Prices	297 30% d	40 30%	47 32%
Defence/Foreign affairs/ International terrorism	255 25% df x	45 34% zd f	48 33% zd f
National health service/Hospitals/ Healthcare	215 21% d	24 18%	39 26% d
Housing	116 12% a	5 4%	19 13% a
Lack of faith in politics / politicians / government	104 10% b	19 14% bc	6 4%
Education/Schools	90 9% d	8 6%	17 11% d

Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	85 8%	5 4%	10 7%
Poverty/Inequality	85 8% ad	3 2%	13 9% a
Taxation	81 8% bn	8 6%	5 4%
Unemployment/ Factory closure/ Lack of industry	77 8% w	4 3%	13 9%
Pensions/Social security/Benefits	68 7%	12 9%	8 5%
Petrol prices/Fuel	64 6%	6 5%	11 7%
Public services in general	52 5% a	1 1%	5 4%
Morality/ Individual behaviour/ Lifestyle	51 5% d	14 10% zd	6 4%
Pollution/ Environment/ Climate change	51 5% ad	- -	12 8% ad
Transport/Public transport	44 4% o	6 5%	3 2%
Childcare services / support for young people	41 4% w	3 2%	6 4%
Race relations	40 4% dnw	3 2%	7 5% d
Common Market/ Brexit/EU/Europe/ Euro	38 4% dfo	5 4%	10 6% df
Nuclear weapons/ Nuclear war/ Disarmament	28 3%	4 3%	6 4%

Ageing population/ Social care for the elderly	28	2	7
	3%	2%	5%
	p		d
Local government/ Council tax	26	2	2
	3%	1%	1%
Low pay/Minimum wage/Fair wages	25	1	1
	3%	1%	1%
	n		
Mental health/ well-being	21	-	3
	2%	-	2%
Social media	20	2	2
	2%	2%	1%
Population levels/ Overpopulation	18	1	2
	2%	1%	1%
AI / Technology	18	1	4
	2%	1%	2%
Nationalisation/ Government control of institutions	13	1	2
	1%	1%	1%
Food production/ farming	12	-	-
	1%	-	-
International trade/trade deals	12	3	3
	1%	2%	2%
Countryside/Rural life	9	-	1
	1%	-	1%
Privatisation	8	1	-
	1%	*	-
UK union/ devolution/reform	6	-	-
	1%	-	-
Drug abuse	5	1	-
	1%	1%	-
Coronavirus/ pandemic diseases	5	-	3
	*	-	2%
			z
Animal welfare	4	-	1
	*	-	*
Trade unions/ Strikes	4	-	-
	*	-	-
Pound/Exchange rate/Value of pound	4	-	-

	*	-	-
Northern Ireland	3	-	-
	*	-	-
	w		
Median	2	2	2
Royal Family/ Monarchy	2	-	-
	*	-	-
Other	84	11	14
	8%	8%	9%
	e		
MEAN NUMBER OF MENTIONS	2.96	2.57	2.83
STANDARD ERROR	0.08	0.08	0.09
ERROR VARIANCE	0.01	0.01	0.01
Don't know	102	12	17
	10%	9%	11%
	dnp		
Personal finances (NET)	398	47	63
	40%	35%	42%
	d		

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/
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+

Fieldwork dates : 8th April - 14th April 2026

Source : Ipsos (JN Q218)

PARTY PREFERENCE (NOT VI)				
LIBERAL DEMOCRAT (c)	REFORM UK (d)	GREEN PARTY (e)	NONE (f)	1 (j)
79	174	145	218	166
70*	190	143	237	172
7%*	19%	14%	24%	17%
27	67	53	60	47
39%	35%	37%	25%	27%
		f		
10	133	12	70	51
15%	70%	9%	30%	29%
	zab		bc	
	cef		e	
23	40	52	71	57
34%	21%	36%	30%	33%
		d		
27	34	43	32	35
39%	18%	30%	13%	20%
		df		
25	25	36	48	28
35%	13%	25%	20%	17%
		d		
4	25	25	33	25
6%	13%	18%	14%	15%
	a	za	a	
		c		
3	22	20	25	12
4%	11%	14%	10%	7%
	b	bc	b	
5	7	19	26	11
7%	4%	13%	11%	7%
		d	d	

6	15	20	24	20
9%	8%	14%	10%	12%
4	8	28	17	20
6%	4%	19%	7%	12%
		za		l
4	20	8	26	21
6%	10%	6%	11%	12%
	b		b	n
4	13	14	24	18
6%	7%	10%	10%	11%
			a	
7	15	9	12	12
10%	8%	6%	5%	7%
1	11	9	20	14
2%	6%	6%	8%	8%
3	8	14	18	7
4%	4%	10%	7%	4%
		za	a	
3	2	8	13	9
4%	1%	6%	5%	5%
		d	d	
8	1	19	9	6
12%	1%	14%	4%	4%
zad		zad		
f		f		
4	10	8	11	7
6%	5%	5%	4%	4%
3	7	7	14	8
4%	4%	5%	6%	5%
3	-	14	12	11
4%	-	10%	5%	7%
d		zad	d	n
5	1	9	3	9
7%	1%	6%	1%	5%
df		df		
2	2	6	4	4
3%	1%	4%	2%	2%

1	1	6	11	4
2%	1%	4%	5%	3%
3	3	3	12	8
4%	1%	2%	5%	5%
2	4	10	4	10
2%	2%	7%	2%	6%
-	2	6	7	7
-	1%	4%	3%	4%
2	1	5	6	3
3%	1%	3%	3%	2%
1	3	4	6	3
1%	1%	3%	2%	2%
2	1	6	3	3
2%	1%	4%	1%	2%
1	2	-	4	2
1%	1%	-	2%	1%
1	*	4	3	5
1%	*	3%	1%	3%
1	-	-	2	2
2%	-	-	1%	1%
1	-	3	-	2
1%	-	2%	-	1%
-	*	4	3	-
-	*	3%	1%	-
-	-	2	1	-
-	-	1%	*	-
-	1	2	2	2
-	*	1%	1%	1%
-	*	-	1	2
-	*	-	*	1%
-	-	-	2	3
-	-	-	1%	2%
-	-	2	-	2
-	-	1%	-	1%
-	2	2	-	-

-	1%	1%	-	-
-	1	2	-	-
-	*	1%	-	-
		z		
2	2	2	2	2
-	-	-	1	-
-	-	-	*	-
7	20	5	17	10
10%	10%	4%	7%	6%
	e			
2.95	2.73	3.57	2.96	3.1
a		z		
		ad		
0.15	0.08	0.36	0.2	0.28
0.02	0.01	0.13	0.04	0.08
3	10	11	46	33
4%	5%	8%	20%	19%
			za	zl
			cde	mn
27	58	77	91	76
39%	31%	54%	39%	44%
		za		
		df		

'o/p/q/r - z/s/t/u/v - z/w/x

EX APRIL 2026 (PUBLIC - FINAL)

IMD QUINTILES				SECTOR W
2 (k)	3 (l)	4 (m)	5 (n)	PUBLIC (o)
188	178	181	200	209
189	187	181	184	102
19%	19%	18%	18%	10%
58	65	69	63	35
31%	35%	38%	34%	34%
61	53	68	58	26
32%	29%	38%	31%	25%
62	56	48	53	31
33%	30%	26%	29%	30%
47	50	54	51	27
25%	27%	30%	28%	27%
41	48	34	41	23
22%	26%	19%	22%	23%
30	23	16	17	12
16%	12%	9%	9%	12%
24	18	20	17	10
13%	10%	11%	9%	10%
10	17	20	28	10
5%	9%	11%	15%	10%
			zj	
			k	

16	13	12	13	8
8%	7%	7%	7%	8%
18	8	11	16	12
9%	4%	6%	9%	12%
17	21	11	4	7
9%	11%	6%	2%	7%
n	n			
14	19	12	9	5
7%	10%	7%	5%	5%
14	16	9	13	4
7%	8%	5%	7%	4%
14	8	11	9	5
7%	5%	6%	5%	5%
9	7	8	7	4
5%	4%	4%	4%	4%
7	7	8	12	7
4%	4%	4%	6%	7%
12	8	13	8	6
6%	4%	7%	4%	6%
11	7	9	5	1
6%	4%	5%	3%	1%
5	4	10	12	3
3%	2%	6%	6%	3%
7	8	8	2	4
4%	4%	4%	1%	3%
5	6	8	10	1
2%	3%	5%	5%	1%
7	7	2	5	2
4%	3%	1%	3%	2%

6	7	3	8	3
3%	4%	1%	4%	3%
6	3	4	2	1
3%	1%	2%	1%	1%
5	6	2	-	3
3%	3%	1%	-	2%
n	n			
2	2	5	3	2
1%	1%	3%	1%	2%
4	3	5	4	2
2%	2%	3%	2%	2%
7	3	1	4	*
4%	2%	*	2%	*
m				
5	4	1	4	1
3%	2%	*	2%	1%
4	4	1	2	1
2%	2%	1%	1%	1%
3	-	3	2	1
1%	-	1%	1%	1%
5	1	1	3	*
2%	*	1%	2%	*
3	1	2	1	-
2%	1%	1%	*	-
4	1	-	1	1
2%	*	-	1%	1%
2	-	2	2	1
1%	-	1%	1%	1%
3	1	-	-	*
1%	*	-	-	*
2	-	-	1	-
1%	-	-	1%	-
-	-	-	1	-
-	-	-	*	-
2	-	-	-	-
1%	-	-	-	-
4	-	-	-	-

2%	-	-	-	-
z				
3	-	-	-	-
1%	-	-	-	-
z				
2	2	2	2	2
-	-	-	-	-
-	-	-	-	-
9	18	22	20	6
5%	10%	12%	11%	6%
		k		
3.1	2.86	2.91	2.82	2.79
0.27	0.09	0.11	0.09	0.09
0.07	0.01	0.01	0.01	0.01
21	12	17	11	18
11%	6%	9%	6%	17%
				z _p
84	71	63	70	44
44%	38%	35%	38%	43%

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WORKING IN	ETHNIC			
PRIVATE (p)	WHITE (w)	BME (x)	CHILD IN HH	UNWTD TOTAL
375	833	161	255	1003
475	843	152	257	1003
47%	84%	15%	26%	100%
185	273	52	72	346
39%	32%	35%	28%	34%
z				
152	295	26	74	304
32%	35%	17%	29%	30%
	zx			
145	242	51	94	286
30%	29%	34%	37%	29%
122	226	27	44	275
26%	27%	18%	17%	27%
	x			
97	174	37	51	230
20%	21%	25%	20%	23%
66	96	16	33	100
14%	11%	11%	13%	10%
42	92	9	13	112
9%	11%	6%	5%	11%
41	71	16	22	95
9%	8%	11%	8%	9%

48	67	15	30	75
10%	8%	10%	11%	7%
40	65	18	29	91
9%	8%	12%	11%	9%
52	62	15	29	83
11%	7%	10%	11%	8%
z				
36	55	20	23	71
8%	7%	13%	9%	7%
		zw		
37	56	10	22	65
8%	7%	7%	9%	6%
39	52	10	18	56
8%	6%	7%	7%	6%
33	40	10	18	50
7%	5%	7%	7%	5%
20	39	10	8	55
4%	5%	7%	3%	5%
20	45	4	9	61
4%	5%	2%	4%	6%
28	36	5	14	41
6%	4%	3%	5%	4%
o				
17	25	13	12	36
4%	3%	9%	5%	4%
		zw		
17	26	12	16	36
4%	3%	8%	6%	4%
		zw		
22	33	4	10	37
5%	4%	2%	4%	4%
11	24	3	4	26
2%	3%	2%	2%	3%

7	27	2	5	30
1%	3%	1%	2%	3%
19	20	4	7	22
4%	2%	3%	3%	2%
17	20	2	6	22
4%	2%	1%	2%	2%
8	16	3	3	17
2%	2%	2%	1%	2%
9	13	4	2	19
2%	2%	3%	1%	2%
10	16	1	4	17
2%	2%	*	2%	2%
9	15	1	4	17
2%	2%	1%	2%	2%
5	12	1	3	16
1%	1%	1%	1%	2%
6	8	2	2	12
1%	1%	1%	1%	1%
7	12	-	5	12
1%	1%	-	2%	1%
8	6	-	-	6
2%	1%	-	-	1%
3	5	1	1	8
1%	1%	1%	*	1%
4	4	-	1	5
1%	1%	-	*	*
3	3	-	*	5
1%	*	-	*	*
3	-	5	-	5
1%	-	3%	-	*
		ZW		
2	4	-	-	3
*	*	-	-	*
4	2	-	-	2
1%	*	-	-	*
2	2	-	-	2

*	*	-	-	*
2	1	-	1	2
*	*	-	*	*
2	2	2	2	2
1	1	1	1	2
*	*	1%	*	*
42	73	10	17	83
9%	9%	7%	7%	8%
3.1	2.89	2.87	2.82	2.93
0.14	0.07	0.13	0.07	0.06
0.02	*	0.02	0.01	*
33	84	16	21	99
7%	10%	10%	8%	10%
199	328	66	124	393
42%	39%	43%	48%	39%



Table 7

ECONOMY - Do you think that the general economic condition of the country will improve, stay the same or get worse?

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	SEX	
		MALE (a)	FEMALE (b)
Unweighted Base	1003	554	431
Weighted Base	1003	477	508
Improve	58 6%	33 7%	23 5%
Stay the same	115 12%	60 13%	55 11%
Get worse	786 78%	367 77%	405 80%
EOI net	-73% iq	-70%	-75%
Don't know	43 4% o	16 3%	26 5%

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/v - z/m/n/o

Overlap formulae used. * small base

Respondent type : GB Adults 18+

Fieldwork dates : 8th April - 14th April 2026

Source : Ipsos (JN Q218)

ay the same, or get worse over the next 12 months?

18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)
98	173	187	129	178
107*	169	164	164*	162
3	7	10	7	9
3%	4%	6%	4%	5%
17	19	19	16	21
16%	11%	12%	10%	13%
84	138	128	133	122
79%	82%	78%	81%	75%
-76%	-78%	-72%	-77%	-69%
	i			
2	6	7	8	11
2%	3%	4%	5%	7%

o/p/q/r - z/s/t/u

ISSUES INDEX APRIL 2026 (PUBLIC - FINAL)

AGE				
65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55-74 (l)
134	104	271	316	312
123	114*	276	327	285
7	15	10	17	16
6%	13%	4%	5%	6%
	zcdf gjklv			
11	12	36	35	32
9%	11%	13%	11%	11%
102	79	223	260	224
83%	69%	81%	80%	79%
iv		i		
-78%	-56%	-77%	-74%	-73%
iv		i		
2	7	8	15	13
2%	6%	3%	5%	5%

	SOCIAL GRADE			
55+ (v)	AB (m)	C1 (n)	C2 (o)	DE (p)
416	288	385	151	179
399	244	306	197	257
31	12	24	6	16
8%	5%	8%	3%	6%
zl		z		
45	31	39	22	23
11%	13%	13%	11%	9%
303	191	229	167	200
76%	78%	75%	85%	78%
			nq	
-68%	-74%	-67%	-82%	-71%
			nq	
20	10	13	2	17
5%	4%	4%	1%	7%
				or

		HH INCOME		
ABC1 (q)	C2DE (r)	UP TO 24999 (s)	25000-49999 (t)	50000 PLUS (u)
673	330	113	152	368
550	453	131*	163	334
36	22	11	5	16
7%	5%	8%	3%	5%
70	45	17	20	39
13%	10%	13%	12%	12%
420	366	101	130	271
76%	81%	77%	80%	81%
-70%	-76%	-69%	-77%	-76%
24	19	2	7	9
4%	4%	2%	5%	3%
	o			

17 Apr 2026

UNWTD TOTAL
1003
1003
72
7%
123
12%
767
76%
-69%
41
4%



Table 8

ECONOMY - Do you think that the general economic condition of the country will improve, stay the same or get worse?

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	ENG LAND (a)	WALES (b)
Unweighted Base	1003	812	65
Weighted Base	1003	869	47*
Improve	58 6% f	49 6% f	4 9% ef
Stay the same	115 12%	104 12%	3 7%
Get worse	786 78% gl	678 78% g	38 81% g
EOI net	-73% gl	-72% g	-72%
Don't know	43 4%	38 4% d	1 2%

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/
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

Respondent type : GB Adults 18+

Fieldwork dates : 8th April - 14th April 2026

Source : Ipsos (JN Q218)

ay the same, or get worse over the next 12 months?

GOVERNMENT OFFICE REGION				
SCOT LAND (c)	NORTH EXCL. SCOT LAND (d)	MID LANDS INCL. WALES (e)	MID LANDS (f)	GL (g)
126	223	317	252	148
87*	237	311	263	137
5	20	12	8	9
6%	9%	4%	3%	7%
	f			
8	27	34	30	18
10%	11%	11%	11%	14%
69	185	257	219	96
80%	78%	83%	83%	70%
		zag	ag	
-74%	-70%	-79%	-80%	-63%
		za	ag	
		g		
4	4	8	7	13
5%	2%	3%	3%	9%
				zade
				f

'o/p/q/r - z/s/t/u

ISSUES INDEX APRIL 2026 (PUBLIC - FINAL)

SOUTH EXCL. GL (h)	TENURE			EDUC/
	OWNED (i)	MORT GAGED (j)	RENTED (k)	GRAD UATE (l)
189	374	305	275	458
232	340	293	311	340
11	23	17	16	24
5%	7%	6%	5%	7%
28	32	42	36	44
12%	9%	15%	11%	13%
178	275	227	243	255
77%	81%	77%	78%	75%
-72%	-74%	-72%	-73%	-68%
14	11	7	17	17
6%	3%	2%	6%	5%

CATEGOR Y	WORKING STATUS			URBAN (s)
	FULL TIME (n)	PART TIME (o)	NOT WORKING (p)	
NON GRAD UATE (m)				
443	472	128	403	461
545	464	133*	406	462
28	19	5	34	27
5%	4%	4%	8%	6%
			zn	
67	55	17	43	47
12%	12%	12%	11%	10%
431	375	104	308	365
79%	81%	78%	76%	79%
-74%	-77%	-74%	-67%	-73%
19	14	8	20	23
4%	3%	6%	5%	5%

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AREA		
SUBURBAN (t)	RURAL (u)	UNWTD TOTAL
327	215	1003
334	206	1003
23	8	72
7%	4%	7%
43	25	123
13%	12%	12%
256	166	767
76%	80%	76%
-69%	-77%	-69%
12	8	41
4%	4%	4%



Table 9

ECONOMY - Do you think that the general economic condition of the country will improve, stay the same or get worse?

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	CONSERVATIVE (a)	LABOUR (b)
Unweighted Base	1003	128	169
Weighted Base	1003	133	149
Improve	58 6% dp	4 3%	25 17% zad ef
Stay the same	115 12% d	15 11%	25 17% d
Get worse	786 78% b	111 84% b	86 58%
EOI net	-73% b	-81% b	-41%
Don't know	43 4% dw	4 3%	13 9% zde

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/
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Respondent type : GB Adults 18+
 Fieldwork dates : 8th April - 14th April 2026
 Source : Ipsos (JN Q218)

ay the same, or get worse over the next 12 months?

PARTY PREFERENCE (NOT VI)				
LIBERAL DEMO CRAT (c)	REFORM UK (d)	GREEN PARTY (e)	NONE (f)	1 (j)
79	174	145	218	166
70*	190	143	237	172
5	2	10	10	14
7%	1%	7%	4%	8%
d		d		
9	9	22	30	18
13%	5%	15%	13%	11%
d		d	d	
53	177	109	179	128
76%	93%	77%	76%	74%
b	za bcef	b	b	
-69%	-92%	-70%	-72%	-66%
b	z abcef	b	b	
2	2	2	18	12
3%	1%	1%	8%	7%
			zde	k

'o/p/q/r - z/s/t/u/v - z/w/x

EX APRIL 2026 (PUBLIC - FINAL)

IMD QUINTILES				SECTOR W
2 (k)	3 (l)	4 (m)	5 (n)	PUBLIC (o)
188	178	181	200	209
189	187	181	184	102
11	8	13	7	8
6%	4%	7%	4%	8%
				p
22	23	22	22	11
12%	13%	12%	12%	10%
153	148	140	147	81
81%	79%	77%	80%	79%
-75%	-75%	-70%	-76%	-71%
3	7	8	8	2
2%	4%	4%	4%	2%

17 Apr 2026

WORKING IN	ETHNIC		CHILD IN HH	UNWTD TOTAL
	WHITE (w)	BME (x)		
PRIVATE (p)				
375	833	161	255	1003
475	843	152	257	1003
17	47	12	8	72
4%	6%	8%	3%	7%
58	99	16	31	123
12%	12%	11%	12%	12%
382	668	111	209	767
80%	79%	73%	81%	76%
-77%	-74%	-66%	-78%	-69%
18	29	13	9	41
4%	3%	8%	4%	4%
		ZW		