



## ISSUES INDEX MAY 2026 (PUBLIC - FINAL)

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

BASE: ALL ADULTS AGED 18+

	SEX		AGE										SOCIAL GRADE						HH INCOME			UNWTD TOTAL		
	MALE	FEMALE	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55-74	55+	A8	C1	C2	DE	ABC1	C2DE	UP TO 24999	25000-49999		50000 PLUS	
TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	(v)		
UNWEIGHTED BASE	1003	545	432	108	175	146	130	188	172	84	283	276	360	444	284	399	160	160	683	320	118	179	334	1003
WEIGHTED BASE	1003	473	504	105*	173	170	162*	158	122	112*	278	332	280	393	246	305	194	259	550	453	145*	185	300	1003
Immigration/immigrants	100%	42%	50%	100%	17%	100%	100%	100%	12%	115*	20%	20%	20%	20%	21%	20%	15%	20%	140*	15%	140*	13%	20%	100%
Immigration/immigrants	220	117	98	18	28	26	23	45	41	39	46	49	86	134	34	57	55	74	91	129	35	44	46	214
Immigration/immigrants	22%	25%	19%	17%	16%	16%	14%	28%	34%	34%	17%	15%	31%	32%	14%	19%	28%	29%	17%	28%	24%	24%	15%	21%
Immigration/immigrants	fik	z						zde	zcd	zcd			zcd	zcd			mnq	mnq		zmn	u			
Immigration/immigrants	mou							fik	efjk	efjk			efjk	efjk						q				
Economy/Economic situation	379	91	82	20	34	32	26	21	21	15	54	58	66	66	66	61	19	33	127	52	26	23	75	187
Economy/Economic situation	18%	19%	16%	19%	20%	19%	16%	19%	17%	13%	20%	18%	18%	17%	27%	20%	10%	13%	23%	18%	18%	13%	25%	19%
Economy/Economic situation	or														zop	or			zno				zt	
Economy/Economic situation	a														f				pr					
Inflation/Prices	118	52	61	18	30	20	19	12	10	8	48	40	22	30	22	43	25	28	65	53	14	28	36	122
Inflation/Prices	12%	11%	12%	17%	17%	12%	12%	8%	8%	7%	17%	12%	8%	8%	9%	14%	13%	11%	12%	12%	10%	15%	12%	12%
Inflation/Prices	lv			zlv	zlv						zlv													
Defence/Foreign affairs/International terrorism	56	25	31	1	8	5	11	9	8	14	9	16	17	31	16	18	6	16	34	22	4	13	21	57
Defence/Foreign affairs/International terrorism	6%	5%	6%	1%	5%	3%	7%	5%	7%	12%	3%	5%	6%	8%	7%	6%	3%	6%	6%	5%	3%	7%	7%	6%
Defence/Foreign affairs/International terrorism																								
Defence/Foreign affairs/International terrorism																								
National health service/Hospitals/Healthcare	56	17	38	6	9	9	10	12	5	5	15	19	17	22	11	22	7	15	33	23	5	12	11	53
National health service/Hospitals/Healthcare	6%	4%	8%	6%	5%	5%	6%	8%	4%	4%	5%	6%	6%	6%	4%	7%	4%	6%	6%	5%	4%	7%	4%	5%
National health service/Hospitals/Healthcare																								
National health service/Hospitals/Healthcare																								
Lack of faith in politics/politicians/government	47	27	19	2	2	10	12	10	7	3	4	22	18	20	8	17	8	14	24	22	11	11	9	49
Lack of faith in politics/politicians/government	5%	6%	4%	2%	1%	6%	7%	6%	6%	2%	2%	7%	6%	5%	3%	6%	4%	6%	4%	5%	8%	6%	3%	5%
Lack of faith in politics/politicians/government																								
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Poverty/inequality	29	14	13	6	5	4	5	2	4	3	11	9	6	9	11	9	6	3	19	9	2	7	8	36
Poverty/inequality	3%	3%	3%	6%	3%	2%	3%	2%	3%	3%	4%	3%	2%	2%	4%	3%	3%	1%	4%	2%	1%	4%	3%	4%
Poverty/inequality																								
Poverty/inequality																								
Unemployment/Factory closure/Lack of industry	26	12	14	1	4	6	4	3	4	4	4	10	7	11	4	8	5	8	12	14	9	3	4	24
Unemployment/Factory closure/Lack of industry	3%	2%	3%	1%	2%	3%	3%	2%	3%	3%	2%	3%	3%	3%	2%	2%	2%	3%	2%	2%	6%	1%	1%	2%
Unemployment/Factory closure/Lack of industry																								
Unemployment/Factory closure/Lack of industry																								
Housing	24	10	15	4	1	10	4	4	-	2	5	14	4	5	4	4	4	12	8	16	*	4	10	21
Housing	2%	2%	3%	3%	1%	6%	3%	2%	-	1%	2%	4%	1%	1%	2%	1%	2%	5%	2%	3%	*	2%	3%	2%
Housing	q					zlv					zlv							q						
Housing																								
Taxation	18	8	10	6	6	3	2	1	-	-	12	5	1	1	5	7	7	-	11	7	-	1	10	20
Taxation	2%	2%	2%	6%	4%	2%	1%	1%	-	-	4%	1%	*	*	2%	2%	3%	-	2%	1%	-	*	3%	2%
Taxation	lv			zgh	hiv						zgh						pr						z	
Taxation																								
Crime/Law & order/Violence/Vandalism/Antisocial (yob) behaviour	17	7	10	3	3	4	2	4	1	1	1	5	6	6	2	5	4	6	7	10	6	3	4	16
Crime/Law & order/Violence/Vandalism/Antisocial (yob) behaviour	2%	1%	2%	2%	2%	2%	1%	2%	1%	1%	2%	2%	2%	1%	1%	2%	2%	3%	1%	2%	4%	2%	1%	2%
Crime/Law & order/Violence/Vandalism/Antisocial (yob) behaviour																								
Crime/Law & order/Violence/Vandalism/Antisocial (yob) behaviour																								
Race relations	15	8	6	1	4	-	4	3	2	1	5	4	5	6	3	5	6	1	8	7	1	2	8	15
Race relations	1%	2%	1%	1%	2%	-	2%	2%	1%	1%	2%	1%	2%	2%	1%	2%	3%	*	2%	1%	1%	1%	3%	1%
Race relations																								
Race relations																								
Pollution/Environment/Climate change	14	6	8	1	1	6	2	3	1	-	2	8	4	4	9	2	2	1	12	2	1	3	8	13
Pollution/Environment/Climate change	1%	1%	2%	1%	1%	4%	1%	2%	1%	-	1%	2%	1%	1%	4%	1%	1%	*	2%	1%	1%	2%	3%	1%
Pollution/Environment/Climate change						zv									zmpq				zm					
Pollution/Environment/Climate change																								
Education/Schools	12	3	9	2	2	1	3	1	3	-	4	4	4	4	3	3	3	4	6	7	4	1	3	14
Education/Schools	1%	1%	2%	2%	1%	1%	2%	*	3%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%
Education/Schools																								
Education/Schools																								
Pensions/Social security/Benefits	11	5	6	-	-	4	3	1	1	2	-	7	3	4	1	5	5	-	6	5	-	3	6	11
Pensions/Social security/Benefits	1%	1%	1%	-	-	2%	2%	1%	1%	2%	-	2%	1%	1%	*	2%	3%	-	1%	1%	-	1%	2%	1%
Pensions/Social security/Benefits																								
Pensions/Social security/Benefits																								
Nuclear weapons/ Nuclear war/Disarmament	10	-	10	-	1	-	5	-	1	2	1	5	1	3	1	-	1	8	1	9	1	5	-	4
Nuclear weapons/ Nuclear war/Disarmament	1%	-	2%	-	1%	-	3%	-	1%	2%	*	2%	*	1%	*	-	1%	3%	*	2%	1%	3%	-	*
Nuclear weapons/ Nuclear war/Disarmament																								
Nuclear weapons/ Nuclear war/Disarmament																								
Common Market/Brexit/EU/Euro/ Euro	10	8	1	-	1	1	4	2	1	1	1	5	3	4	5	1	3	-	7	3	-	1	7	11
Common Market/Brexit/EU/Euro/ Euro	1%	2%	*	-	1%	1%	2%	1%	1%	1%														

Pound/Exchange rate/Value of pound	2	2	-	-	-	1%	-	-	-	1%	*	*	*	1%	-	-	*	-	-	*	*	*		
Ageing population/ Social care for the elderly	2	1	1	-	-	-	1	-	1	1	1	1	1	1	1	-	2	-	-	1	1	3		
International trade/trade deals	2	-	2	-	-	-	2	-	-	-	2	2	2	2	2	-	-	2	-	-	2	1		
Mental health/ well-being	2	2	-	*	1	-	-	-	2	-	-	-	*	1	-	-	2	-	-	-	-	2		
UK union/ devolution/reform	2	*	1	-	-	-	-	2	-	-	2	2	-	2	-	-	2	-	1	-	*	2		
Food production/ farming	1	-	1	-	1	-	1	-	1	1	-	-	-	1	1	-	1	1	-	1	-	2		
Coronavirus/ pandemic diseases	1	*	1	*	1	-	-	-	1	-	-	-	*	-	-	1	*	1	-	-	-	2		
Nationalisation/ Government control of institutions	1	-	1	-	-	-	-	-	-	-	1	1	-	1	-	-	1	-	-	-	1	1		
Royal Family/ Monarchy	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	1		
Population levels/ Overpopulation	1	-	1	-	1	-	-	-	1	-	*	*	-	*	*	1	*	1	1	1	-	2		
AI / Technology	*	*	*	*	*	-	-	-	-	-	*	*	-	*	-	*	*	*	*	*	*	1		
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Other	40	18	21	5	5	7	3	9	2	8	10	10	11	20	16	5	11	8	21	19	15	4	10	34
MEAN NUMBER OF MENTIONS	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	
Don't know	4%	14	26	2	12	8	9	2	4	2	14	17	7	9	7	11	10	12	18	22	2	5	9	35
Personal finances (NET)	159	72	80	29	36	26	27	14	15	11	65	53	29	40	35	54	34	35	89	70	18	37	45	168
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/v - z/m/n/o/p/q/r - z/s/t/u  
Overlap formulae used. \* small base  
Respondent type: GB Adults 18+  
Fieldwork dates: 6th May - 12th May 2026  
Source: Ipsos [N Q218]

Table 2  
Q.PL01 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	GOVERNMENT OFFICE REGION								TENURE			EDUCATION		WORKING STATUS			AREA			UNWTD TOTAL
		ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH EXCL SCOT LAND (d)	MIDLANDS INCL WALES (e)	MIDLANDS (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	1003	838	64	101	224	319	255	123	236	381	271	304	419	473	483	112	408	487	269	247	1003
WEIGHTED BASE	1003	867	48*	88*	239	310	262	134*	232	345	254	352	343	543	465	142*	396	504	266	233	1003
100%	100%	86%	5%*	9%*	24%	31%	26%	13%*	23%	34%	25%	35%	34%	54%	46%	14%*	39%	50%	27%	23%	100%
Immigration/immigrants	220	195	8	18	63	71	64	13	55	105	41	65	35	148	79	25	116	99	61	60	214
22%	22%	22%	16%	20%	26%	23%	24%	10%	24%	30%	16%	19%	10%	27%	17%	18%	29%	20%	23%	26%	21%
g l n		g		g	g	g	g		g	jk				jl			zno				
Economy/Economic situation	179	162	6	11	41	63	57	29	34	67	49	55	85	79	91	24	64	100	30	48	187
18%	18%	19%	13%	12%	17%	20%	22%	22%	15%	20%	19%	16%	25%	14%	20%	17%	16%	20%	11%	21%	19%
mi										zm											
Inflation/Prices	118	99	7	13	28	36	29	14	27	32	25	54	41	71	62	15	41	61	33	24	122
12%	12%	11%	15%	14%	12%	12%	11%	11%	12%	9%	10%	15%	12%	13%	13%	10%	10%	12%	12%	10%	12%
Defence/foreign affairs/ international terrorism	56	46	5	5	19	12	7	8	12	26	17	13	22	28	24	9	23	31	13	13	57
6%	6%	5%	10%	6%	8%	4%	3%	6%	5%	7%	7%	4%	6%	5%	5%	6%	6%	6%	5%	6%	6%
ef		f	ef	f	f																
National health service/Hospitals/ Healthcare	56	39	6	11	12	18	12	10	5	19	13	20	18	30	16	20	19	28	13	15	53
6%	6%	4%	13%	12%	5%	6%	5%	8%	2%	6%	5%	6%	5%	6%	3%	14%	5%	5%	5%	6%	5%
ahn		h	zae	zadf	h										znp						
Lack of faith in politics / politicians /government	47	44	1	1	12	10	9	10	13	12	16	15	11	28	26	5	16	28	16	3	49
5%	5%	4%	3%	2%	5%	3%	3%	7%	6%	3%	6%	4%	3%	5%	5%	3%	4%	5%	6%	1%	5%
u																		u			
Poverty/inequality	29	23	*	5	7	5	5	1	10	12	8	9	16	10	15	4	10	13	8	8	36
3%	3%	3%	1%	6%	3%	2%	2%	1%	4%	3%	3%	3%	5%	2%	3%	3%	3%	3%	3%	3%	4%
eg													zm								
Unemployment/ Factory closure/ Lack of industry	26	22	1	2	2	7	5	10	5	5	10	10	7	15	9	2	14	14	4	7	24
3%	3%	3%	3%	2%	1%	2%	2%	7%	2%	1%	4%	3%	2%	3%	2%	1%	4%	3%	2%	3%	2%
zade					f																
Housing	24	18	1	5	4	6	5	2	7	3	9	12	9	12	11	3	10	14	7	3	21
2%	2%	2%	1%	6%	2%	2%	2%	2%	3%	1%	4%	3%	3%	2%	2%	2%	2%	3%	3%	1%	2%
za				za																	
Taxation	18	17	1	-	5	5	4	2	6	6	7	5	9	6	15	1	2	7	7	3	20
2%	2%	2%	2%	-	2%	2%	2%	1%	2%	2%	3%	1%	3%	1%	3%	1%	*	1%	3%	2%	2%
p															zp						
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	17	15	-	1	5	3	3	5	2	4	1	11	6	9	6	1	10	9	6	2	16
2%	2%	-	2%	2%	1%	1%	1%	4%	1%	1%	3%	2%	2%	2%	1%	1%	3%	2%	2%	1%	2%
15	15	-	-	5	5	5	2	2	4	7	4	9	4	12	1	2	9	5	1	15	
1%	2%	-	-	2%	2%	2%	1%	1%	1%	3%	1%	4%	3%	1%	1%	1%	2%	2%	*	1%	1%
zm													zm		zp						
Pollution/ Environment/ Climate change	14	8	2	4	3	3	1	2	2	3	9	1	11	3	10	3	2	3	6	4	13
1%	1%	4%	5%	1%	1%	*	2%	1%	1%	1%	4%	*	3%	*	2%	2%	*	1%	2%	2%	1%
amp		f	zadf										zm								
Education/Schools	12	8	2	3	4	5	3	1	-	4	5	3	4	7	4	4	4	8	2	3	14
1%	1%	3%	3%	2%	1%	1%	1%	-	-	1%	2%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%
ah		h	ah																		
Pensions/Social security/Benefits	11	10	-	1	*	1	1	2	7	4	3	4	2	7	7	-	4	1	8	2	11
1%	1%	-	1%	*	*	*	1%	3%	1%	1%	1%	1%	1%	1%	-	1%	*	3%	1%	1%	
s								zade									zade				
Nuclear weapons/ Nuclear war/ Disarmament	10	10	-	-	-	7	7	-	3	1	-	9	-	9	-	7	3	1	3	5	4
1%	1%	-	-	-	2%	3%	-	1%	*	-	3%	-	-	2%	-	5%	1%	*	1%	2%	
s					zd									l		znp				s	*
Common Market/ Brexit/EU/Europe/ Euro	10	9	-	1	1	4	4	1	3	2	3	4	5	3	8	*	1	4	5	1	11
1%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	*	*	1%	2%	1%	1%
za				za																	
Petrol prices/Fuel	8	8	-	-	6	1	1	-	1	1	2	5	2	6	4	-	4	4	3	1	6
1%	1%	-	-	3%	*	*	*	*	1%	2%	*	*	1%	1%	1%	-	1%	1%	1%	*	1%
za				za																	
Morality/ Individual behaviour/ Lifestyle	7	7	-	-	*	2	2	2	3	3	4	-	3	4	4	1	1	4	2	1	8
1%	1%	-	-	*	1%	1%	1%	1%	1%	1%	2%	-	1%	1%	1%	1%	*	1%	1%	1%	1%
k																					
Local government/ Council tax	7	6	-	1	3	3	3	-	-	2	-	5	1	6	1	-	6	-	4	2	5
1%	1%	-	1%	1%	1%	1%	-	-	-	1%	-	1%	*	1%	-	1%	-	-	2%	1%	*
s																					
Public services in general	7	7	-	-	*	3	3	-	4	1	5	1	4	1	5	-	2	4	2	1	10
1%	1%	-	-	*	1%	1%	-	2%	*	2%	*	*	1%	*	1%	-	*	1%	1%	*	1%
z																					
Transport/Public transport	5	5	-	-	1	3	3	-	1	3	1	1	2	3	3	-	2	1	3	1	5
*	*	1%	-	*	1%	1%	-	*	1%	*	*	*	*	1%	-	*	*	*	1%	*	*
a																					
Social media	4	3	-	1	-	*	*	2	1	4	1	-	4	1	3	-	1	1	2	1	5
*	*	-	1%	-	*	*	2%	*	1%	*	-	1%	*	*	1%	-	*	*	1%	1%	*

Drug abuse	4	4	-	*	-	-	-	-	4	-	*	1	*	4	3	-	1	2	*	1	3
	*	*	-	*	-	-	-	-	2% za	-	*	*	*	1%	1%	-	*	*	*	1%	*
Low pay/Minimum wage/Fair wages	4	4	-	-	1	3	3	-	-	-	3	1	4	-	2	2	-	2	2	-	4
	*	*	-	-	*	1%	1%	-	-	-	1%	*	1%	zm	*	1%	-	*	1%	-	*
Childcare services/ support for young people	2	1	1	-	1	1	-	-	*	1	-	1	*	2	1	-	1	1	1	-	3
	*	*	2% zaf	-	*	*	-	-	*	*	-	*	*	*	-	*	*	*	*	-	*
Pound/Exchange rate/Value of pound	2	2	-	-	-	2	2	-	-	-	-	-	-	2	-	-	2	-	-	2	1
	*	*	-	-	-	1%	1%	-	-	-	-	-	*	*	-	*	-	-	1%	*	
Ageing population/ Social care for the elderly	2	1	1	1	-	1	-	1	-	2	-	-	1	-	1	1	1	1	1	-	3
	*	*	1% a	1%	-	*	-	*	-	1%	-	-	*	-	*	*	*	*	*	-	*
International trade/trade deals	2	2	-	-	2	-	-	-	-	-	2	-	2	-	2	-	-	-	-	2	1
	*	*	-	-	1%	-	-	-	-	-	1%	-	*	-	*	-	-	-	-	1%	*
Mental health/ well-being	2	2	-	-	-	-	-	1	*	-	-	2	-	2	2	-	1	*	*	-	2
	*	*	-	-	-	-	-	1%	*	-	-	*	*	*	*	-	*	*	*	-	*
UK union/ devolution/reform	2	*	-	1	*	-	-	-	-	*	1	-	*	*	-	2	-	*	-	1	2
	*	*	-	1%	*	-	-	-	-	*	*	-	*	*	-	1%	-	*	-	*	*
	a	za	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Food production/ farming	1	1	-	-	-	-	-	-	1	-	-	1	1	1	1	-	1	-	-	1	2
	*	*	-	-	-	-	-	-	1%	-	-	*	*	*	-	*	*	-	*	*	*
Coronavirus/ pandemic diseases	1	1	-	-	*	*	-	1	-	*	-	1	-	1	-	-	1	1	*	-	2
	*	*	-	-	-	*	*	-	-	*	-	*	-	-	-	*	*	*	*	-	*
Nationalisation/ Government control of institutions	1	-	-	1	-	-	-	-	-	-	-	1	-	1	-	1	-	-	-	1	1
	*	-	-	1%	-	-	-	-	-	-	-	*	-	-	-	1%	-	-	-	*	*
	za	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Royal Family/ Monarchy	1	1	-	-	-	-	-	-	1	-	-	1	-	1	1	-	-	-	1	-	1
	*	*	-	-	-	-	-	-	*	-	-	*	-	*	-	-	-	-	*	-	*
Median Population levels/ Overpopulation	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	*	1	-	-	1	1	-	-	2
	*	*	1%	-	-	*	*	-	-	-	-	*	*	*	-	*	*	*	*	-	*
AI / Technology	*	*	-	-	-	-	-	-	*	*	-	-	*	-	*	-	-	-	-	*	1
	*	*	-	-	-	-	-	-	*	*	-	-	*	-	*	-	-	-	-	*	*
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	40	36	3	1	4	14	11	12	9	13	4	15	15	23	19	5	15	26	9	5	34
	4%	4%	6%	1%	2%	4%	4%	9%	4%	4%	2%	4%	4%	4%	4%	4%	4%	5%	3%	2%	3%
	j	-	-	-	-	-	zacd	-	-	-	-	1	-	-	-	-	-	-	-	-	-
MEAN NUMBER OF MENTIONS	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Don't know	40	36	3	1	8	16	13	5	11	7	8	20	12	18	19	6	14	22	9	8	35
	4%	4%	6%	1%	3%	5%	5%	3%	5%	2%	3%	6%	3%	3%	4%	4%	4%	4%	3%	4%	3%
Personal finances (NET)	159	133	8	18	42	45	37	15	38	45	37	70	62	87	82	21	56	80	46	33	168
	16%	15%	16%	20%	18%	15%	14%	12%	16%	13%	15%	20%	18%	16%	18%	15%	14%	16%	17%	14%	17%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 : 6th May - 12th May 2026  
Source : Ipsos (JN Q218)

Table 3  
Q.PL01 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL (z)	PARTY PREFERENCE (NOT VI)						IMD QUINTILES					SECTOR WORKING IN		ETHNIC			CHILD IN HH	UNWTD TOTAL
		CON SERV ACTIVE (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	1003	103	155	86	229	138	216	184	195	206	197	169	185	387	833	153	241	1003	
WEIGHTED BASE	1003	101*	144	71*	239	138	236	206	201	209	189	146	102	473	828	158	264	1003	
	100%	10%*	14%	7%*	24%	14%	24%	21%	20%	21%	19%	15%	10%	47%	83%	16%	26%	100%	
Immigration/immigrants	220	16	8	5	138	5	35	40	38	48	50	32	19	83	209	9	44	214	
	22%	15%	6%	8%	58%	4%	15%	19%	19%	23%	27%	22%	19%	17%	25%	6%	17%	21%	
	bc efgh	be		cef	zab	be									zx				
Economy/Economic situation	179	27	22	20	21	24	54	29	30	43	35	38	17	97	147	31	37	187	
	18%	27%	16%	28%	9%	17%	23%	14%	15%	20%	19%	26%	17%	21%	18%	20%	14%	19%	
	d	zd		zbd	d	d	d					aj k							
Inflation/Prices	118	12	20	11	17	23	24	31	31	21	16	14	14	55	98	20	41	122	
	12%	12%	14%	15%	7%	16%	10%	15%	16%	10%	8%	10%	14%	12%	12%	13%	16%	12%	
	d			d		d													
Defence/Foreign affairs/ International terrorism	56	10	17	4	5	12	6	11	7	17	13	6	5	28	43	11	13	57	
	6%	9%	12%	6%	2%	9%	2%	6%	3%	8%	7%	4%	5%	6%	5%	7%	5%	6%	
	df	df	zdf			df													
National health service/Hospitals/ Healthcare	56	3	10	5	1	16	19	12	18	5	8	12	4	29	45	11	13	53	
	6%	3%	7%	7%	*	12%	8%	6%	9%	2%	4%	8%	4%	6%	5%	7%	5%	5%	
	dl	d	d	d	*	zad	d		l			l							
Lack of faith in politics / politicians / government	47	4	5	3	13	3	12	13	12	9	6	2	7	24	37	9	9	49	
	5%	4%	4%	4%	6%	3%	5%	6%	6%	4%	3%	2%	6%	5%	4%	6%	3%	5%	
	29	3	3	3	1	12	5	8	5	6	4	5	5	13	27	1	8	36	
	3%	3%	2%	4%	*	9%	2%	4%	2%	3%	2%	3%	5%	3%	3%	1%	3%	4%	
	d			d	*	zbd f							z						
Unemployment/ Factory closure/ Lack of industry	26	3	5	1	4	4	6	5	8	2	6	2	-	10	16	9	9	24	
	3%	3%	3%	1%	2%	3%	3%	3%	4%	1%	3%	1%	-	2%	2%	5%	3%	2%	
	w														w				
Housing	24	3	6	1	2	1	8	5	4	6	2	3	3	12	22	2	12	21	
	2%	3%	4%	2%	1%	1%	4%	2%	2%	3%	1%	2%	3%	3%	3%	1%	5%	2%	
	d		d																
Taxation	18	1	3	1	9	1	3	5	3	2	4	-	2	14	14	4	5	20	
	2%	1%	2%	1%	4%	1%	1%	2%	2%	1%	2%	-	2%	3%	2%	3%	2%	2%	
	17	2	-	1	2	3	7	7	3	1	3	2	1	3	12	5	2	16	
	2%	2%	-	1%	1%	2%	3%	3%	2%	1%	2%	1%	1%	1%	1%	3%	1%	2%	
	p																		
Race relations	15	-	4	1	1	8	*	3	6	5	1	1	3	9	11	2	3	15	
	1%	-	3%	2%	*	6%	*	1%	3%	2%	*	1%	3%	2%	1%	1%	1%	1%	
			f			zad f													
Pollution/ Environment/ Climate change	14	-	3	*	-	8	-	-	5	2	3	5	2	7	8	5	9	13	
	1%	-	2%	1%	-	6%	-	-	2%	1%	2%	3%	2%	1%	1%	3%	3%	1%	
	w					zad f						j				w			
Education/Schools	12	-	4	*	1	*	4	1	1	4	1	3	3	5	11	1	6	14	
	1%	-	3%	1%	*	*	2%	1%	1%	2%	1%	2%	3%	1%	1%	1%	2%	1%	
													z						
Pensions/Social security/Benefits	11	1	2	-	8	-	1	2	2	7	-	1	1	4	10	1	4	11	
	1%	1%	1%	-	3%	-	*	1%	1%	3%	-	1%	1%	1%	1%	1%	2%	1%	
					z					zm									
Nuclear weapons/ Nuclear war/ Disarmament	10	-	2	-	5	1	1	1	-	7	2	-	1	5	10	-	7	4	
	1%	-	1%	-	2%	1%	1%	1%	-	3%	1%	-	1%	1%	1%	-	3%	*	
										zk									
Common Market/ Brexit/EU/Europe/ Euro	10	2	*	3	2	2	-	-	5	-	1	3	2	7	7	3	4	11	
	1%	2%	*	4%	1%	1%	-	-	3%	-	1%	2%	2%	1%	1%	2%	1%	1%	
				zbd f															
Petrol prices/Fuel	8	-	2	-	3	-	2	5	1	1	2	-	-	4	4	4	3	6	
	1%	-	2%	-	1%	-	1%	2%	*	*	1%	-	-	1%	*	3%	1%	1%	

Mortality/ Individual behaviour/ Lifestyle	7	2	*	1	1	3	-	2	1	1	2	1	1	3	7	*	3	8
	1%	2%	*	1%	*	2%	-	1%	*	1%	1%	1%	1%	1%	1%	*	1%	1%
Local government/ Council tax	7	-	-	1	-	-	6	3	*	2	1	-	-	1	5	1	*	5
	1%	-	-	1%	-	-	3%	1%	*	1%	*	-	-	*	1%	1%	*	*
Public services in general	7	*	1	*	-	2	1	2	1	1	1	1	2	2	4	2	1	10
	1%	*	1%	1%	-	2%	*	1%	*	1%	1%	2%	*	*	1%	1%	*	1%
Transport/Public transport	5	-	1	-	-	-	3	-	1	-	4	-	1	2	3	2	1	5
	*	-	*	-	-	-	1%	-	*	-	2%	-	1%	*	*	1%	*	*
Social media	4	-	-	2	-	1	2	-	-	1	2	2	*	3	4	1	-	5
	*	-	-	3%	-	1%	1%	-	-	*	1%	1%	*	1%	*	*	-	*
Drug abuse	4	-	3	-	-	-	1	-	-	2	*	1	*	2	*	2	2	3
	*	-	2%	-	-	-	1%	-	-	1%	*	1%	*	*	*	1%	1%	*
Low pay/Minimum wage/Fair wages	4	-	1	-	-	2	1	*	-	-	1	-	2	2	3	*	-	4
	*	-	1%	-	-	2%	*	*	-	-	1%	-	2%	*	*	*	-	*
Childcare services / support for young people	2	1	*	-	1	-	-	1	-	*	-	-	-	1	1	1	2	3
	*	1%	*	-	*	-	-	*	-	*	-	-	-	*	*	1%	1%	*
Pound/Exchange rate/Value of pound	2	-	-	2	-	-	-	-	2	-	-	-	-	-	2	-	-	1
	*	-	-	3%	-	-	-	-	1%	-	-	-	-	-	*	-	-	*
Ageing population/ Social care for the elderly	2	1	-	1	-	-	-	-	-	1	1	1	1	1	2	-	-	3
	*	1%	-	2%	-	-	-	-	-	*	*	*	1%	*	*	-	-	*
International trade/trade deals	2	-	2	-	-	-	-	-	-	2	-	-	-	2	2	-	-	1
	*	-	1%	-	-	-	-	-	-	1%	-	-	-	*	*	-	-	*
Mental health/ well-being	2	-	-	-	-	*	1	-	1	*	-	-	*	-	2	-	*	2
	*	-	-	-	-	*	1%	-	1%	*	-	-	*	-	*	-	*	*
UK union/ devolution/reform	2	-	-	*	-	-	-	-	-	-	2	-	-	2	2	-	-	2
	*	-	-	1%	-	-	-	-	-	-	1%	-	-	*	*	-	-	*
Food production/ farming	1	-	-	-	-	-	1	-	1	-	1	-	1	-	1	-	1	2
	*	-	-	-	-	-	1%	-	*	-	*	-	1%	-	-	-	*	*
Coronavirus/ pandemic diseases	1	-	-	1	-	-	*	-	*	-	1	-	-	-	1	-	-	2
	*	-	-	1%	-	-	*	-	*	-	*	-	-	-	*	-	-	*
Nationalisation/ Government control of institutions	1	-	-	-	-	-	-	-	-	1	-	-	-	1	1	-	-	1
	*	-	-	-	-	-	-	-	-	1%	-	-	-	*	*	-	-	*
Royal Family/ Monarchy	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
Population levels/ Overpopulation	1	-	-	*	-	-	1	1	-	-	-	-	-	-	*	1	-	2
	*	-	-	*	-	-	*	*	-	-	-	-	-	*	*	-	-	*
AI / Technology	*	-	*	-	-	-	-	-	-	*	-	-	-	*	-	*	-	1
	*	-	*	-	-	-	-	-	-	*	-	-	-	*	-	*	-	*
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	40	9	11	1	3	3	7	8	8	6	8	6	2	23	30	8	5	34
	4%	9%	8%	1%	1%	2%	3%	4%	4%	3%	4%	4%	2%	5%	4%	5%	2%	3%
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	40	2	7	1	3	2	24	12	9	5	7	5	3	18	29	10	16	35
	4%	2%	5%	2%	1%	2%	10%	6%	4%	2%	4%	3%	3%	4%	3%	7%	6%	3%
Personal finances (NET)	159	15	26	14	21	37	31	44	36	28	22	19	21	74	132	26	52	168
	16%	15%	18%	19%	9%	27%	13%	21%	18%	14%	12%	13%	20%	16%	16%	16%	20%	17%
Privatisation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 : 6th May - 12th May 2026  
Source : Ipsos (JN Q218)



Table 4  
Q.P101/02 What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18+

	SEX		AGE											SOCIAL GRADE						HH INCOME			UNWTD TOTAL		
	TOTAL (c)	MALE (a)	FEMALE (b)	18-24 (d)	25-34 (e)	35-44 (f)	45-54 (g)	55-64 (h)	65-74 (i)	75+ (j)	18-34 (k)	35-54 (l)	55-74 (m)	55+ (n)	A8 (o)	C1 (p)	C2 (q)	DE (r)	ABC1 (s)	C2DE (t)	UP TO 24999 (u)	25000-49999 (v)		50000 PLUS (w)	
UNWEIGHTED BASE	1003	545	458	108	175	146	130	188	172	84	283	276	360	444	284	399	160	160	683	320	118	179	334	1003	
WEIGHTED BASE	1003	473	504	105*	173	170	162*	158	122	112*	278	332	240	393	246	305	194	259	550	453	145*	185	300	1003	
	100%	42%	50%	10%	10%	10%	16%	19%	12%	11%*	28%	33%	20%	30%	20%	20%	12%	16%	55%	45%	14%	19%	30%	100%	
Immigration/immigrants	411	203	200	33	62	62	50	75	66	63	95	112	141	204	88	108	90	125	196	214	62	84	108	398	
	41%	43%	40%	32%	36%	37%	31%	47%	54%	56%	34%	34%	50%	52%	36%	35%	46%	48%	36%	47%	43%	45%	36%	40%	
	fk nqu							cdf efjk		zcd efjk			zcd efjk				nq	mnq		zmn					
Economy/Economic situation	337	165	164	31	54	63	45	62	46	36	85	108	108	144	97	102	59	78	200	137	55	48	121	344	
	34%	35%	32%	29%	31%	37%	28%	39%	37%	32%	30%	33%	39%	37%	40%	34%	30%	30%	36%	30%	38%	26%	40%	34%	
	t														z				z						
Inflation/Prices	252	121	122	29	51	47	42	38	24	21	80	90	62	83	51	79	61	61	130	122	37	60	73	255	
	25%	26%	24%	27%	29%	28%	26%	24%	20%	18%	29%	27%	22%	21%	21%	26%	21%	24%	24%	27%	26%	23%	24%	25%	
	v																m				z				
National health service/Hospitals/Healthcare	225	98	123	17	39	41	39	39	28	21	56	80	67	89	66	76	35	48	142	83	29	48	77	233	
	22%	21%	24%	17%	22%	24%	24%	25%	23%	19%	20%	24%	24%	23%	27%	25%	18%	19%	26%	18%	20%	26%	26%	23%	
	r														or				zr						
Defence/Foreign affairs/International terrorism	146	68	76	8	19	15	25	31	24	23	28	41	55	78	49	43	22	32	92	54	16	25	53	158	
	15%	14%	15%	8%	11%	9%	16%	19%	20%	20%	10%	12%	20%	20%	20%	14%	11%	12%	17%	12%	11%	13%	18%	16%	
	i							cei		cei					zoi				z						
Lack of faith in politics / politicians / government	137	70	62	3	15	27	35	19	22	16	18	62	41	56	26	57	16	38	82	54	19	37	39	135	
	14%	15%	12%	3%	9%	16%	22%	12%	18%	14%	7%	19%	15%	14%	10%	19%	8%	15%	12%	13%	13%	20%	13%	13%	
	cdi o							cdi i		cdi c		zcd ci		ci		zmoq r			mo o				z		
Housing	120	41	77	12	22	24	28	13	12	9	35	51	25	34	23	27	26	45	50	70	20	35	25	110	
	12%	9%	15%	13%	14%	17%	17%	8%	10%	8%	15%	12%	9%	9%	9%	9%	13%	17%	15%	15%	14%	19%	8%	11%	
	ahn qu						lv				lv						mnq		mnq						
Poverty/inequality	110	44	60	23	26	19	15	13	9	5	49	34	21	26	32	38	18	23	69	41	18	13	44	115	
	11%	9%	12%	12%	15%	11%	9%	8%	7%	4%	18%	10%	8%	7%	13%	12%	9%	9%	13%	9%	12%	7%	15%	11%	
	lv			zfc hkv		hl v					zsh hkv								z				z		
Unemployment/ Factory closure/ Lack of industry	107	49	57	19	15	19	18	12	10	13	34	37	22	35	23	26	18	40	49	58	23	14	25	96	
	11%	10%	11%	18%	9%	11%	11%	8%	8%	11%	12%	11%	8%	9%	9%	9%	9%	16%	9%	13%	16%	7%	8%	10%	
	q			zsh v							d							nq							
Education/Schools	91	38	53	12	15	17	14	10	15	7	27	31	20	33	27	27	15	22	54	30	16	14	34	101	
	9%	8%	10%	11%	9%	10%	9%	7%	13%	6%	10%	9%	9%	8%	11%	9%	8%	8%	10%	8%	11%	7%	11%	10%	
	v																								
Taxation	89	42	45	13	22	15	14	14	5	6	35	28	19	25	16	33	23	18	49	40	11	7	41	90	
	9%	9%	9%	12%	13%	9%	8%	9%	4%	5%	13%	9%	7%	6%	6%	11%	12%	9%	9%	9%	8%	4%	14%	9%	
	hkv			zsh v							zsh v														
Crime/Law & order/Violence/Vandalism/Antisocial (yob) behaviour	85	39	46	9	25	14	9	16	6	6	34	23	22	29	18	30	14	24	48	38	10	15	22	89	
	9%	8%	9%	8%	14%	8%	5%	10%	5%	6%	12%	7%	8%	7%	7%	10%	7%	9%	9%	8%	7%	8%	7%	9%	
					zfhk lv						zh														
Pollution/ Environment/ Climate change	75	32	42	6	9	16	18	17	6	4	15	33	22	26	25	22	10	17	47	28	11	17	30	73	
	7%	7%	8%	6%	5%	9%	11%	11%	5%	3%	5%	10%	8%	7%	10%	7%	5%	7%	9%	6%	8%	9%	10%	7%	
									v				hv												
Pensions/Social security/Benefits	67	34	32	4	11	6	9	15	8	14	15	15	23	37	16	27	8	16	43	24	5	16	24	74	
	7%	7%	6%	4%	6%	4%	6%	10%	7%	12%	6%	5%	8%	9%	7%	9%	4%	6%	8%	5%	4%	8%	8%	7%	
									ek				zk						z						
Transport/Public transport	48	32	14	6	14	7	12	2	4	2	20	19	6	9	13	16	10	9	29	19	4	9	21	49	
	5%	7%	3%	6%	8%	4%	7%	1%	3%	2%	7%	6%	2%	2%	5%	5%	5%	4%	5%	4%	3%	5%	7%	5%	
	hkv			zsh v			zsh v				zsh v														
Race relations	45	17	25	4	12	10	7	6	5	2	16	17	12	13	15	15	9	6	30	15	4	7	16	45	
	5%	4%	5%	4%	7%	6%	4%	4%	4%	1%	6%	5%	4%	3%	6%	5%	5%	2%	6%	3%	3%	4%	5%	4%	
																			z						
Morality/ Individual behaviour/ Lifestyle	42	28	14	2	6	4	16	7	2	5	8	20	8	14	18	12	5	7	30	12	5	8	16	44	
	4%	6%	3%	2%	4%	3%	10%	4%	1%	5%	3%	6%	3%	4%	7%	4%	3%	3%	5%	3%	4%	5%	5%	4%	
	zb						zceh lv				e				zor			zn							
Common Market/ Brexit/EU/Euro/ Euro	41	32	9	-	3	5	15	9	5	4	3	20	14	18	18	10	7	7	27	14	5	7	22	43	
	4%	7%	2%	-	2%	3%	9%	6%	4%	3%	1%	6%	5%	5%	7%	3%	3%	3%	5%	3%	4%	4%	7%	4%	
	zb						zcdi ci				cei														
Public services in general	39	18	20	6	10	13	6	5	3	-	16	19	5	5	17	12	3	7	29	10	4	5	17	42	
	4%	4%	4%	6%	6%	7%	4%	2%	1%	-	6%	6%	2%	1%	7%	4%	2%	3%	5%	2%	3%	2%	6%	4%	
	lv			lv		ghz v					lv				zor			zr							
Petrol prices/Fuel	35	15	18	6	7	9	5	2	3	3	13	14	5	9	4	13	7	11	17	19	5	3	9	35	
	4%	3%	4%	6%	4%	5%	3%	1%	3%	3%	5%	4%	2%	2%	2%	4%	4%	4%	3%	4%	3%	2%	3%	3%	
	m																								
Childcare services / support for young people	30	13	15	2	6	2	9	6	4	1	8	11	11	11	9</										

Social media	23 2%	12 2%	10 2%	2 2%	9 5%	1 1%	2 1%	4 3%	3 2%	-	12 4%	4 1%	7 3%	7 2%	10 4%	8 2%	3 2%	2 1%	18 3%	5 1%	2 1%	3 2%	8 3%	25 2%	
Nuclear weapons/ Nuclear war/ Disarmament	17 2%	2 1%	14 3%	-	2 1%	2 1%	5 3%	3 2%	2 1%	2 2%	2 1%	7 2%	5 2%	7 2%	3 1%	3 1%	1 1%	9 4%	6 1%	10 2%	1 1%	6 3%	3 1%	13 1%	
Nationalisation/ Government control of institutions	13 1%	4 1%	10 2%	-	3 2%	-	-	6 3%	* 2%	5 4%	3 1%	-	6 2%	11 3%	* 1%	4 2%	5 2%	5 2%	4 1%	10 2%	8 5%	2 1%	* 1%	10 1%	
Ageing population/ Social care for the elderly	12 1%	8 2%	5 1%	-	-	2 1%	2 1%	3 2%	2 2%	3 2%	-	4 1%	6 2%	9 2%	5 2%	5 1%	2 1%	-	10 2%	2 1%	-	6 3%	4 1%	17 2%	
Food production/ Farming	11 1%	6 1%	5 1%	-	5 3%	-	1 1%	3 2%	1 1%	1 1%	5 2%	1 1%	5 2%	5 1%	* 1%	3 1%	4 2%	1 1%	4 1%	3 2%	8 3%	4 1%	1 1%	2 1%	12 1%
Population levels/ Overpopulation	10 1%	5 1%	5 1%	1 1%	2 1%	-	1 1%	4 3%	2 2%	1 1%	3 1%	1 1%	6 2%	7 2%	4 2%	4 1%	2 1%	1 1%	8 1%	3 1%	1 1%	1 1%	6 2%	14 1%	
Drug abuse	10 1%	7 1%	3 1%	2 2%	1 1%	1 1%	5 3%	-	* 1%	-	3 1%	6 2%	* 1%	* 1%	1 1%	1 1%	-	8 3%	2 1%	8 2%	-	2 1%	2 1%	8 1%	
International trade/trade deals	9 1%	4 1%	4 1%	1 1%	4 2%	1 1%	1 1%	2 1%	-	-	4 2%	2 1%	2 1%	2 1%	3 1%	2 1%	4 2%	-	5 1%	4 1%	-	2 1%	6 2%	8 1%	
AI/ Technology	8 1%	6 1%	2 1%	1 1%	2 1%	3 2%	1 1%	-	1 1%	1 1%	3 1%	4 1%	1 1%	2 1%	6 2%	2 1%	-	-	8 1%	-	1 1%	1 1%	5 2%	9 1%	
Mental health/ well-being	6 1%	3 1%	2 1%	* 1%	2 1%	-	1 1%	2 1%	* 1%	-	3 1%	1 1%	3 1%	3 1%	1 1%	3 1%	2 1%	-	4 1%	2 1%	-	-	3 1%	7 1%	
UK union/ devolution/reform	6 1%	4 1%	2 1%	1 1%	-	-	1 1%	* 1%	3 2%	-	1 1%	1 1%	4 1%	4 1%	1 1%	2 1%	2 1%	-	4 1%	2 1%	2 1%	-	3 1%	8 1%	
Privatisation	5 1%	3 1%	2 1%	3 3%	2 1%	-	-	1 1%	-	-	4 2%	-	1 1%	1 1%	-	1 1%	5 3%	-	1 1%	5 1%	-	1 1%	2 1%	4 1%	
Animal welfare	5 1%	2 1%	2 1%	-	2 1%	-	2 1%	-	-	-	2 1%	2 1%	-	-	2 1%	-	-	2 1%	2 1%	2 1%	-	2 1%	2 1%	2 1%	
Countryside/Rural life	4 1%	2 1%	2 1%	-	1 1%	-	-	1 1%	-	2 2%	1 1%	-	1 1%	3 1%	-	1 1%	1 1%	2 1%	1 1%	3 1%	2 2%	1 1%	-	3 1%	
Coronavirus/ pandemic diseases	4 1%	* 1%	2 1%	* 1%	1 1%	-	1 1%	-	-	1 1%	1 1%	-	1 1%	1 1%	* 1%	1 1%	-	2 1%	2 1%	2 1%	-	-	-	4 1%	
Trade unions/ Strikes	4 1%	-	3 1%	-	1 1%	2 1%	-	-	-	-	1 1%	2 1%	-	-	* 1%	3 1%	-	-	4 1%	-	-	-	1 1%	3 1%	
Pound/Exchange rate/Value of pound	3 1%	3 1%	-	-	1 1%	-	-	-	-	2 1%	1 1%	-	-	2 1%	-	1 1%	2 1%	-	2 1%	2 1%	-	-	1 1%	2 1%	
Royal Family/ Monarchy	2 1%	* 1%	2 1%	-	-	1 1%	-	1 1%	* 1%	-	1 1%	1 1%	1 1%	1 1%	1 1%	1 1%	-	-	2 1%	-	-	1 1%	1 1%	3 1%	
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	
Other	84 8%	40 8%	41 8%	9 9%	13 7%	12 7%	9 6%	11 11%	11 9%	14 12%	22 8%	21 10%	28 10%	42 11%	30 12%	16 5%	18 9%	21 8%	46 8%	38 8%	22 15%	13 7%	20 7%	78 8%	
MEAN NUMBER OF MENTIONS	2.91	2.89	2.94	2.73	3.07	2.91	3	2.81	2.69	2.94	2.95	2.92	2.85	3.04	2.93	2.79	2.85	2.98	2.82	2.91	2.91	3.14	2.93		
STANDARD ERROR	0.04	0.05	0.06	0.1	0.11	0.11	0.12	0.08	0.09	0.1	0.08	0.08	0.06	0.05	0.07	0.06	0.09	0.11	0.05	0.07	0.12	0.09	0.07	0.04	
ERROR VARIANCE	*	*	*	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	*	*	0.01	*	0.01	0.01	*	*	0.01	0.01	*	*	
Don't know	100 10%	37 8%	62 12%	12 11%	23 13%	18 11%	17 10%	10 7%	9 7%	10 9%	35 11%	35 7%	19 8%	30 8%	18 7%	30 10%	24 13%	27 10%	48 9%	51 11%	9 6%	14 8%	23 8%	94 9%	
Personal finances (NET)	378 38%	170 36%	193 38%	55 53%	76 44%	74 44%	61 37%	51 32%	34 28%	27 24%	111 47%	135 41%	85 30%	112 29%	81 33%	119 39%	86 44%	92 36%	200 36%	178 39%	57 40%	77 41%	115 38%	381 38%	
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

Proportions/Means: Columns Tested (5% risk level) - z/s/b - z/c/d/e/f/g/h/i/j/k/l/v - z/m/n/o/p/q/r - z/s/h/u  
Overlap formulas used. \* small base  
Respondent type : GB Adults 18+  
Fieldwork dates : 6th May - 12th May 2026  
Source : Ipsos (N Q218)



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)	GOVERNMENT OFFICE REGION							TENURE			EDUCATION		WORKING STATUS			AREA			UNWTD TOTAL	
		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	1003	838	64	101	224	319	255	123	236	381	271	304	419	473	483	112	408	487	269	247	1003
WEIGHTED BASE	1000	867	48*	88*	239	310	262	134*	232	345	254	352	343	543	465	142*	396	504	266	233	1000
	100%	86%	5%*	9%*	24%	31%	26%	13%*	23%	34%	25%	35%	34%	54%	46%	14%*	39%	50%	27%	23%	100%
Immigration/immigrants	411	364	17	29	108	132	115	34	107	171	86	134	95	259	166	57	188	182	114	114	398
	41%	42%	35%	33%	45%	43%	44%	26%	46%	50%	34%	38%	28%	48%	36%	40%	47%	36%	43%	49%	40%
	gll ns	g			g	g	g		g	ijk				jl		zn				zs	
Economy/Economic situation	337	297	14	26	80	110	97	55	66	128	95	99	134	170	161	45	131	184	73	80	344
	34%	34%	28%	30%	33%	35%	37%	41%	29%	37%	37%	28%	39%	31%	35%	31%	33%	37%	27%	34%	34%
	kt	h						h		k			zm								
Inflation/Prices	252	211	12	29	63	65	53	34	61	78	64	93	82	144	120	41	91	137	60	56	255
	25%	24%	25%	33%	26%	21%	20%	26%	26%	22%	25%	26%	24%	27%	26%	29%	23%	27%	22%	24%	25%
	ef																				
National health service/Hospitals/Healthcare	225	181	14	30	55	69	55	27	44	81	65	70	91	104	102	45	78	114	51	60	233
	22%	21%	30%	34%	23%	22%	21%	20%	19%	23%	26%	20%	27%	19%	22%	32%	20%	23%	19%	26%	23%
	am			zae fgh									zm			zp					
Defence/foreign affairs/International terrorism	146	115	14	16	41	43	28	19	27	63	40	39	59	72	69	22	54	79	28	38	158
	15%	13%	30%	18%	17%	14%	11%	14%	12%	18%	16%	11%	17%	13%	15%	16%	14%	16%	11%	16%	16%
	a		zae fgh			f				zk											
Lack of faith in politics / politicians / government	137	119	6	12	28	40	34	19	38	42	40	47	44	81	69	17	50	64	42	30	135
	14%	14%	13%	13%	12%	13%	13%	14%	16%	12%	16%	13%	13%	15%	15%	12%	13%	13%	16%	13%	13%
	12%	107	1	13	24	37	36	18	28	31	26	60	39	67	52	21	47	68	26	26	110
	12%	12%	1%	15%	10%	12%	14%	14%	12%	9%	10%	17%	11%	12%	11%	15%	12%	14%	10%	11%	11%
	bi	b				b	b	b	b			zj									
Poverty/Inequality	110	96	3	12	25	32	30	11	30	26	38	45	54	49	65	18	27	59	27	24	115
	11%	11%	6%	13%	11%	11%	11%	8%	13%	8%	15%	13%	16%	9%	14%	13%	7%	12%	10%	10%	11%
	ip										zi		zm		zp						
Unemployment/ Factory closure/ Lack of industry	107	96	4	8	26	37	34	18	18	30	26	49	44	53	41	14	52	63	22	22	96
	11%	11%	7%	9%	11%	12%	13%	13%	8%	9%	10%	14%	13%	10%	9%	10%	13%	12%	8%	9%	10%
	9%	75	4	11	25	24	20	8	22	37	30	20	44	37	39	22	30	48	18	24	101
	9%	9%	9%	13%	10%	8%	7%	6%	10%	11%	12%	6%	13%	7%	8%	15%	8%	10%	7%	10%	10%
	km									k			zm								
Taxation	89	80	4	29	28	24	7	21	33	26	24	24	30	54	53	8	28	47	25	16	90
	9%	9%	9%	5%	12%	9%	9%	5%	9%	10%	10%	7%	9%	10%	11%	6%	7%	9%	9%	7%	9%
	zn														zp						
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	85	78	3	5	27	24	21	13	17	33	13	36	25	55	31	8	46	44	24	18	89
	9%	9%	6%	6%	11%	8%	8%	10%	7%	9%	5%	10%	7%	10%	7%	6%	12%	9%	9%	8%	9%
	jn														zn						
Pollution/ Environment/ Climate change	75	63	4	8	18	23	19	10	16	22	25	27	41	27	41	14	20	38	16	21	73
	7%	7%	8%	9%	7%	7%	7%	8%	7%	6%	10%	8%	12%	5%	9%	10%	5%	7%	6%	9%	7%
	mp												zm		p						
Pensions/Social security/Benefits	67	54	4	9	10	23	19	2	24	34	18	12	16	44	28	10	29	21	26	21	74
	7%	6%	8%	10%	4%	7%	7%	1%	10%	10%	7%	3%	5%	8%	6%	7%	7%	4%	10%	9%	7%
	pkls	r	r	r	r	r	r		zad g	zk									s	s	
Transport/Public transport	48	44	2	2	11	18	16	8	9	20	18	8	18	24	31	*	17	22	14	11	49
	5%	5%	4%	2%	5%	6%	6%	6%	4%	6%	7%	2%	5%	4%	7%	*	4%	4%	5%	5%	5%
	ko									k											
Race relations	45	44	1	1	14	16	15	4	11	16	14	15	21	20	23	10	13	21	20	4	45
	5%	5%	2%	1%	6%	5%	6%	3%	5%	5%	5%	4%	6%	4%	5%	7%	3%	4%	7%	2%	4%
	u																		zu		
Morality/ Individual behaviour/ Lifestyle	42	38	-	4	9	8	8	8	13	18	17	5	22	19	21	6	15	27	9	7	44
	4%	4%	-	4%	4%	3%	3%	6%	6%	5%	7%	2%	6%	4%	4%	4%	4%	5%	3%	3%	4%
	k									k			z								
Common Market/ Brexit/EU/Europe/ Euro	41	35	-	6	5	15	15	4	10	16	15	10	22	14	26	6	9	18	16	7	43
	4%	4%	-	7%	2%	5%	6%	3%	4%	5%	6%	3%	6%	3%	5%	4%	2%	4%	6%	3%	4%
	mp												zm		p						
Public services in general	39	32	4	4	7	13	9	3	13	9	20	11	23	10	26	4	9	25	9	5	42
	4%	4%	8%	4%	3%	4%	4%	2%	6%	3%	8%	3%	7%	2%	6%	3%	2%	5%	3%	2%	4%
	mp									zik			zm		zp						
Petrol prices/Fuel	35	34	*	2	16	5	5	7	6	10	7	18	9	22	17	1	18	24	7	5	35
	4%	4%	*	2%	7%	2%	2%	5%	3%	3%	3%	5%	3%	4%	4%	*	4%	5%	2%	2%	3%
	e			zaef																	
Childcare services / support for young people	30	25	4	2	9	12	8	2	6	10	13	8	16	14	14	2	14	16	6	8	34
	3%	3%	8%	2%	4%	4%	3%	2%	2%	3%	5%	2%	5%	3%	3%	1%	4%	3%	2%	3%	3%
	z												z								
Low pay/Minimum wage/Fair wages	26	24	-	2	5	11	11	2	7	4	11	11	8	17	16	4	7	13	10	4	28
	3%	3%	-	2%	2%	3%	4%	1%	3%	1%	4%	3%	2%	3%	3%	3%	2%	3%	4%	2%	3%

Local government/ Council tax	24 2%	21 2%	1 2%	2 3%	10 4%	5 2%	4 2%	-	6 3%	4 1%	5 2%	12 3%	6 2%	14 3%	10 2%	2 2%	12 3%	10 2%	10 4%	4 2%	22 2%
Social media	23 2%	16 2%	-	7 7%	1 1%	5 1%	5 2%	5 4%	5 2%	8 2%	7 3%	7 2%	9 3%	13 2%	13 3%	2 1%	8 2%	9 2%	9 3%	4 2%	25 2%
Nuclear weapons/ Nuclear war/ Disarmament	17 2%	15 2%	-	2 2%	1 1%	8 3%	8 3%	2 1%	4 2%	2 1%	3 1%	11 3%	4 1%	11 2%	3 1%	8 6%	6 1%	4 1%	6 2%	6 3%	13 1%
Nationalisation/ Government control of institutions	13 1%	12 1%	-	1 1%	3 1%	1 *	1 1%	3 2%	5 2%	5 1%	-	6 2%	5 1%	8 1%	1 *	4 3%	8 2%	6 1%	3 1%	5 2%	10 1%
Ageing population/ Social care for the elderly	12 1%	11 1%	1 1%	1 1%	2 1%	2 1%	2 1%	1 *	7 3%	7 2%	2 1%	3 1%	5 1%	6 1%	4 1%	3 2%	6 1%	10 2%	1 1%	* *	17 2%
Food production/ farming	11 1%	11 1%	* -	- -	4 2%	3 1%	3 1%	- -	4 2%	5 2%	1 *	4 1%	1 *	8 1%	6 1%	- -	5 1%	5 1%	1 *	5 2%	12 1%
Population levels/ Overpopulation	10 1%	8 1%	* 1%	1 2%	3 1%	4 1%	3 1%	2 2%	-	4 1%	4 1%	3 1%	5 2%	3 1%	5 1%	-	5 1%	4 1%	-	6 3%	14 1%
Drug abuse	10 1%	8 1%	- -	2 2%	2 1%	1 *	1 *	- -	5 2%	5 1%	1 1%	1 *	2 *	8 2%	3 1%	1 1%	6 1%	5 1%	* *	4 2%	8 1%
International trade/trade deals	9 1%	7 1%	* 1%	2 2%	4 2%	3 1%	3 1%	- -	-	3 1%	4 2%	2 *	4 1%	-	9 2%	-	-	3 1%	-	5 2%	8 1%
AI / Technology	8 1%	7 1%	- -	1 2%	* *	1 *	1 *	2 2%	3 1%	4 1%	2 1%	2 *	7 2%	1 *	6 1%	* *	2 1%	4 1%	4 1%	1 *	9 1%
Mental health/ well-being	6 1%	6 1%	- -	* -	- -	3 1%	3 1%	2 2%	1 *	2 1%	1 1%	3 1%	2 1%	4 1%	4 1%	- -	2 1%	5 1%	1 *	-	7 1%
UK union/ devolution/reform	6 1%	3 *	- -	2 2%	* aef	- -	- -	1 1%	1 1%	2 1%	2 1%	1 *	1 *	1 *	2 1%	2 1%	2 1%	2 *	1 *	2 1%	8 1%
Privatisation	5 1%	5 1%	- -	- -	- -	4 1%	4 2%	1 1%	-	-	4 1%	2 1%	5 1%	1 *	3 1%	2 1%	1 *	3 1%	3 1%	-	4 *
Animal welfare	5 *	5 1%	- -	- -	2 1%	2 1%	2 1%	- -	-	5 1%	- -	-	-	5 1%	-	2 2%	2 1%	5 1%	-	-	2 *
Countryside/Rural life	4 *	3 *	- -	1 1%	1 *	- -	- -	- -	2 1%	3 1%	- -	1 *	-	4 1%	-	1 1%	3 1%	-	2 1%	2 1%	3 *
Coronavirus/ pandemic diseases	4 *	4 -	- -	- -	1 *	* *	* *	1 1%	1 1%	2 1%	- -	2 1%	-	4 1%	-	-	4 1%	2 1%	2 1%	-	4 *
Trade unions/ Strikes	4 *	3 *	1 2%	- df	- -	1 *	- -	- -	1 1%	-	1 1%	-	3 1%	1 *	3 1%	-	1 *	4 1%	-	-	3 *
Pound/Exchange rate/Value of pound	3 *	3 *	- -	- -	1 *	2 1%	2 1%	- -	-	-	1 *	-	1 *	2 *	1 *	-	2 *	1 *	-	2 1%	2 *
Royal Family/ Monarchy	2 *	2 *	- -	- -	* *	- -	1 1%	- -	2 1%	1 *	- -	1 *	1 *	1 *	1 *	1 1%	-	* *	1 *	* *	3 *
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Other	84 8%	77 9%	4 8%	4 5%	17 7%	23 7%	19 7%	15 11%	25 11%	38 11%	22 5%	28 8%	30 9%	49 9%	37 8%	10 7%	37 9%	48 9%	21 8%	16 7%	78 8%
MEAN NUMBER OF MENTIONS	2.91	2.92	2.62	2.98	2.98	2.86	2.9	2.72	2.99	2.98	3.06	2.78	3.07	2.86	2.94	3.03	2.83	2.97	2.78	2.93	2.93
STANDARD ERROR	0.04	0.04	0.13	0.11	0.1	0.06	0.07	0.1	0.08	0.06	0.08	0.08	0.06	0.06	0.06	0.11	0.06	0.06	0.07	0.08	0.04
ERROR VARIANCE	*	*	0.02	0.01	0.01	*	0.01	0.01	0.01	*	0.01	0.01	*	*	*	0.01	*	*	0.01	0.01	*
Don't know	100 10%	93 11%	4 9%	3 3%	23 10%	33 11%	29 11%	14 11%	27 12%	18 5%	22 9%	49 14%	26 8%	53 10%	48 10%	15 11%	37 9%	50 10%	33 12%	17 7%	94 9%
Personal finances (NET)	378 38%	323 37%	14 30%	41 47%	93 39%	104 33%	90 34%	49 36%	92 40%	108 31%	100 39%	152 43%	139 41%	203 37%	192 41%	61 43%	125 32%	204 40%	93 35%	81 35%	381 38%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 : 6th May - 12th May 2026  
Source : Ipsos (JN Q218)

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)	PARTY PREFERENCE (NOT VI)						IMD QUINTILES					SECTOR WORKING IN		ETHNIC			CHILD IN HH	UNWTD TOTAL
		CON SERV ACTIVE (a)	LAB OUR (b)	LIB ERAL DEMO (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	1003	103	155	86	229	138	216	184	195	206	197	169	185	387	833	153	241	1003	
WEIGHTED BASE	1003	101*	144	71*	239	138	236	206	201	209	189	146	102	473	828	158	264	1003	
	100%	10%*	14%	7%*	24%	14%	24%	21%	20%	21%	19%	15%	10%	47%	83%	16%	26%	100%	
Immigration/immigrants	411	40	24	18	198	22	79	76	72	92	89	63	38	173	368	37	98	398	
	41%	39%	17%	26%	83%	16%	33%	37%	36%	44%	47%	43%	38%	37%	44%	23%	37%	40%	
	bc	bc	bc	bc	za	bc	bc			k					zx				
Economy/Economic situation	337	42	47	26	78	43	75	64	57	82	62	62	30	175	279	54	70	344	
	34%	42%	33%	37%	33%	31%	32%	31%	28%	39%	33%	42%	29%	37%	34%	34%	26%	34%	
Inflation/Prices	252	23	38	22	61	39	49	65	60	45	33	37	29	117	201	46	84	255	
	25%	23%	26%	31%	25%	29%	21%	32%	30%	22%	18%	26%	28%	25%	24%	29%	32%	25%	
								m	m										
National health service/Hospitals/Healthcare	225	24	32	25	35	36	51	37	47	45	51	35	29	108	190	32	62	233	
	22%	24%	22%	36%	15%	26%	22%	18%	23%	21%	27%	24%	29%	23%	23%	20%	24%	23%	
				zb		d							z						
Defence/Foreign affairs/International terrorism	146	26	33	10	19	28	17	26	25	38	35	17	17	71	121	21	29	158	
	15%	25%	23%	15%	8%	21%	7%	13%	12%	18%	18%	11%	16%	15%	15%	14%	11%	16%	
		df	f			df													
Lack of faith in politics / politicians / government	137	9	13	7	42	22	31	27	28	33	25	15	10	76	117	19	38	135	
	14%	9%	9%	10%	18%	16%	13%	13%	14%	16%	13%	10%	10%	16%	14%	12%	14%	13%	
Housing	120	10	19	8	22	21	29	16	29	41	15	12	12	53	98	20	52	110	
	12%	9%	13%	11%	9%	15%	12%	8%	14%	20%	8%	8%	12%	11%	12%	13%	20%	11%	
										zjm									
										n									
Poverty/Inequality	110	10	22	8	10	32	17	27	21	24	16	19	12	71	94	11	26	115	
	11%	10%	15%	12%	4%	24%	7%	13%	10%	11%	8%	13%	11%	15%	11%	7%	10%	11%	
			df	d		zad	f							z					
Unemployment/ Factory closure/ Lack of industry	107	12	12	4	25	16	33	22	30	14	16	16	6	47	71	34	40	96	
	11%	12%	9%	5%	10%	12%	14%	11%	15%	7%	8%	11%	6%	10%	9%	22%	15%	10%	
																zw			
Education/Schools	91	11	17	7	13	20	19	12	18	17	16	25	16	39	78	13	36	101	
	9%	11%	12%	10%	6%	14%	8%	6%	9%	8%	8%	17%	16%	8%	9%	8%	14%	10%	
						d							zp						
Taxation	89	10	7	6	35	7	17	20	14	15	13	16	11	51	72	16	24	90	
	9%	10%	5%	9%	15%	5%	7%	10%	7%	7%	7%	11%	10%	11%	9%	10%	9%	9%	
					zbe														
					f														
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	85	7	11	2	18	9	32	23	20	14	14	11	8	27	68	15	13	89	
	9%	7%	8%	3%	7%	7%	13%	11%	10%	7%	7%	8%	8%	6%	8%	10%	5%	9%	
							zc												
Pollution/ Environment/ Climate change	75	4	14	6	18	22	4	13	16	16	13	15	9	43	63	11	24	73	
	7%	3%	10%	8%	7%	16%	2%	6%	8%	8%	7%	11%	9%	9%	8%	7%	9%	7%	
			f	f	f	zad	f												
Pensions/Social security/Benefits	67	8	4	4	29	7	9	8	11	16	18	13	9	27	64	3	12	74	
	7%	8%	3%	6%	12%	5%	4%	4%	5%	7%	9%	9%	8%	6%	8%	2%	4%	7%	
					zbf										zx				
Transport/Public transport	48	4	9	1	9	7	13	11	9	5	13	7	5	26	39	8	14	49	
	5%	4%	6%	1%	4%	5%	5%	5%	4%	3%	7%	5%	5%	6%	5%	5%	5%	5%	
Race relations	45	2	13	4	2	15	8	12	11	11	5	4	9	21	36	7	10	45	
	5%	2%	9%	6%	1%	11%	3%	6%	6%	5%	3%	3%	8%	5%	4%	4%	4%	4%	
			zdf	d		zad	f						z						
Morality/ Individual behaviour/ Lifestyle	42	3	12	5	5	11	6	8	10	11	5	6	5	20	30	12	8	44	
	4%	3%	8%	7%	2%	8%	3%	4%	5%	5%	3%	4%	5%	4%	4%	8%	3%	4%	
			zdf	d		zdf									w				

Common Market/ Brexit/EU/Europe/ Euro	41 4% f	4 4%	8 5% f	10 14% zab def	6 3%	7 5%	3 1%	3 1%	13 6% j	7 3%	7 4%	11 7% j	3 3%	29 6% z	35 4%	6 4%	17 6%	43 4%
Public services in general	39 4% dw	2 2%	6 4%	3 4%	3 1%	17 12% zab df	5 2%	6 3%	5 2%	10 5%	6 3%	12 8% zk	7 7% z	19 4%	25 3%	13 8% zw	18 7%	42 4%
Petrol prices/Fuel	35 4% dw	6 6%	5 3%	1 2%	14 6%	3 2%	5 2%	9 4%	5 3%	10 5%	6 3%	6 4%	3 3%	15 3%	27 3%	7 5%	14 5%	35 3%
Childcare services / support for young people	30 3%	4 4%	6 4%	5 7% de	4 2%	1 1%	7 3%	5 3%	4 2%	7 3%	6 3%	5 3%	2 2%	14 3%	22 3%	8 5%	14 5%	34 3%
Low pay/Minimum wage/Fair wages	26 3%	3 3%	5 4%	1 2%	5 2%	5 4%	4 2%	3 2%	5 3%	9 4%	4 2%	2 1%	5 5% z	13 3%	25 3%	2 1%	10 4%	28 3%
Local government/ Council tax	24 2%	-	* *	1 2%	14 6% zab e	1 1%	6 3%	7 3%	2 1%	4 2%	9 5% n	1 1%	2 2%	11 2%	20 2%	4 3%	8 3%	22 2%
Social media	23 2%	-	4 3%	3 5% ad	2 1%	6 5% d	6 3%	1 1%	5 2%	3 1%	8 4%	3 2%	2 2%	12 3%	17 2%	6 4%	4 1%	25 2%
Nuclear weapons/ Nuclear war/ Disarmament	17 2%	-	4 3%	1 1%	5 2%	2 1%	4 2%	3 1%	-	8 4% zk	3 2%	2 1%	2 2%	8 2%	15 2%	1 1%	9 3%	13 1%
Nationalisation/ Government control of institutions	13 1%	-	5 3% f	-	8 3% zf	-	-	4 2%	-	4 2%	3 1%	-	-	5 1%	10 1%	3 2%	2 1%	10 1%
Ageing population/ Social care for the elderly	12 1%	4 4% ze	1 1%	3 4% zde	1 1%	-	2 1%	1 *	2 1%	4 2%	2 1%	3 2%	3 3% zd	3 1%	12 1%	-	2 1%	17 2%
Food production/ farming	11 1%	1 1%	* *	-	6 2%	1 1%	1 1%	1 *	2 1%	4 2%	1 1%	3 2%	1 1%	5 1%	10 1%	1 *	3 1%	12 1%
Population levels/ Overpopulation	10 1%	-	2 1%	2 3%	3 1%	-	2 1%	2 1%	1 -	3 1%	2 1%	2 2%	2 2%	3 1%	10 1%	1 3% zw	1 2%	14 1%
Drug abuse	10 1% w	1 1%	5 3% zd	-	-	2 1%	2 1%	2 1%	-	3 1%	2 1%	3 2%	* *	4 1%	3 *	5 3% zw	5 2%	8 1%
International trade/trade deals	9 1%	-	2 1%	-	-	2 1%	2 1%	3 1%	2 1%	2 1%	* *	2 1%	1 1%	6 1%	6 1%	1 1%	5 2%	8 1%
AI / Technology	8 1%	1 1%	2 2%	-	-	-	4 2%	-	3 1%	1 1%	2 1%	2 1%	* *	6 1%	6 1%	2 1%	3 1%	9 1%
Mental health/ well-being	6 1%	-	1 1%	-	-	1 1%	3 1%	-	3 2%	* *	2 1% *	* *	1 1% *	2 *	6 1%	-	3 1%	7 1%
UK union/ devolution/reform	6 1%	1 1%	1 1%	2 3% zde f	-	-	-	-	2 1%	1 *	3 2%	-	* *	3 1%	6 1%	-	-	8 1%
Privatisation	5 1%	-	1 1%	-	-	4 3% zdf	-	-	2 1%	1 1%	-	-	-	5 1%	5 1%	-	-	4 *
Animal welfare	5 *	-	5 3% zdf	-	-	-	-	5 2% z	-	-	-	-	-	2 1%	2 *	2 2%	-	2 *
Countryside/Rural life	4 *	1 1%	-	-	3 1%	-	-	-	1 1%	-	-	1 1%	-	1 *	4 1%	-	1 *	3 *
Coronavirus/ pandemic diseases	4 *	-	-	1 1%	-	-	3 1%	-	1 1%	-	1 1%	1 1%	-	-	4 1%	-	-	4 *
Trade unions/ Strikes	4 * w	-	-	-	2 1%	-	* *	-	-	-	4 2% z	-	* *	2 *	* *	3 2% zw	3 1%	3 *
Pound/Exchange rate/Value of pound	3 *	-	-	2 3% zf	1 *	-	-	-	2 1%	-	1 1%	-	-	1 *	3 *	-	-	2 *
Royal Family/ Monarchy	2 *	-	-	1 2%	-	-	1 *	-	1 *	1 1%	* *	-	1 1%	1 *	1 1%	-	1 *	3 *
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Other	84 8%	14 14% d	14 9%	8 11%	15 6%	8 6%	18 8%	16 8%	16 8%	11 5%	16 8%	17 12%	6 6%	39 8%	68 8%	13 8%	9 4%	78 8%
MEAN NUMBER OF MENTIONS	2.91 f	2.9 f	2.94 f	3.03 f	3.04 f	3.08 f	2.59	2.73	2.91	2.99	2.87	3.17 z	3.03	2.96	2.91	2.92	3.07	2.93

		jm																	
STANDARD ERROR	0.04	0.11	0.11	0.11	0.09	0.1	0.07	0.09	0.09	0.09	0.09	0.1	0.09	0.06	0.04	0.1	0.09	0.04	
ERROR VARIANCE	*	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	*	*	0.01	0.01	0.01	*
Don't know	100 10%	7 7%	19 13%	4 6%	16 7%	8 6%	43 18%	25 12%	31 15%	12 6%	13 7%	14 9%	13 12%	44 9%	76 9%	22 14%	39 15%	94 9%	
Personal finances (NET)	378 38% fm	35 35%	61 42% f	30 42%	80 33%	70 51% za df	70 30%	96 46% zm	80 40% m	77 37%	54 29%	54 37%	43 42%	194 41%	305 37%	63 40%	114 43%	381 38%	
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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 : 6th May - 12th May 2026  
Source : Ipsos (JN 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 (i)	SEX		AGE											SOCIAL GRADE					HH INCOME			UNWTD TOTAL	
		MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55-74 (l)	55+ (m)	A8 (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	UP TO 24999 (t)	25000-49999 (u)		50000 PLUS (v)
Unweighted Base	1003	545	432	108	175	146	130	188	172	84	283	276	360	444	284	399	160	160	683	320	118	179	334	1003
Weighted Base	1003	473	504	105*	173	170	162*	158	122	112*	278	332	280	393	246	305	194	259	550	453	145*	185	300	1003
Improve	91 9%	55 12%	33 6%	11 10%	18 10%	17 10%	15 9%	10 6%	12 7%	8 7%	29 10%	32 9%	22 8%	30 8%	22 9%	22 7%	19 10%	28 11%	44 8%	47 10%	7 5%	21 11%	31 10%	90 9%
Stay the same	132 13%	61 13%	69 14%	25 24%	31 18%	18 11%	14 9%	16 10%	13 11%	15 13%	56 20%	33 10%	29 10%	44 11%	48 19%	37 12%	24 12%	24 9%	85 15%	48 11%	20 14%	22 12%	51 17%	139 14%
Get worse	732 73%	335 71%	378 75%	62 59%	120 69%	129 76%	121 75%	127 80%	90 74%	82 73%	182 66%	250 75%	217 77%	299 76%	169 69%	231 76%	142 73%	190 73%	400 73%	332 73%	112 77%	131 71%	215 72%	730 73%
EI net	-64% ci	-59%	-69%	-49%	-59%	-66%	-66%	-74%	-64%	-66%	-55%	-66%	-70%	-69%	-60%	-69%	-64%	-62%	-65%	-63%	-72%	-60%	-61%	-64%
Don't know	48 5%	22 5%	25 5%	7 6%	4 2%	6 4%	12 7%	5 3%	7 6%	7 6%	11 4%	18 5%	12 4%	19 5%	8 3%	14 5%	9 5%	17 7%	22 4%	26 6%	5 3%	11 6%	3 1%	44 4%

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/v - z/m/n/o/p/q/r - z/s/t/u  
 Overlap formulae used. \* small base  
 Respondent type : GB Adults 18+  
 Fieldwork dates : 6th May - 12th May 2026  
 Source : Ipsos (N 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+

	TOTAL (z)	GOVERNMENT OFFICE REGION								TENURE			EDUCATION		WORKING STATUS			AREA			UNWTD TOTAL
		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	1003	838	64	101	224	319	255	123	236	381	271	304	419	473	483	112	408	487	269	247	1003
Weighted Base	1003	867	48**	88**	239	310	262	134**	232	345	254	352	343	543	465	142**	396	504	266	233	1003
Improve	91	82	4	5	26	26	23	15	18	31	21	38	31	48	39	10	41	55	22	14	90
	9%	9%	7%	6%	11%	9%	9%	11%	8%	9%	8%	11%	9%	9%	8%	7%	10%	11%	8%	6%	9%
Stay the same	132	109	10	13	27	50	40	18	24	39	48	38	52	69	66	30	37	66	38	28	139
	13%	13%	22%	14%	11%	16%	15%	13%	10%	11%	19%	11%	15%	13%	14%	21%	9%	13%	14%	12%	14%
	p	h								zik					zp						
Get worse	732	630	33	69	173	220	187	93	176	260	178	252	245	402	345	98	289	358	193	181	730
	73%	73%	70%	78%	73%	71%	70%	76%	76%	75%	70%	72%	71%	74%	74%	69%	73%	71%	73%	78%	73%
EOI net	-64%	-63%	-62%	-72%	-62%	-63%	-63%	-58%	-68%	-66%	-62%	-61%	-62%	-65%	-66%	-61%	-63%	-60%	-64%	-72%	-64%
Don't know	48	46	*	2	13	13	13	7	14	15	7	24	15	23	16	4	28	25	13	10	44
	5%	5%	1%	2%	5%	4%	5%	5%	6%	4%	3%	7%	4%	4%	3%	3%	7%	5%	5%	4%	4%
	n																zn				

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 : 6th May - 12th May 2026  
 Source : Ipsos [IN 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+

	PARTY PREFERENCE (NOT VI)							IMD QUINTILES					SECTOR WORKING IN		ETHNIC			CHILD IN HH	UNWTD TOTAL
	TOTAL (z)	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	1003	103	155	86	229	138	216	184	195	206	197	169	185	387	833	153	241	1003	
Weighted Base	1003	101*	144	71*	239	138	236	206	201	209	189	146	102	473	828	158	264	1003	
Improve	91	7	28	7	16	8	21	22	22	17	10	17	11	36	63	28	29	90	
	9%	7%	20%	10%	7%	6%	9%	11%	11%	8%	5%	11%	11%	8%	8%	18%	11%	9%	
			za	def												zw			
Stay the same	132	18	29	15	13	31	23	33	25	20	19	29	16	74	109	20	35	139	
	13%	18%	20%	21%	6%	22%	10%	16%	12%	10%	10%	20%	15%	16%	13%	13%	13%	14%	
		d	zd	df		f						zi							
Get worse	732	73	78	49	204	92	172	132	147	166	152	96	73	346	621	96	185	730	
	73%	72%	54%	69%	85%	67%	73%	64%	73%	79%	81%	66%	72%	73%	75%	61%	70%	73%	
		bj	b	b	za	b				jn	zj				zx				
		x			bcef					n									
EOI net	-64%	-65%	-34%	-59%	-78%	-61%	-64%	-53%	-62%	-71%	-76%	-54%	-60%	-66%	-68%	-43%	-59%	-64%	
		b	b	b	z	b				j	z				z				
		bx			abcef					n	jn				x				
Don't know	48	3	9	-	6	7	20	19	8	6	7	4	2	16	34	14	15	44	
	5%	3%	6%	-	3%	5%	9%	9%	4%	3%	4%	3%	2%	3%	4%	9%	6%	4%	
			c				zcd			zln						zw			

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 : 6th May - 12th May 2026  
 Source : Ipsos (JN Q218)