



ISSUES INDEX JUNE 2026 (PUBLIC - FINAL)

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Table 1
CLIPSD: What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 16+

	TOTAL	PARTY PREFERENCE (N=10)							IND. COUNTRIES					SECTOR WORKING IN				ETHNIC		CHILDREN	UNWTD TOTAL				
		CONSERVATIVE	LABOUR	LIB DEM	GREEN PARTY	UKIP	SCOT NAT	OTHER	1	2	3	4	5	PUBLIC	PRIVATE	WHITE	BLACK	CHILDREN	UNWTD TOTAL						
Environment/Climate	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Economic/Economic situation	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Inflation/Prices	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Loss of faith in politics / politicians / Government	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Crime/Law & Order / Violence / Terrorism / Security	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Defence/Foreign Affairs / International Relations	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Unemployment / Factory closures / Loss of industry	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Health/Equality	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
National Health Service/Hospitals / Healthcare	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Industry / Environment / Climate Change	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Race relations	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Morality / Individual behaviour / Lifestyle	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Public services in general	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Education	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
House	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Education/Schools	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Pression/Social security/Benefits	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Living wage/Minimum wage/Euro issues	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Common Market / Brexit/ECU/Euro/ Euro	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Children services / support for young people	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Ageing population / Social care for the elderly	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Population growth / Overpopulation	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Local government / Council tax	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Nuclear weapons / Nuclear war / disarmament	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Social media	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
UK status / devolution/reforms	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
AI / Technology	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Mental health / well-being	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Food production / Farming	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
International / Government / Issues of inclusion	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
International trade/trade deals	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Religion	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Transport / Public transport	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Climate/Global Warming	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Pound/Exchange rate/Value of money	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Controlling / pandemic diseases	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Royal Family / Monarchy	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Northern Ireland	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Drug issues	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Animal welfare	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Trade unions / Strikes	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Privatisation	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Foreign affairs/Intl	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
Other	1002	144	174	107	113	107	108	113	115	105	105	105	110	110	110	110	110	110	110	110	110	110	110	110	110
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	1	1
95%+ base	44	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
Percent Frequent (95%+)	143	12	15	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
95%+ base	143	12	15	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10

Proportions/Means: Column Total (5% risk level) - (N1/N2)/(N1+N2) - (N1/N2)/(N1+N2) - (N1/N2)/(N1+N2) - (N1/N2)/(N1+N2) - (N1/N2)/(N1+N2)
 Double asterisks used: ** small base (under 30) unreliable for sig testing
 Independent var: Chi-Square test
 Frequent base: 100 June 2020
 Source: Ipsos MORI



Table 7

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

BASE: ALL ADULTS AGED 18+

	SEX		AGE											SOCIAL GRADE					HH INCOME			UNWTD TOTAL							
	TOTAL (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)	18-24 (k)	25-34 (l)	35-44 (m)	45-54 (n)	55-74 (o)	75+ (p)	AB (q)	C1 (r)	C2 (s)	DE (t)	ABC1 (u)		C2DE (v)	UP TO 24999 (w)	25000-49999 (x)	50000 PLUS (y)			
Unweighted Base	1002	529	459	101	139	148	164	192	160	98	240	312	352	450	285	404	151	162	689	313	88	161	355	1002					
Weighted Base	1002	478	510	107*	170	166	159	159	125	115*	277	326	284	399	247	303	195	257	550	452	108*	165	317	1002					
Improve	106	62	41	12	20	13	20	12	13	15	32	33	25	40	36	39	9	22	74	31	11	15	45	112					
	11%	13%	8%	11%	12%	8%	13%	8%	10%	13%	12%	10%	9%	10%	14%	13%	5%	9%	13%	7%	10%	9%	14%	11%					
Stay the same	162	85	72	20	29	23	24	27	25	14	49	47	52	66	44	47	28	44	91	71	17	17	69	168					
	16%	18%	14%	19%	17%	14%	15%	17%	20%	12%	18%	14%	18%	17%	18%	16%	14%	17%	17%	16%	16%	10%	22%	17%					
Get worse	688	310	371	72	110	115	112	115	84	79	182	227	200	279	162	203	149	175	365	324	74	124	196	683					
	69%	65%	73%	67%	65%	69%	70%	72%	68%	69%	66%	70%	70%	70%	65%	67%	76%	68%	66%	72%	69%	75%	62%	68%					
EDI net	-58%	-52%	-65%	-56%	-53%	-61%	-58%	-65%	-57%	-56%	-54%	-60%	-62%	-60%	-51%	-54%	-72%	-60%	-53%	-65%	-59%	-66%	-48%	-57%					
	u	aq	za	ab	ac	ad	ae	af	ag	ah	ai	aj	ak	al	am	an	ao	ap	aq	ar	as	at	au	av					
Don't know	46	20	25	3	11	15	3	5	2	6	14	18	8	14	6	14	10	15	20	25	6	9	8	39					
	5%	4%	5%	3%	6%	9%	2%	3%	2%	5%	5%	5%	3%	4%	3%	5%	5%	6%	4%	6%	5%	6%	2%	4%					

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i/j/k/l/m/n/o/p/q/r - z/s/t/u

Overlap formulae used. * small base

Respondent type : GB Adults 18+

Fieldwork dates : 3rd June - 10th June 2026

Source : Ipsos (IN Q218)



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

BASE: ALL ADULTS AGED 18+

	GOVERNMENT OFFICE REGION									TENURE			EDUCATION		WORKING STATUS			AREA			UNWTD TOTAL
	TOTAL (z)	ENG LAND (a)	WALES (b)	SCOT LAND (c)	NORTH EXCL SCOT LAND (d)	MID LANDS INCL WALES (e)	MID LANDS (f)	GL (g)	SOUTH EXCL GL (h)	OWNED (i)	MORT GAGED (j)	RENTED (k)	GRAD UATE (l)	NON GRAD UATE (m)	FULL TIME (n)	PART TIME (o)	NOT WOR KING (p)	URBAN (s)	SUBURBAN (t)	RURAL (u)	
Unweighted Base	1002	830	59	113	233	304	245	134	218	375	304	274	427	464	496	110	396	449	317	236	1002
Weighted Base	1002	864	47*	90*	239	309	261	135	229	341	287	322	341	546	460	132*	410	449	320	233	1002
Improve	106	95	6	5	27	33	27	18	22	33	32	35	53	44	52	13	40	49	36	21	112
	11%	11%	12%	6%	11%	11%	10%	14%	10%	10%	11%	11%	15%	8%	11%	10%	10%	11%	11%	9%	11%
Stay the same	162	144	5	14	35	40	35	27	46	57	52	43	62	85	68	27	67	81	40	42	168
	16%	17%	10%	16%	15%	13%	13%	20%	20%	17%	18%	13%	18%	16%	15%	21%	16%	18%	12%	18%	17%
Get worse	688	590	30	69	170	218	188	81	151	239	194	222	213	393	322	85	281	307	224	158	683
	69%	68%	63%	76%	71%	71%	72%	60%	66%	70%	67%	69%	63%	72%	70%	64%	69%	68%	70%	68%	68%
EOI net	-58%	-57%	-50%	-70%	-60%	-60%	-62%	-47%	-56%	-60%	-56%	-58%	-47%	-64%	-59%	-54%	-59%	-58%	-59%	-59%	-57%
Don't know	46	36	7	2	7	18	11	8	10	12	10	22	13	24	18	7	21	13	20	12	39
	5%	4%	15%	3%	3%	6%	4%	6%	4%	4%	3%	7%	4%	4%	4%	5%	5%	3%	6%	5%	4%

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 : 3rd June - 10th June 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+

	TOTAL (z)	PARTY PREFERENCE (NOT VI)						IMD QUINTILES					SECTOR WORKING IN		ETHNIC			CHILD IN HH	UNWTD TOTAL
		CON SERV ATIVE (a)	LAB OUR (b)	LIB ERAL DEMO CRAT (c)	REFOR M UK (d)	GREEN PARTY (e)	NONE (f)	1 (j)	2 (k)	3 (l)	4 (m)	5 (n)	PUBLI C (o)	PRI VATE (p)	WHITE (w)	BME (x)			
Unweighted Base	1002	154	174	68	192	135	198	153	174	194	189	176	176	412	853	133	241	1002	
Weighted Base	1002	145	164	60*	211	132	218	168	195	194	175	155	103	467	834	150	259	1002	
Improve	106	13	49	10	2	11	16	19	19	16	24	15	11	52	83	22	19	112	
	11%	9%	30%	17%	1%	9%	7%	11%	10%	8%	14%	10%	10%	11%	10%	15%	7%	11%	
	d	d	za	df		d	d												
			def																
Stay the same	162	22	35	10	20	25	39	20	36	38	28	31	21	71	143	18	45	168	
	16%	15%	22%	17%	10%	19%	18%	12%	18%	20%	16%	20%	21%	15%	17%	12%	17%	17%	
	d	d	d	d	d	d	d												
Get worse	688	105	71	38	185	84	148	124	132	129	121	101	69	323	580	100	182	683	
	69%	72%	43%	63%	88%	64%	68%	74%	68%	67%	69%	65%	66%	69%	70%	67%	70%	68%	
	b	b	b	b	za	b	b												
					bcef														
EOI net	-58%	-63%	-13%	-46%	-87%	-55%	-60%	-62%	-58%	-59%	-55%	-55%	-56%	-58%	-60%	-52%	-63%	-57%	
	b	b	b	b	z	b	b												
					abcef														
Don't know	46	6	9	2	3	11	15	5	8	10	2	8	3	21	28	10	13	39	
	5%	4%	5%	3%	1%	8%	7%	3%	4%	5%	1%	5%	3%	4%	3%	7%	5%	4%	
	d					d	d			m		m							

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 : 3rd June - 10th June 2026
 Source : Ipsos (JN Q218)