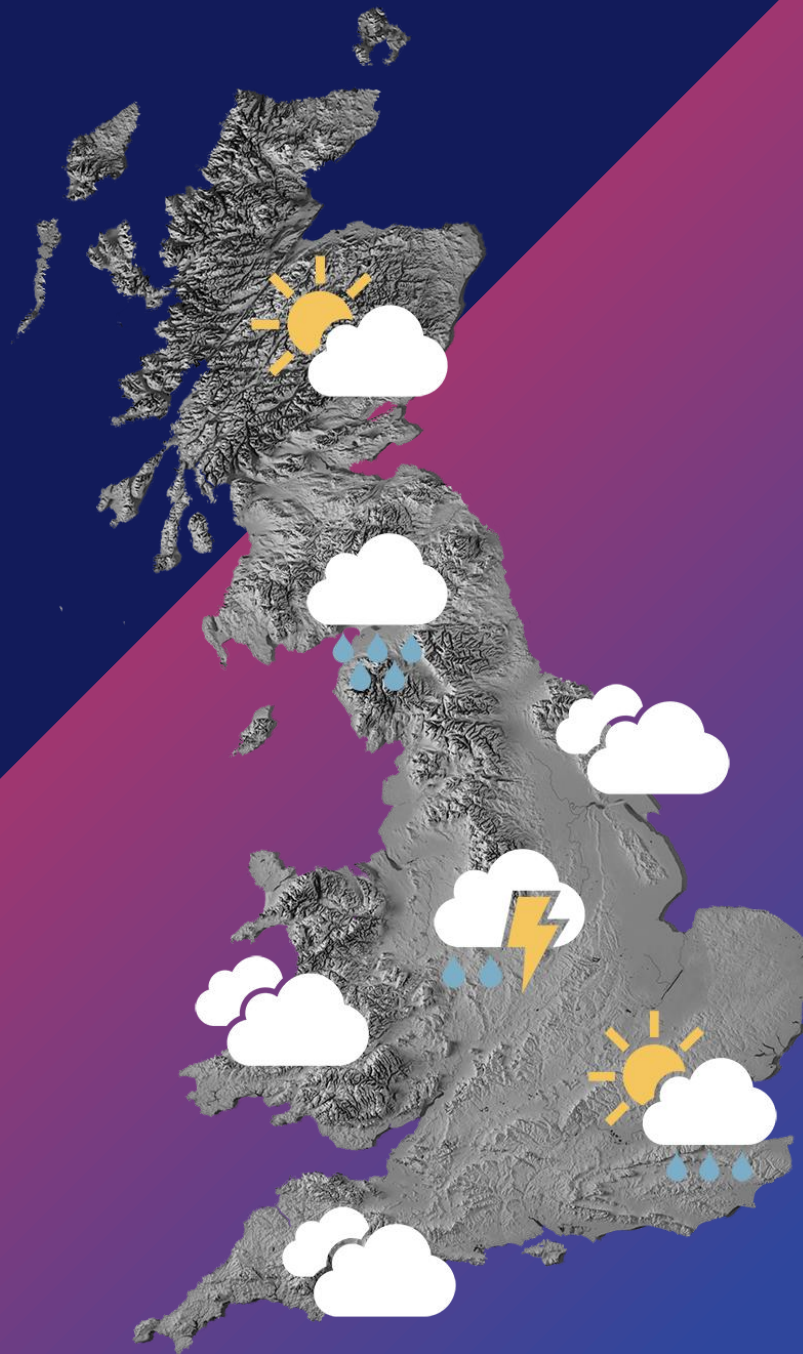


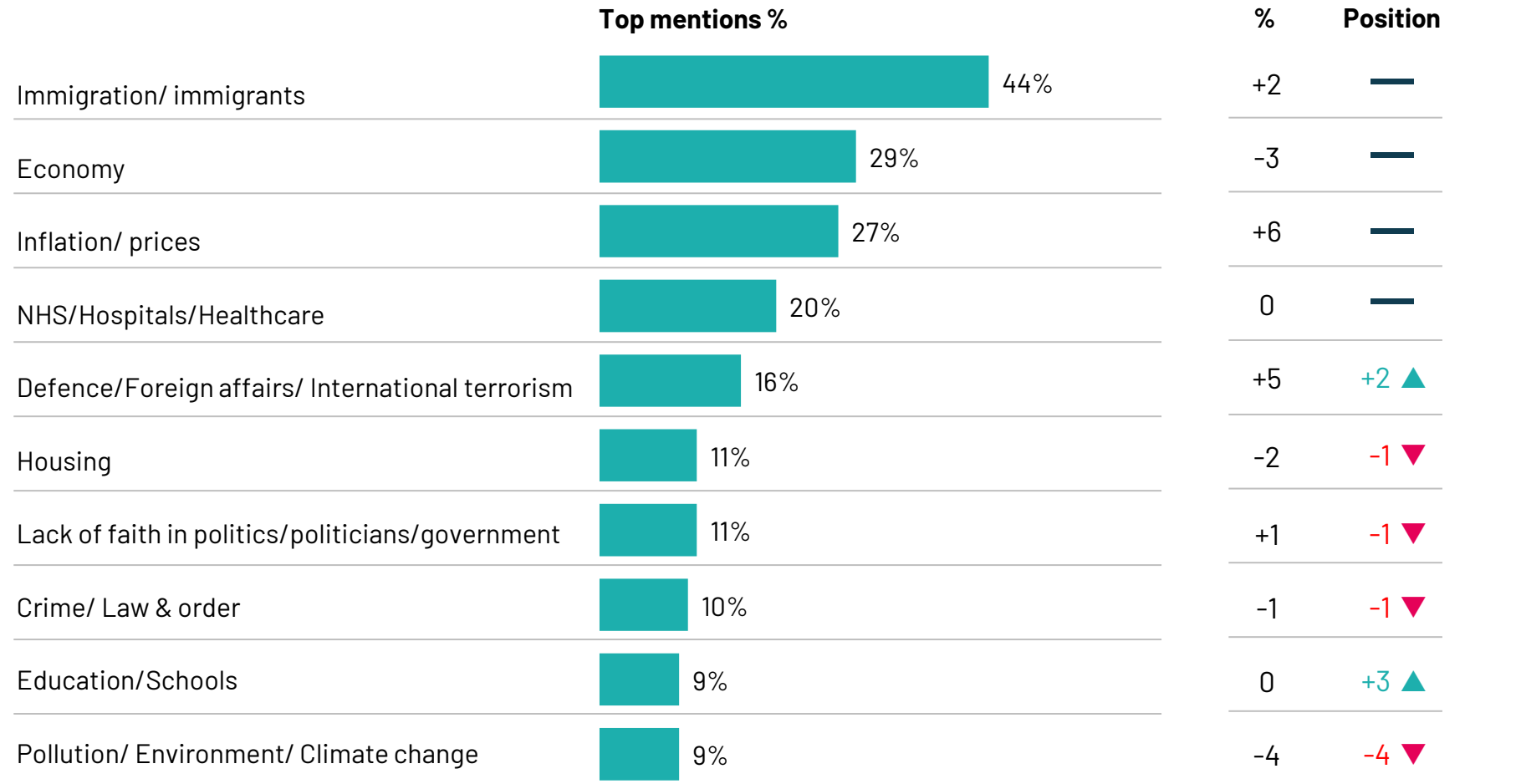
Ipsos Issues Index

September 2026



September 2026

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

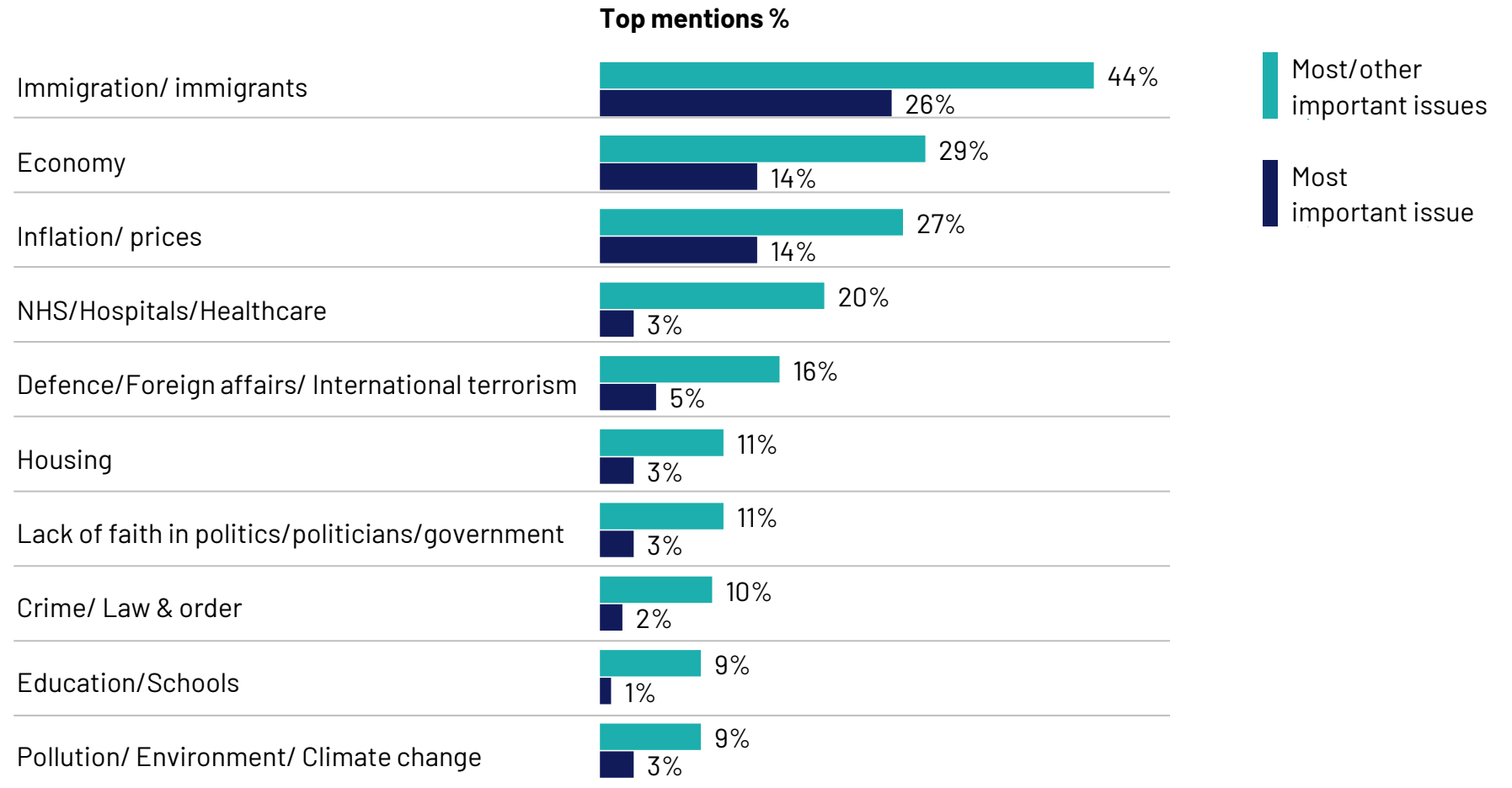


Base: 1,003 British adults 18+, 2-8 September 2026

Source: Ipsos Issues Index

September 2026

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

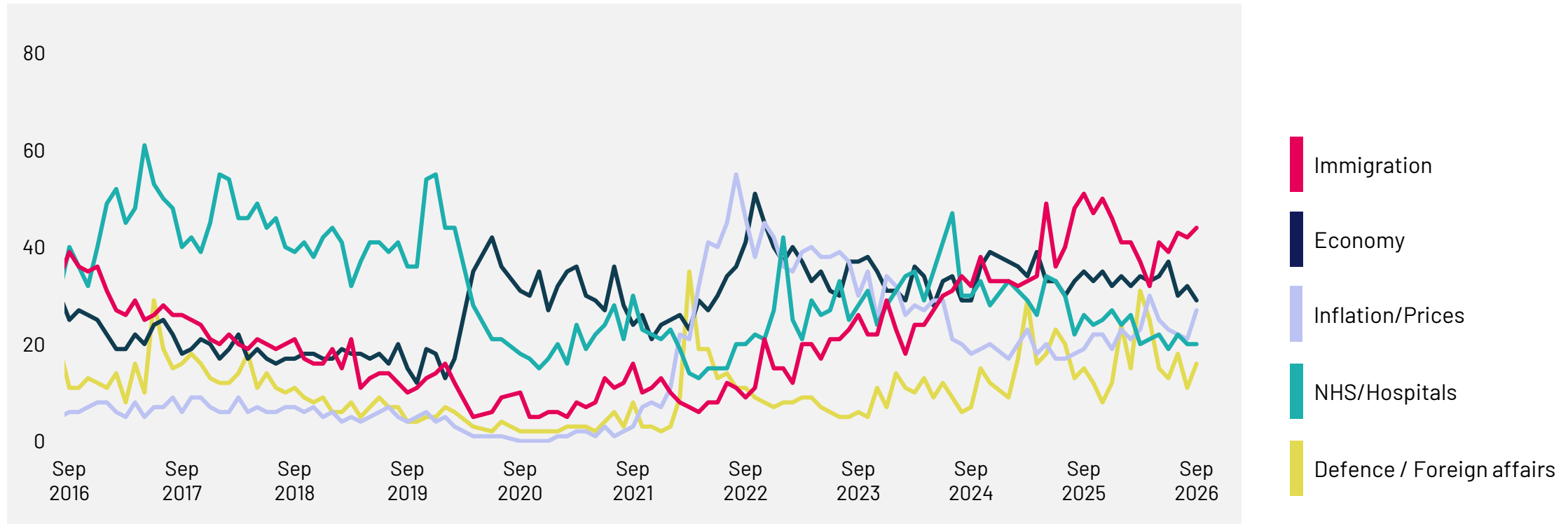


Base: 1,003 British adults 18+, 2-8 September 2026

Source: Ipsos Issues Index

Top five concerns for September 2026: trend data

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

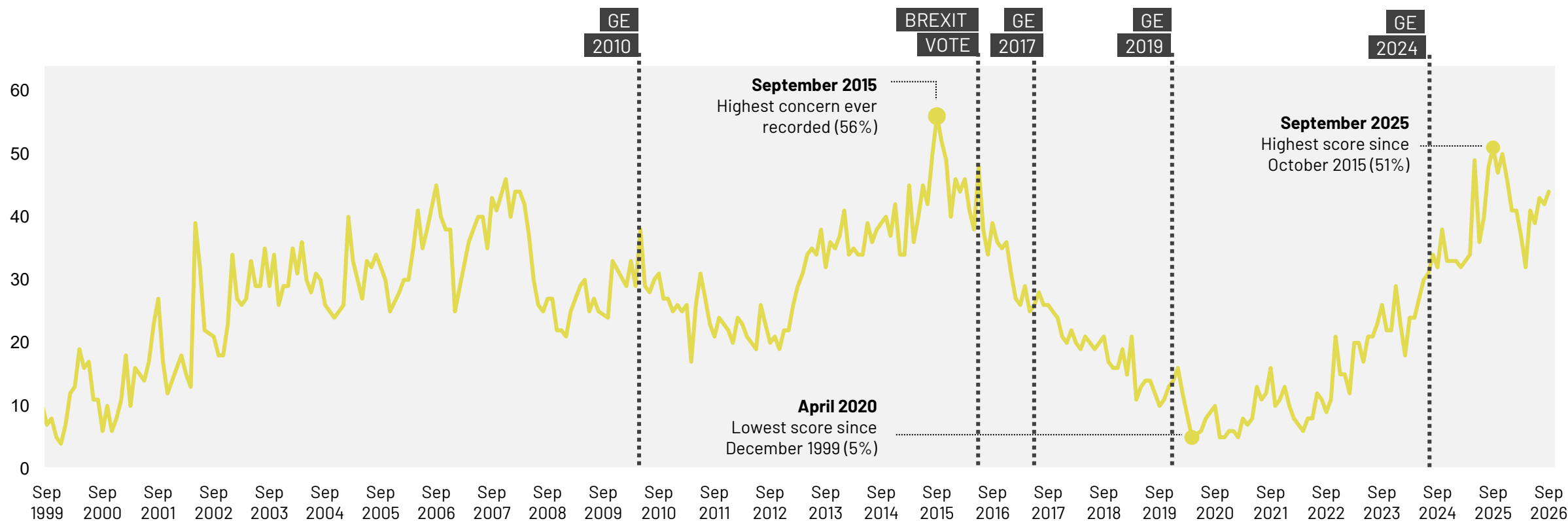


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Immigration/Immigrants

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



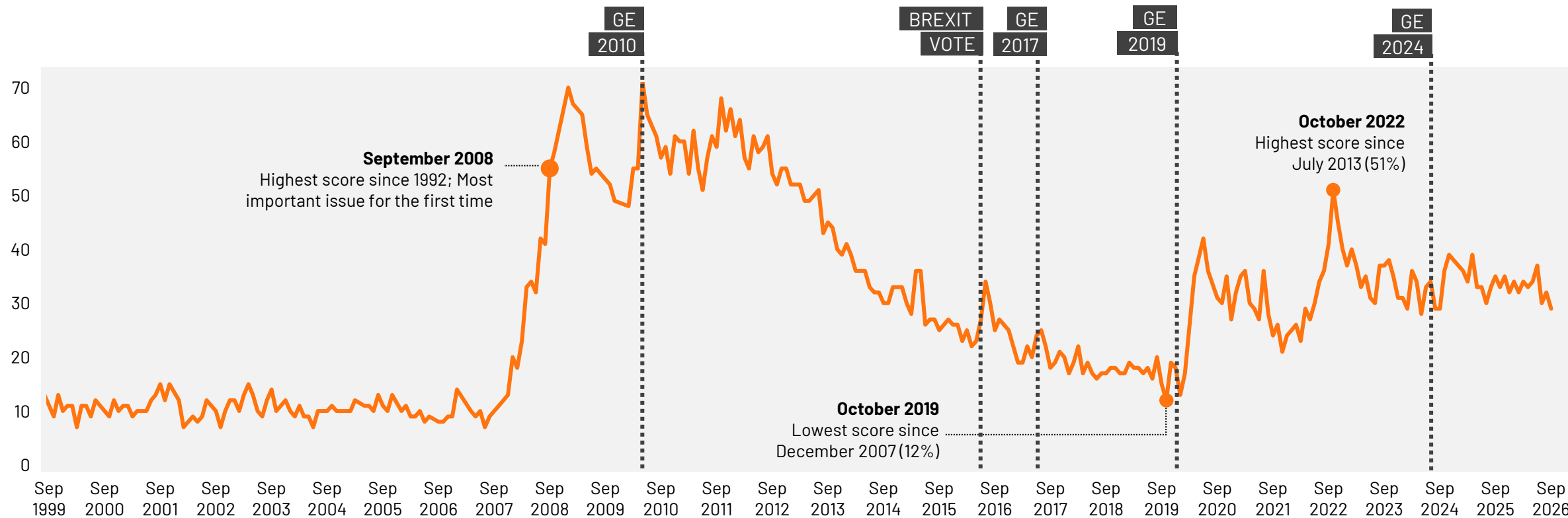
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

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

Economy / Economic situation

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



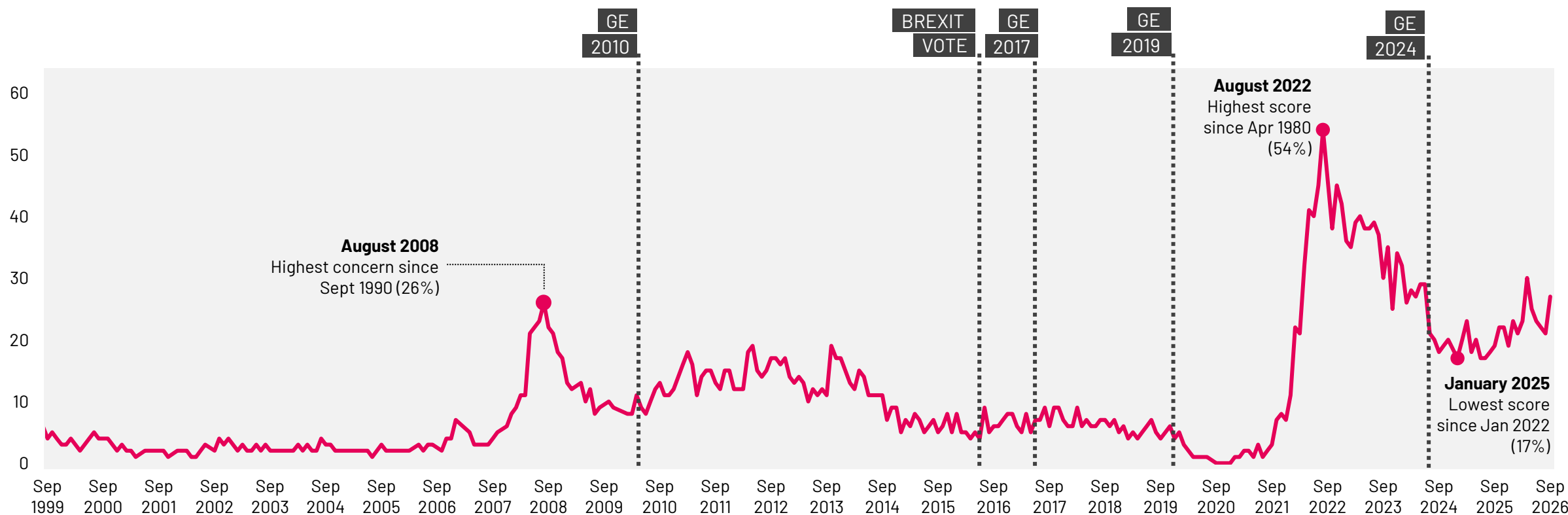
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Inflation/prices

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



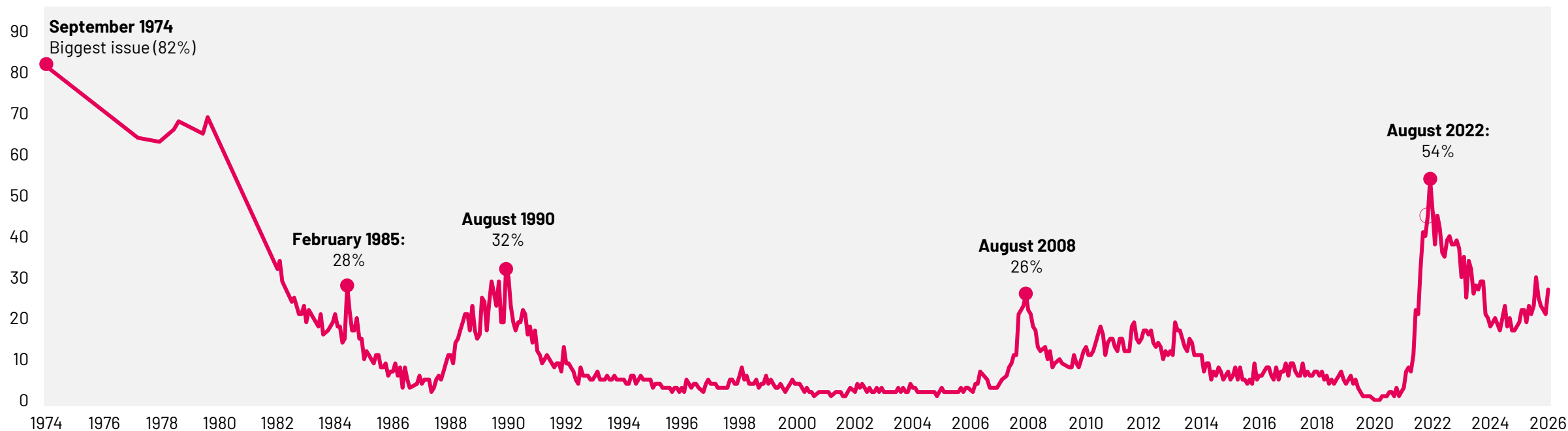
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Inflation/prices – concern since 1974

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



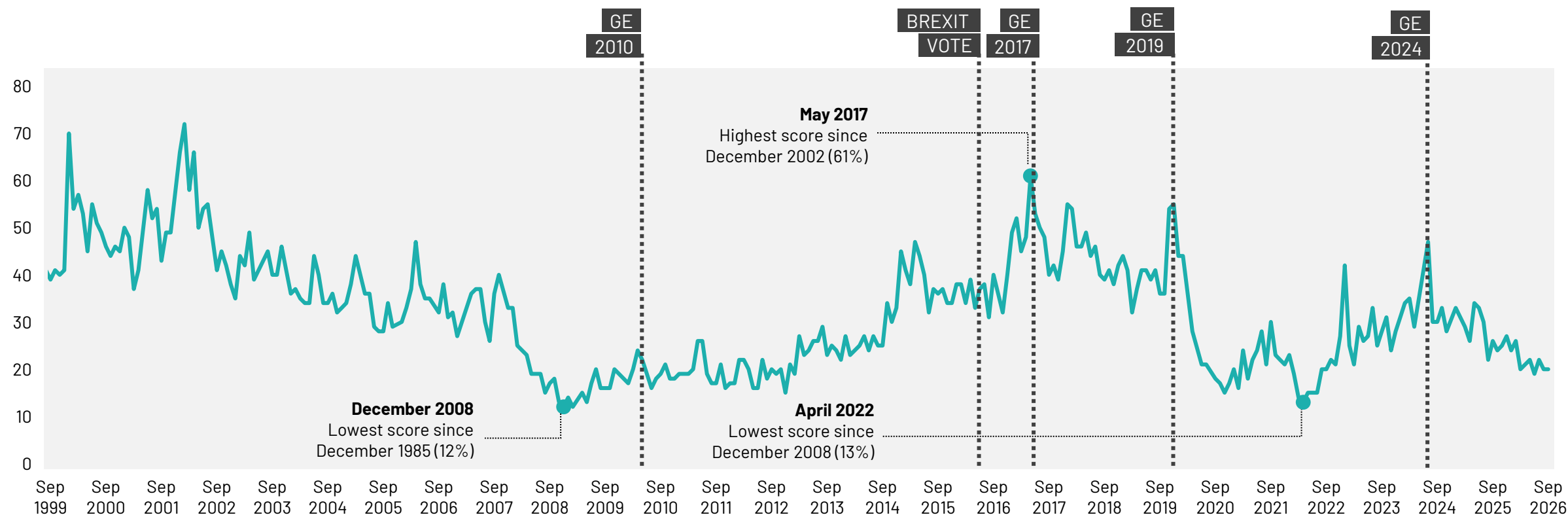
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



NHS/Hospitals/Healthcare

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

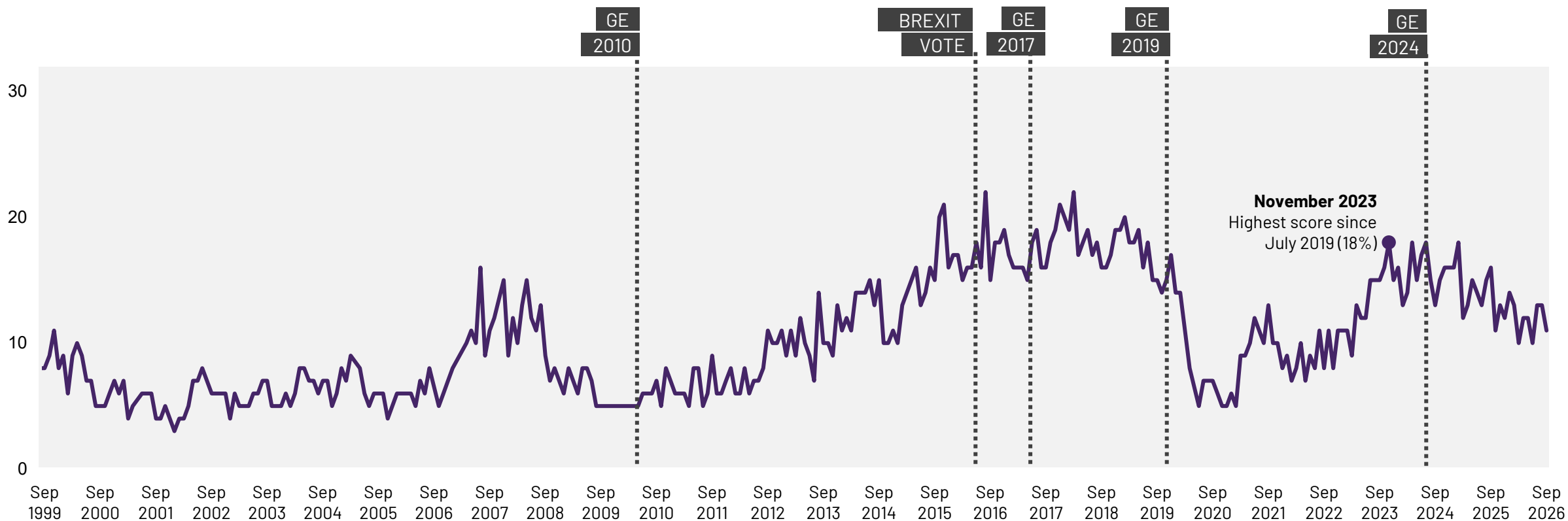


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Housing

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



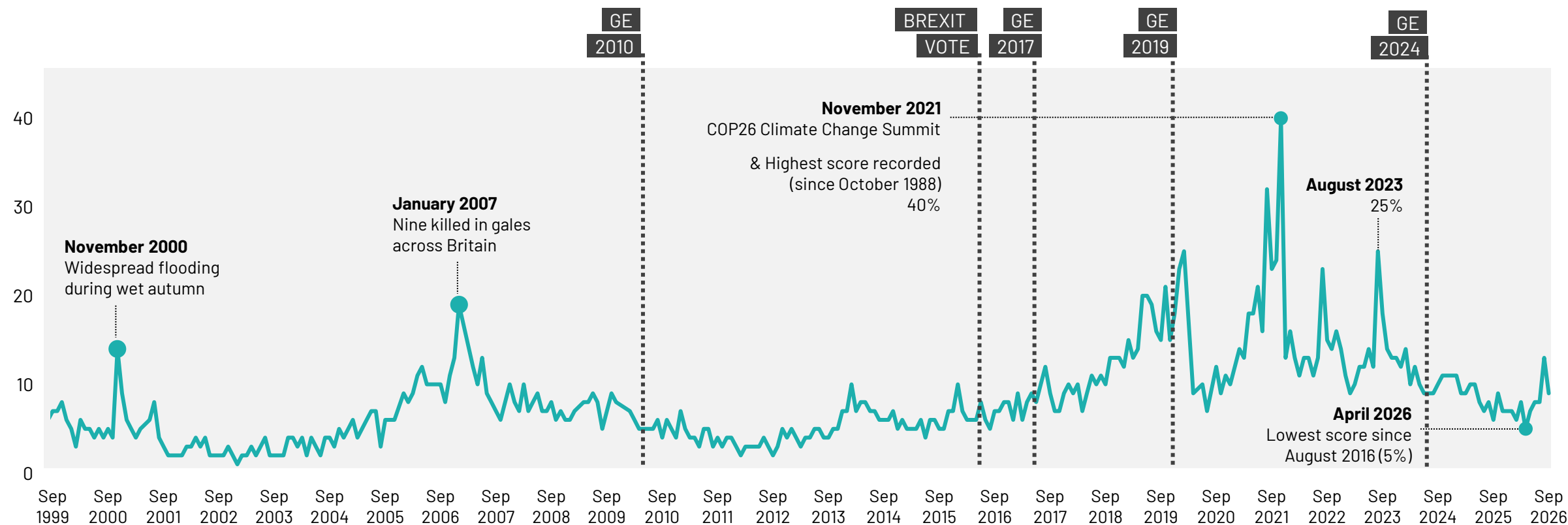
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Pollution/Environment/Climate change

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



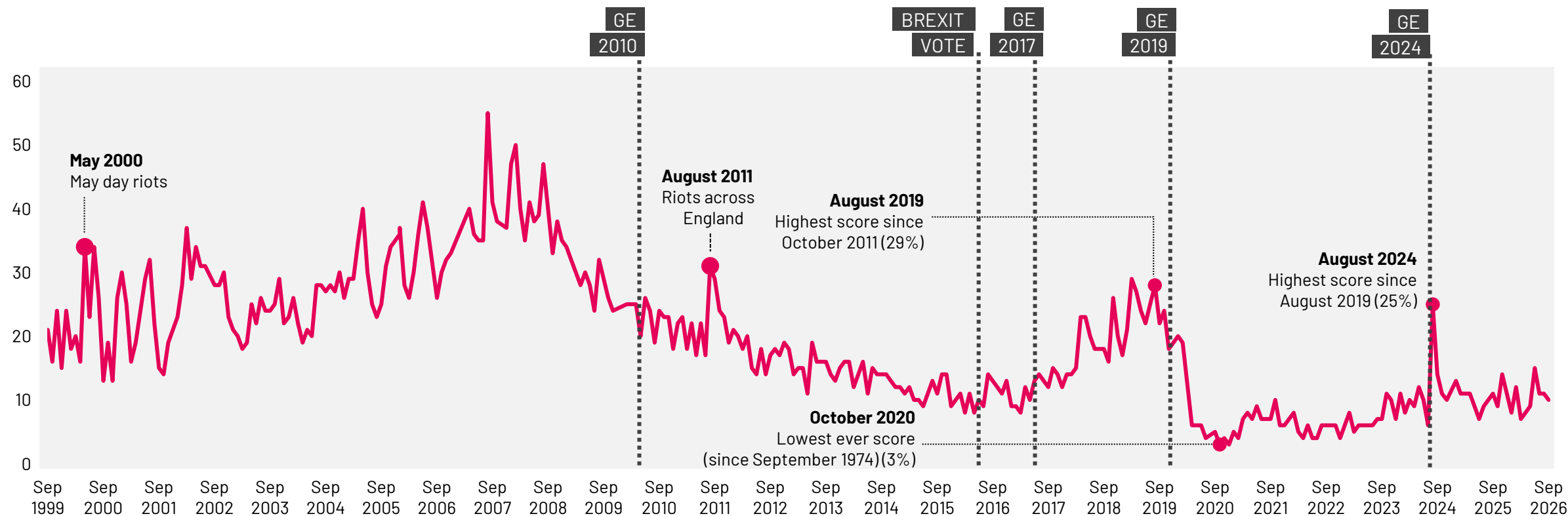
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Crime/Law & Order/Violence/Vandalism /ASB

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



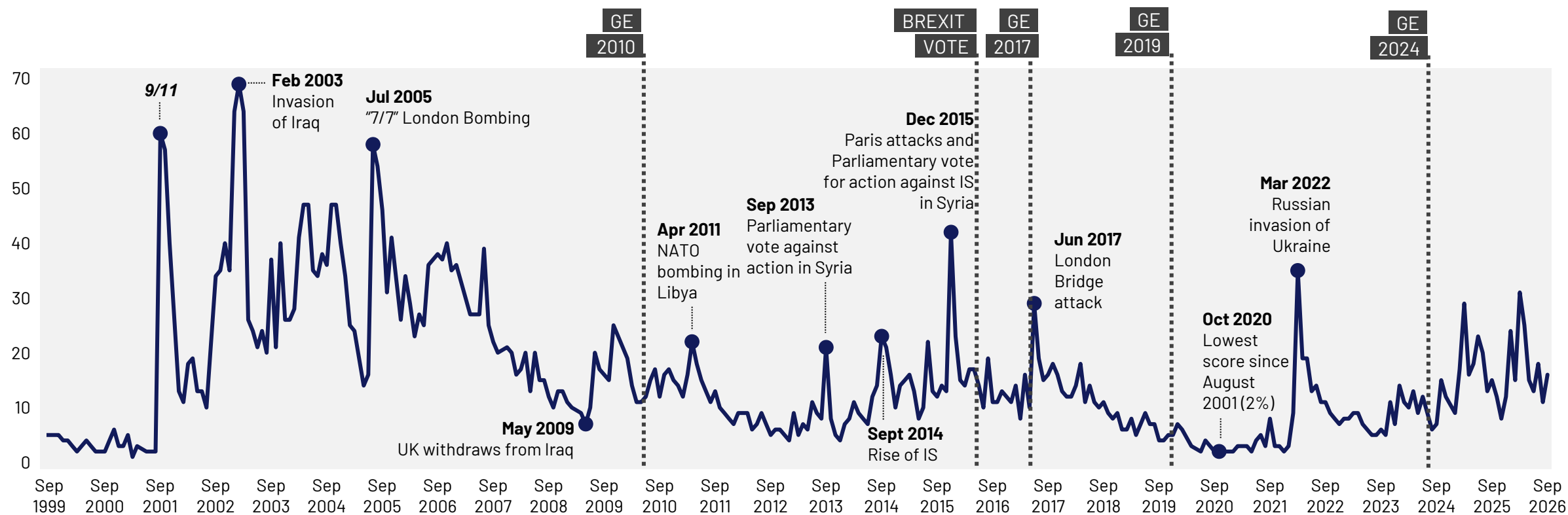
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Defence/Foreign Affairs /International Terrorism

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



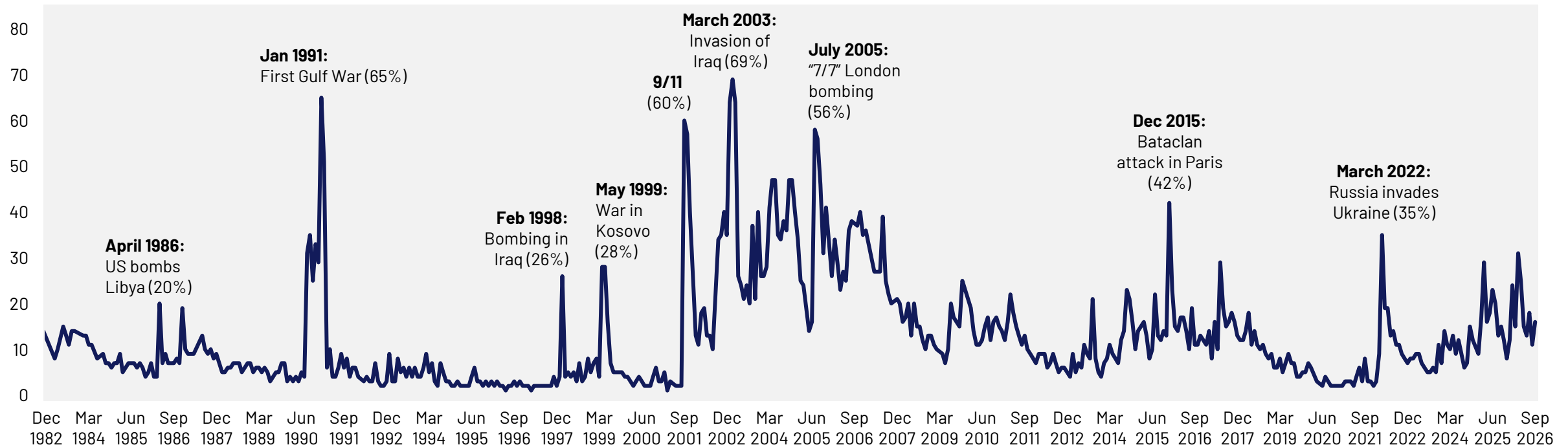
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Defence/Foreign Affairs – Concern Since 1982

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

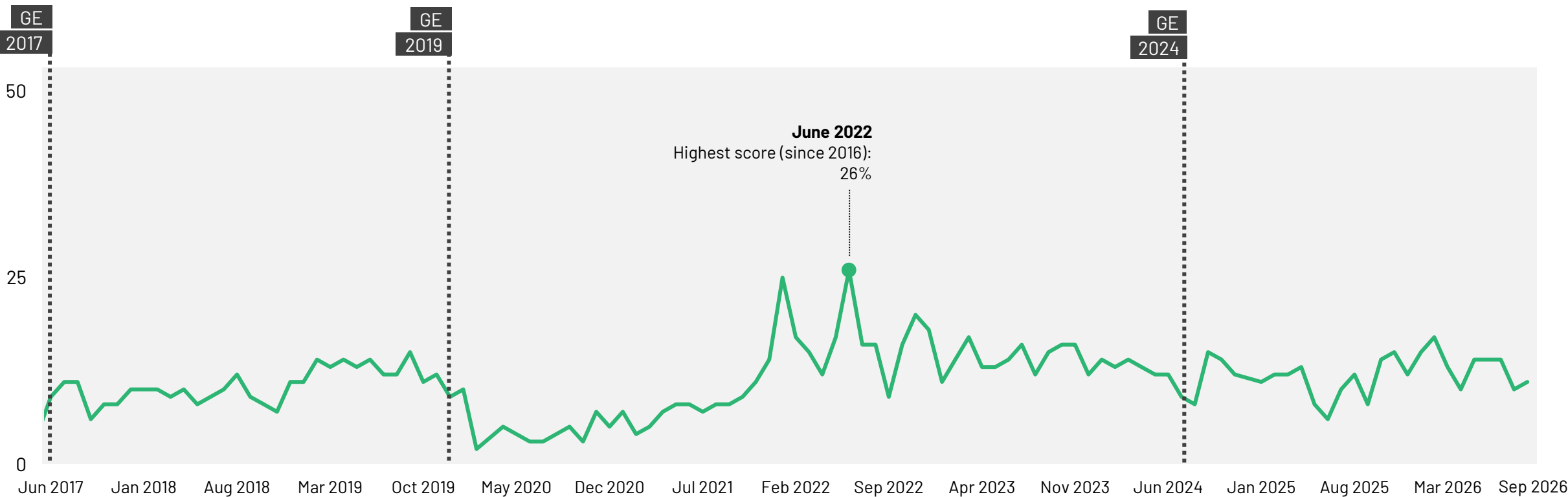


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Lack of faith in politicians/politics

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



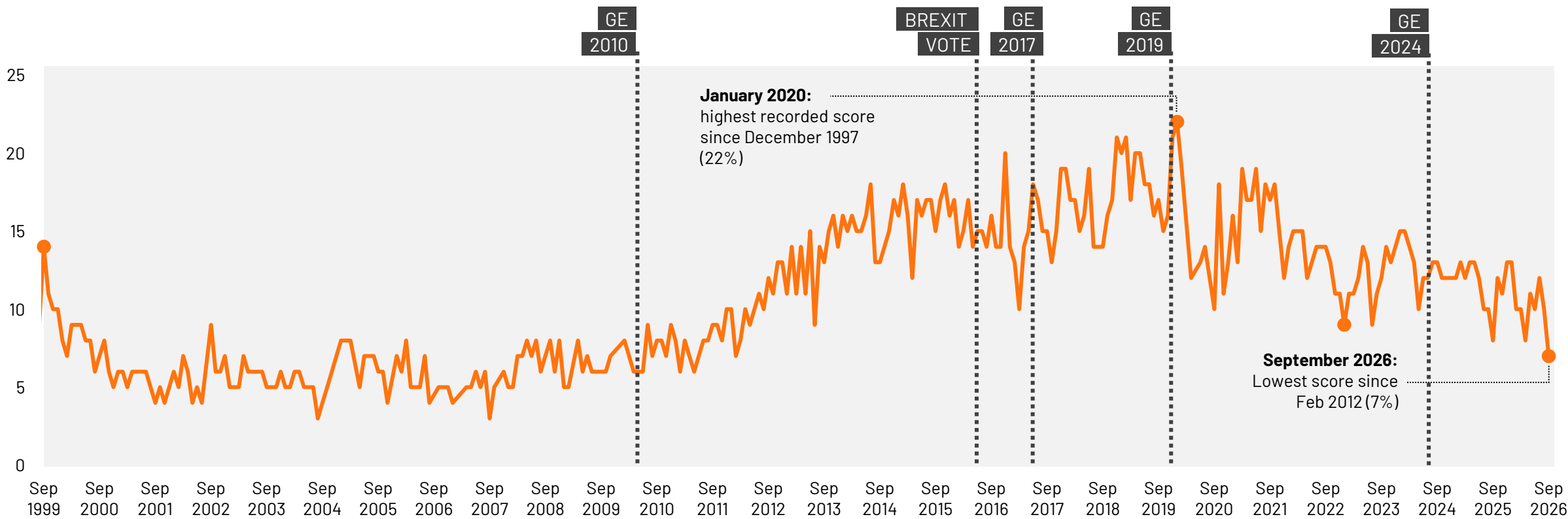
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Poverty/Inequality

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



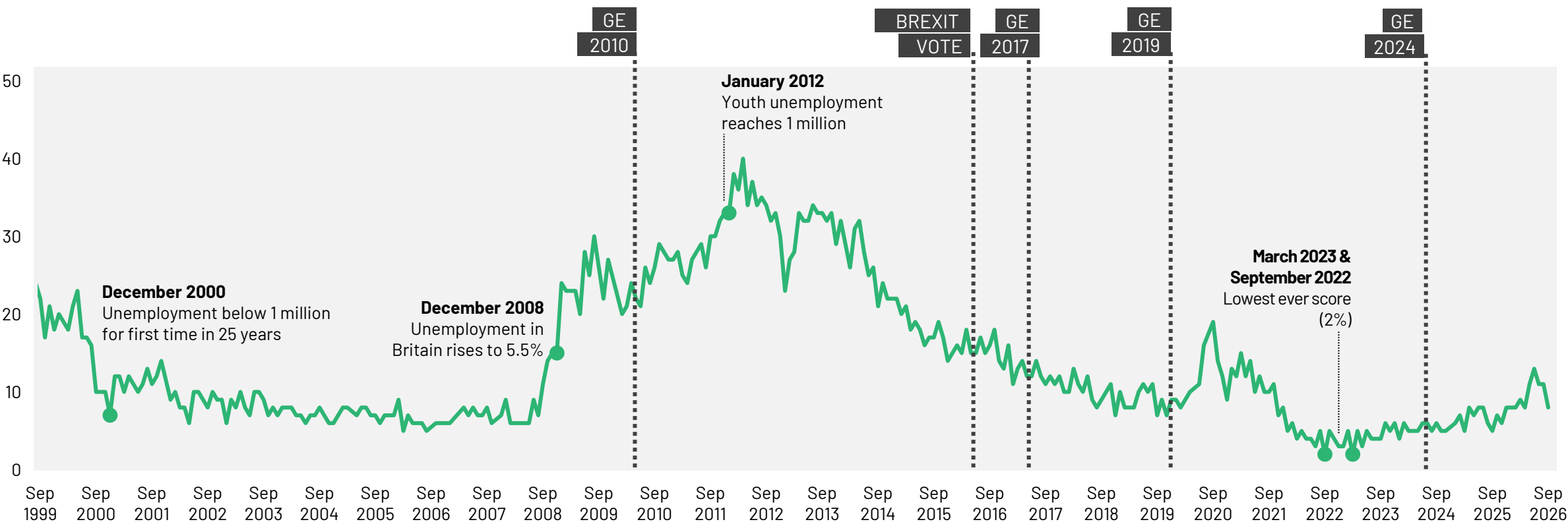
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Unemployment / Factory closure / Lack of industry

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

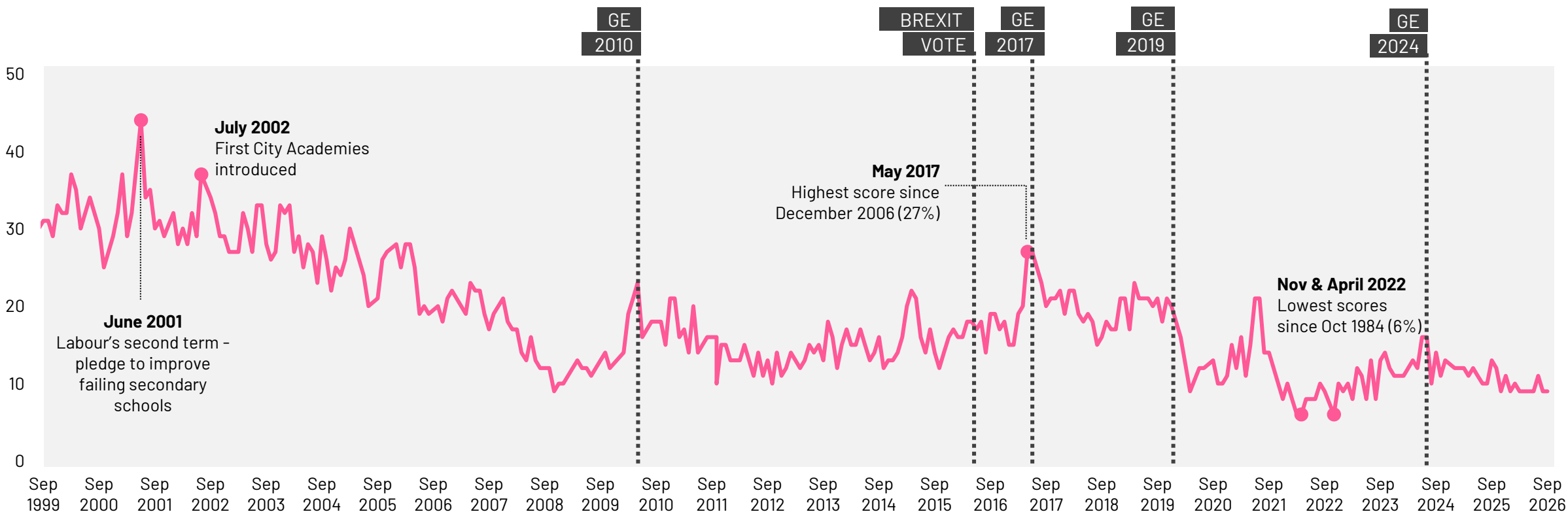


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Education/Schools

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



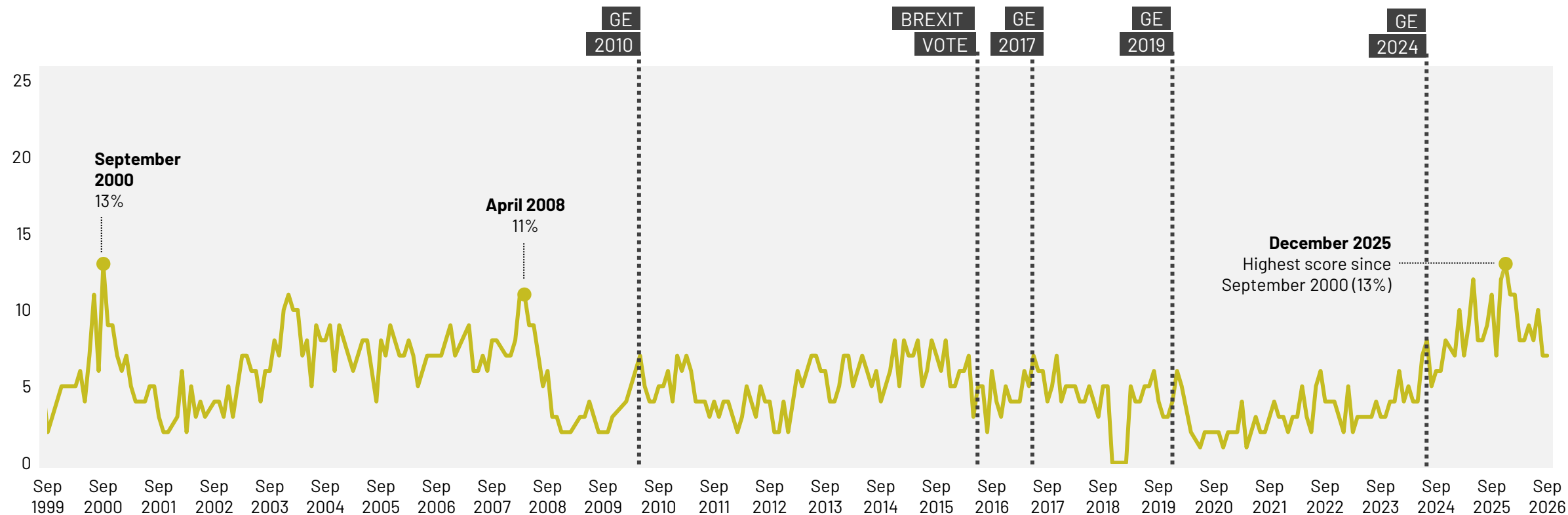
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Taxation

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



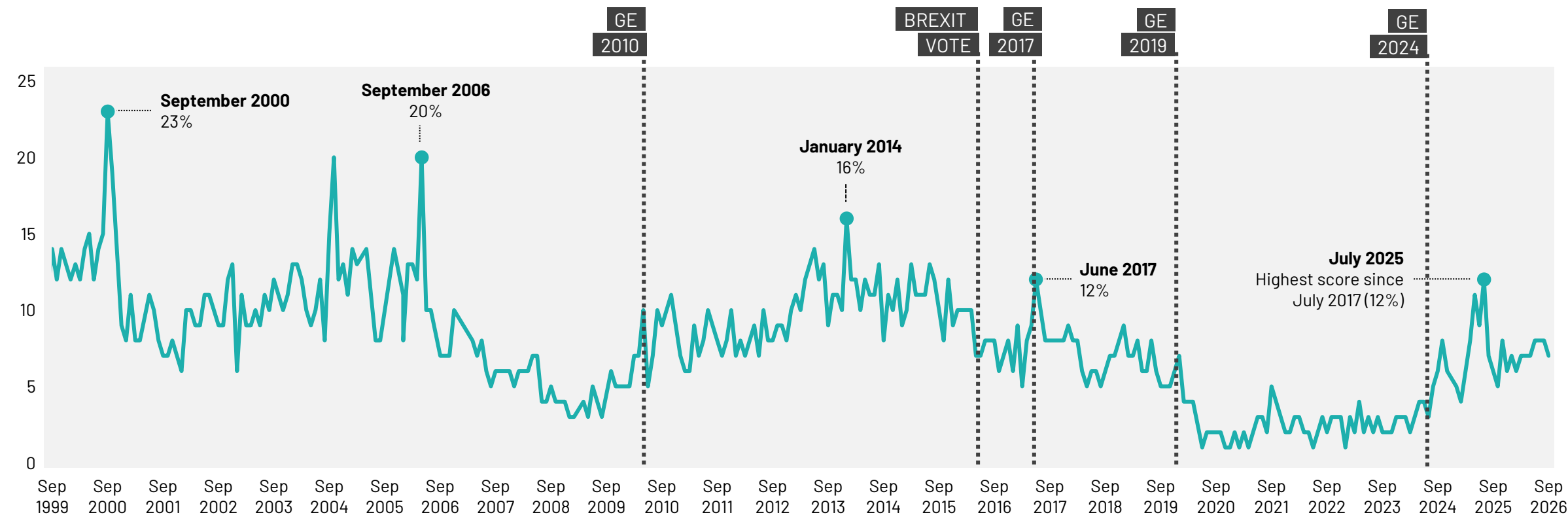
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Pensions/Social Security/Benefits

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

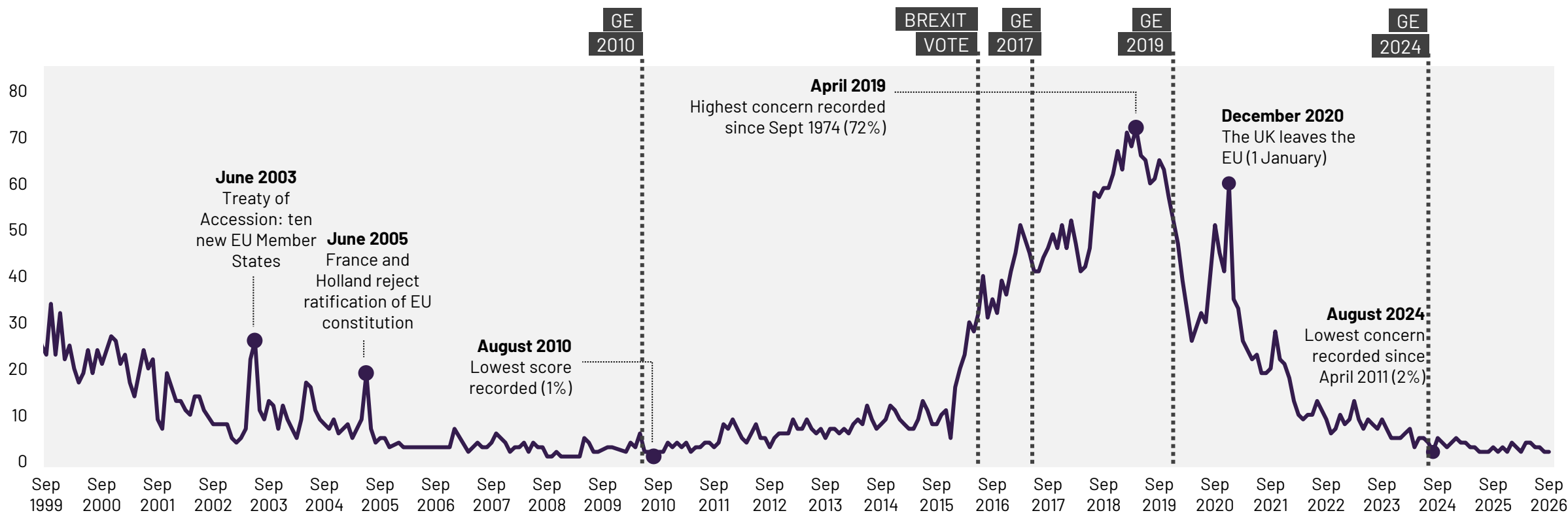


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

EU / Europe / Brexit

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



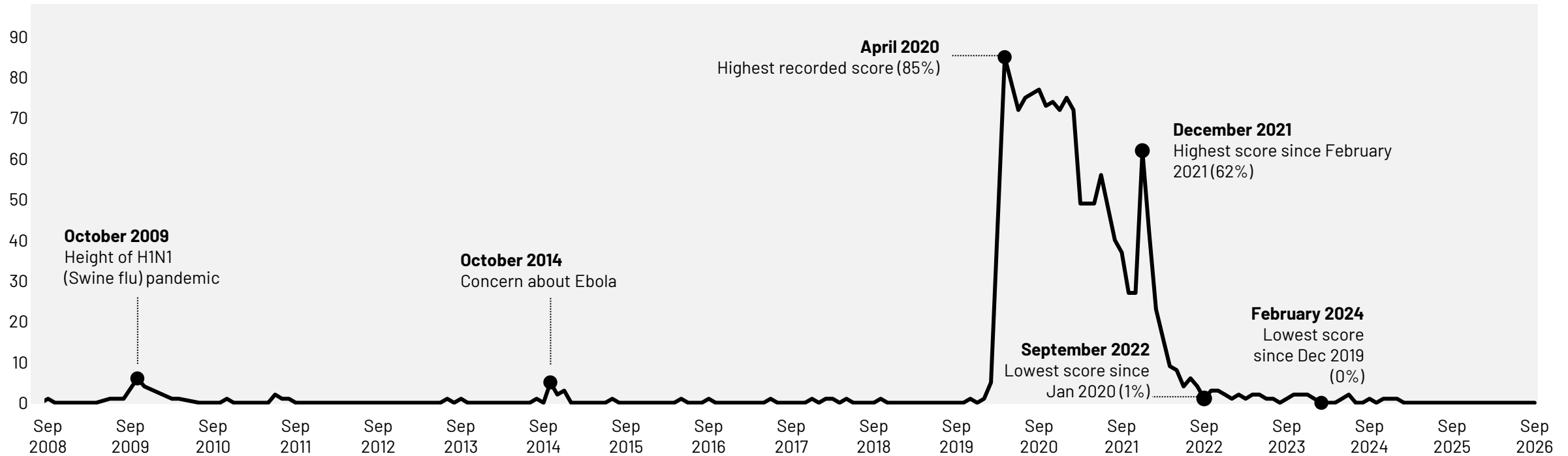
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index



Coronavirus/Pandemic diseases

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

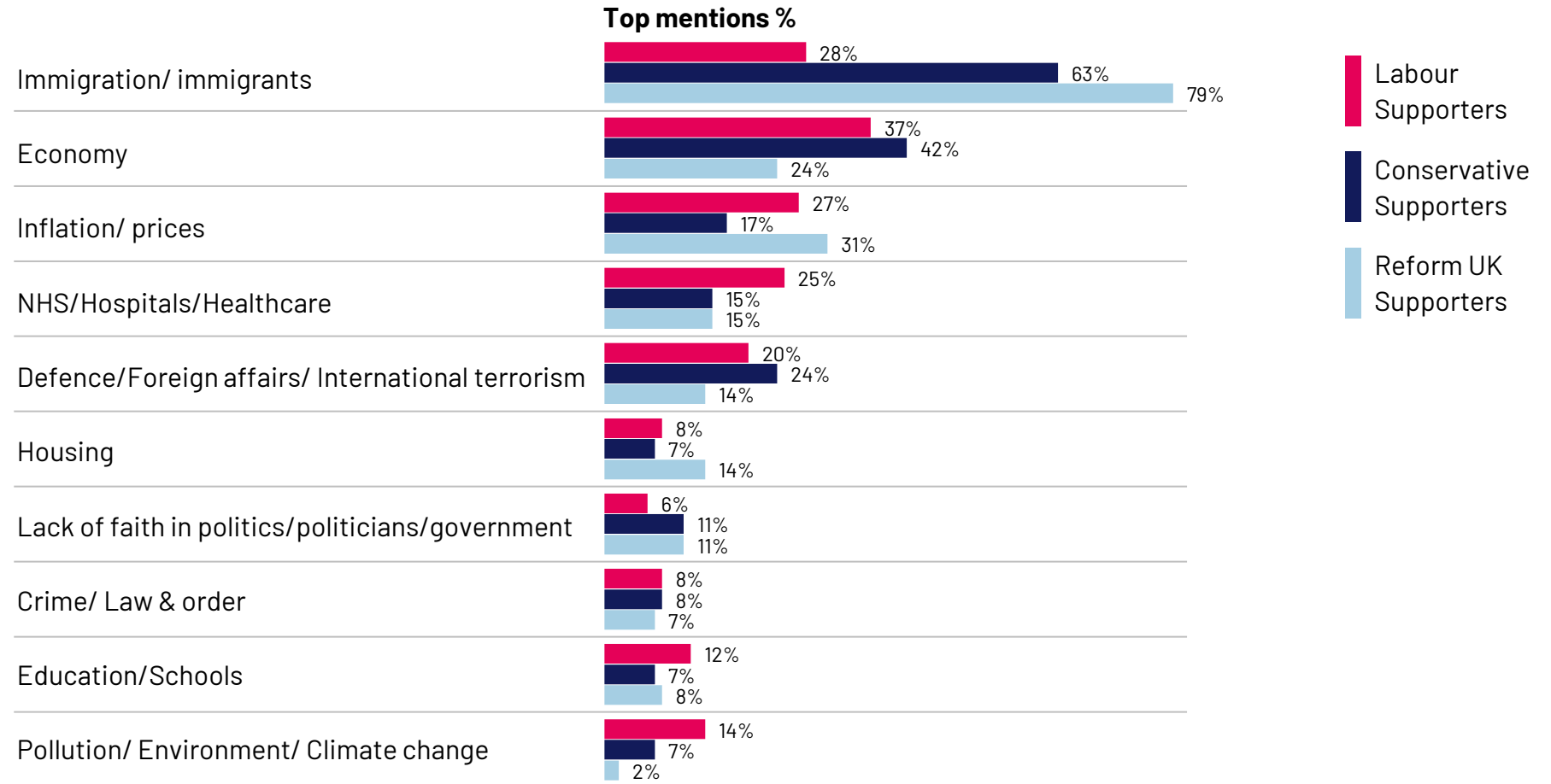


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Party support

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

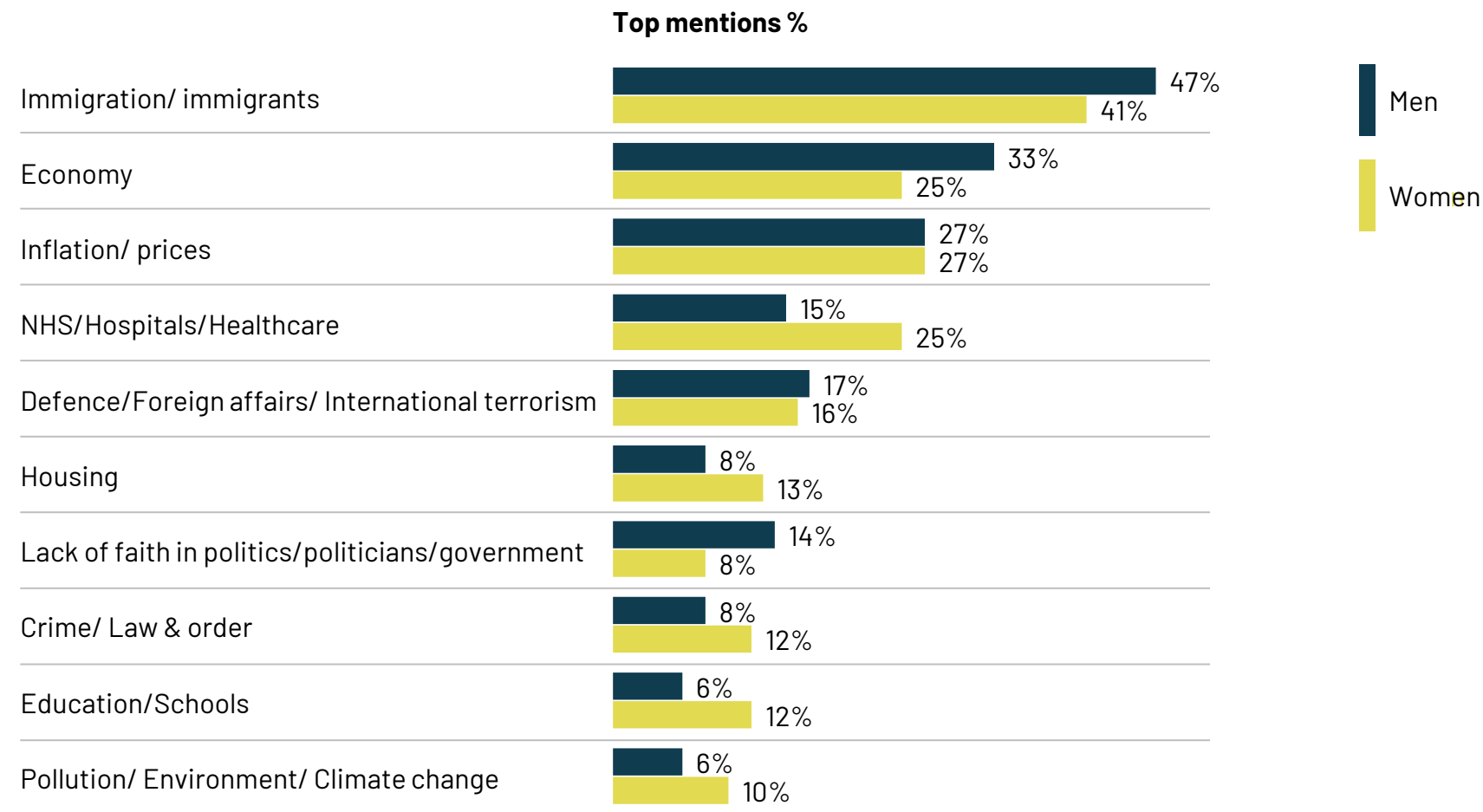


Base: 1,003 British adults 18+, 2 – 8 September 2026

Source: Ipsos Issues Index

Men and women

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

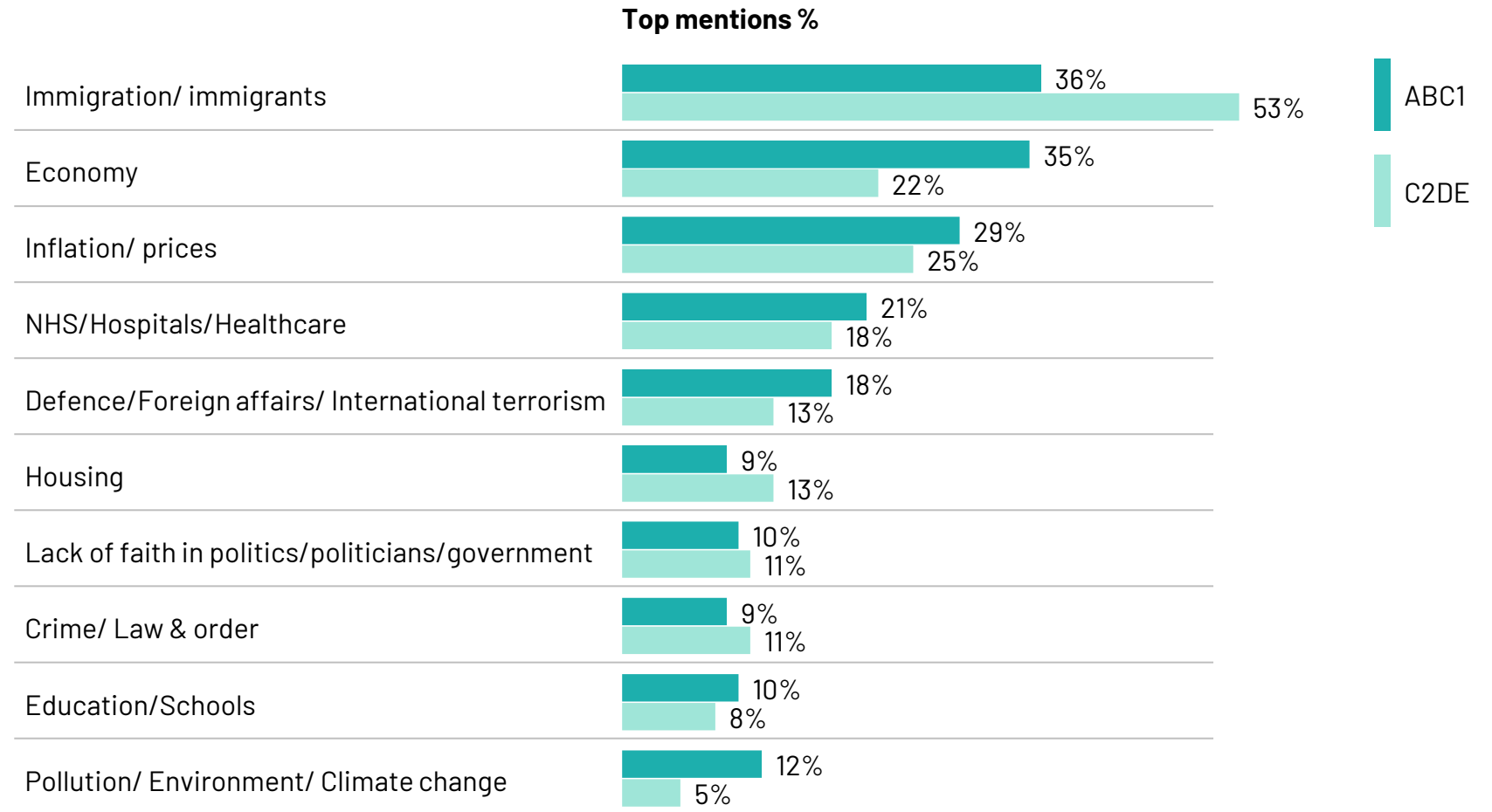


Base: 1,003 British adults 18+, 2 – 8 September 2026

Source: Ipsos Issues Index

Social grade

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

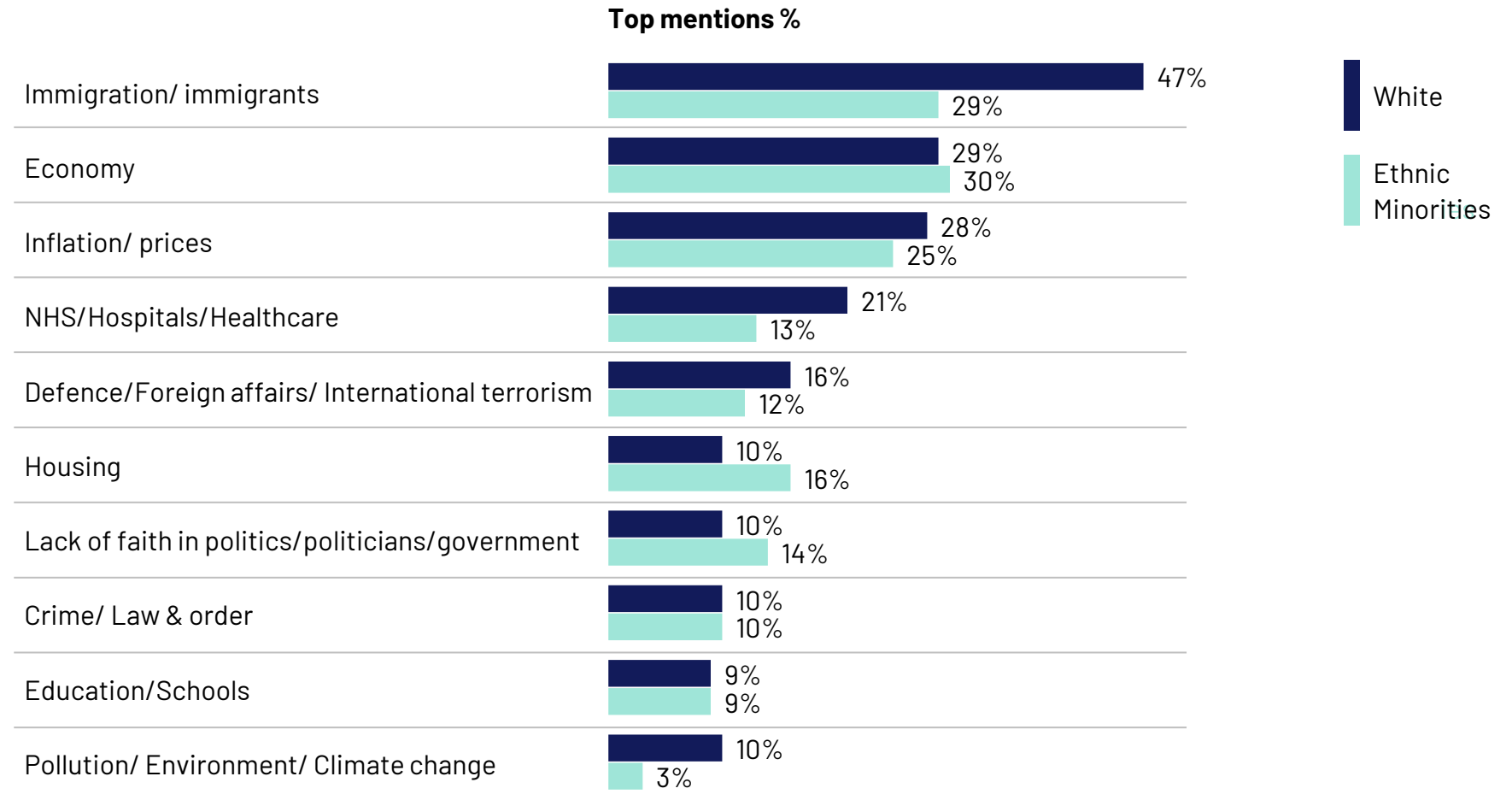


Base: 1,003 British adults 18+, 2 – 8 September 2026

Source: Ipsos Issues Index

Ethnic background

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

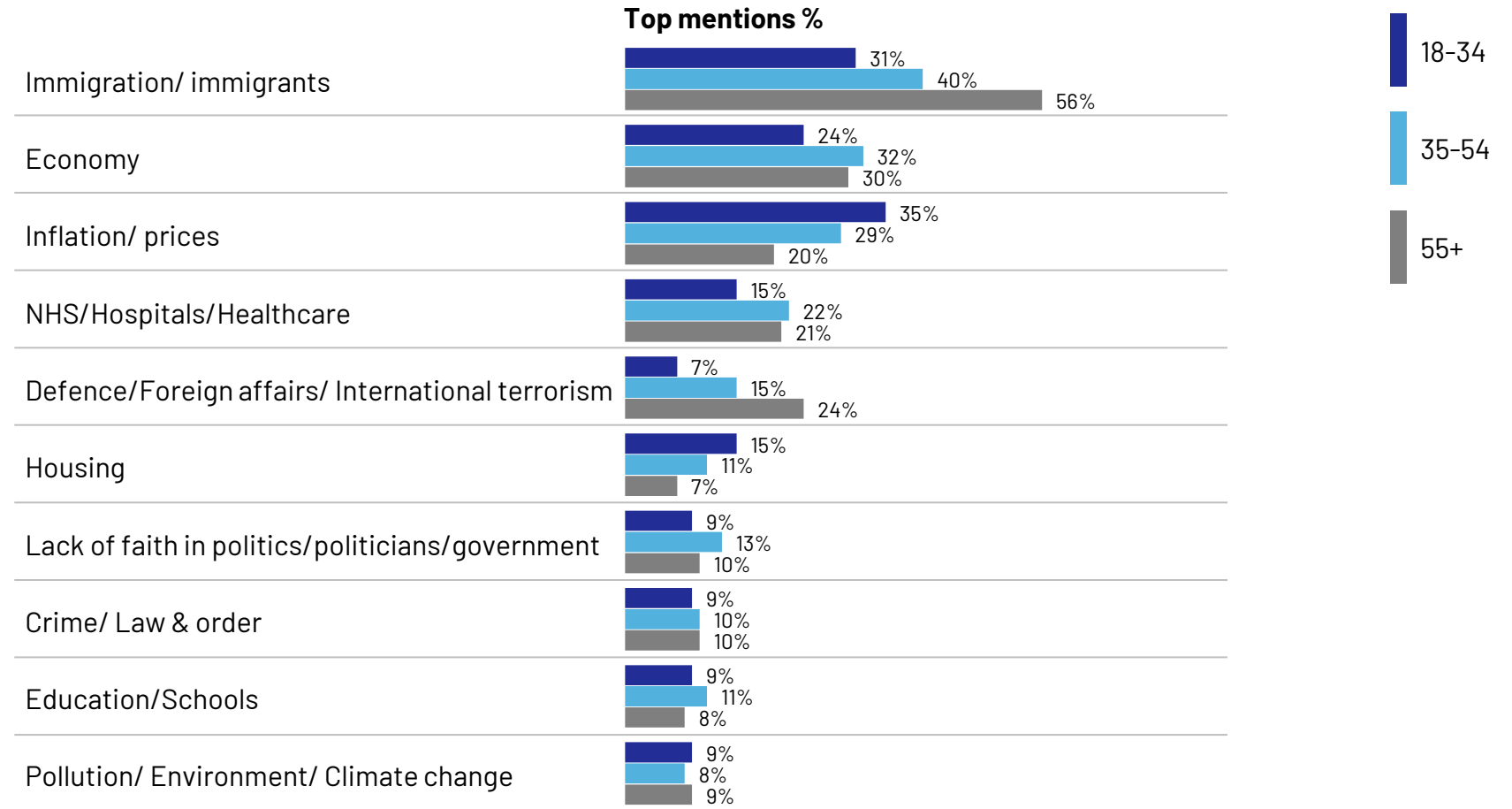


Base: 1,003 British adults 18+, 2 – 8 September 2026

Source: Ipsos Issues Index

Age group

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

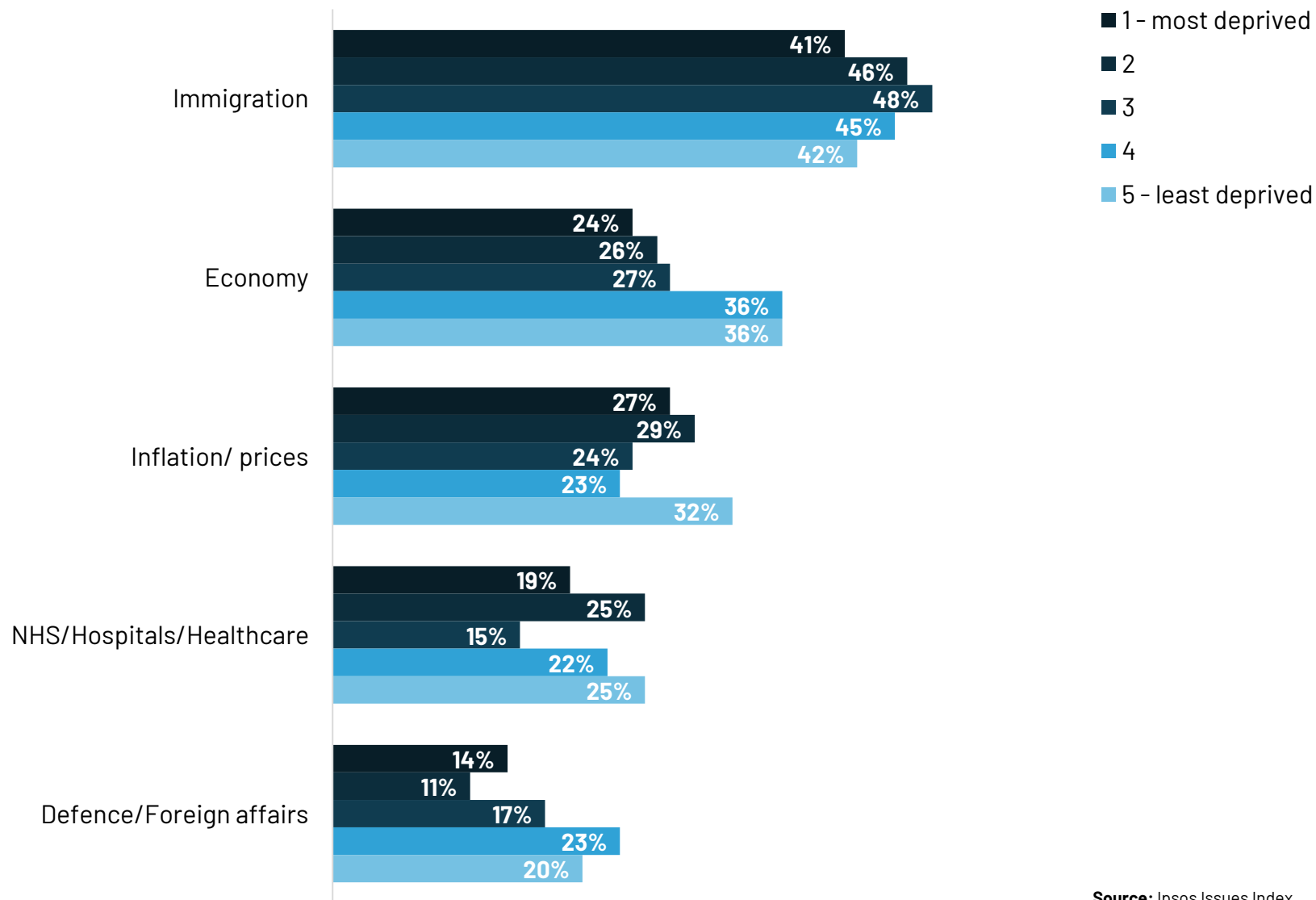


Base: 1,003 British adults 18+, 2 – 8 September 2026

Source: Ipsos Issues Index

Top five concerns by IMD quintile

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



Source: Ipsos Issues Index

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

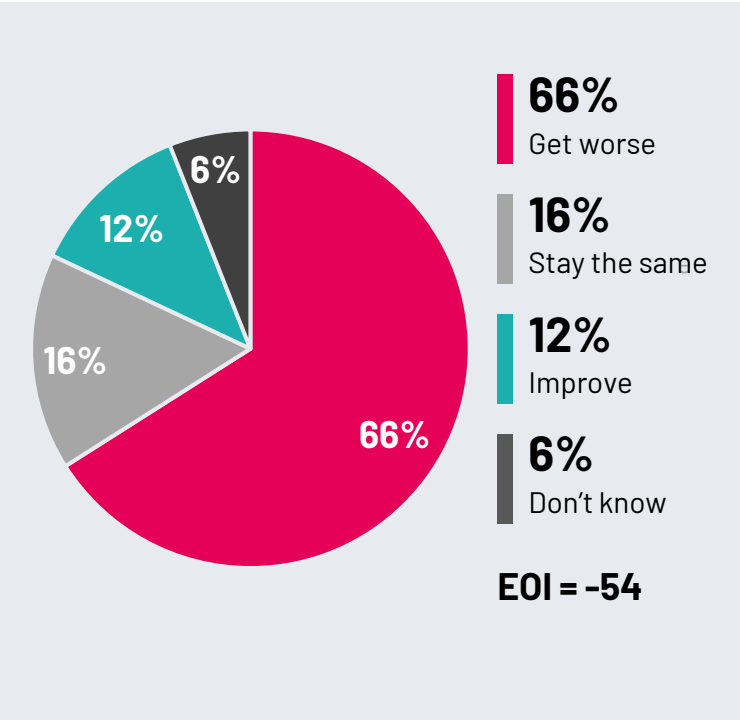
Base: 1,003 British adults 18+, 2 - 8 September 2026

Economic Optimism

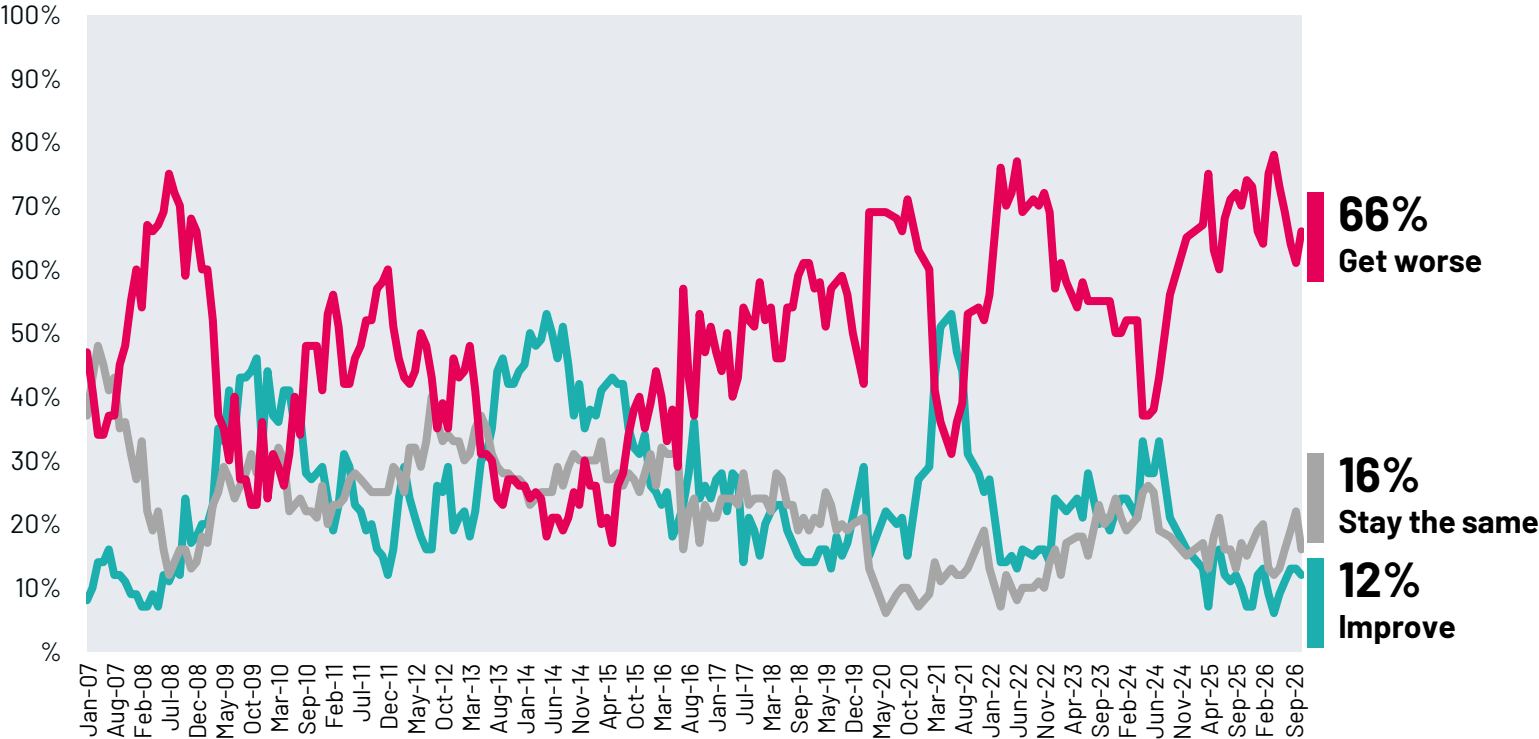
Ipsos Economic Optimism Index

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

September 2026



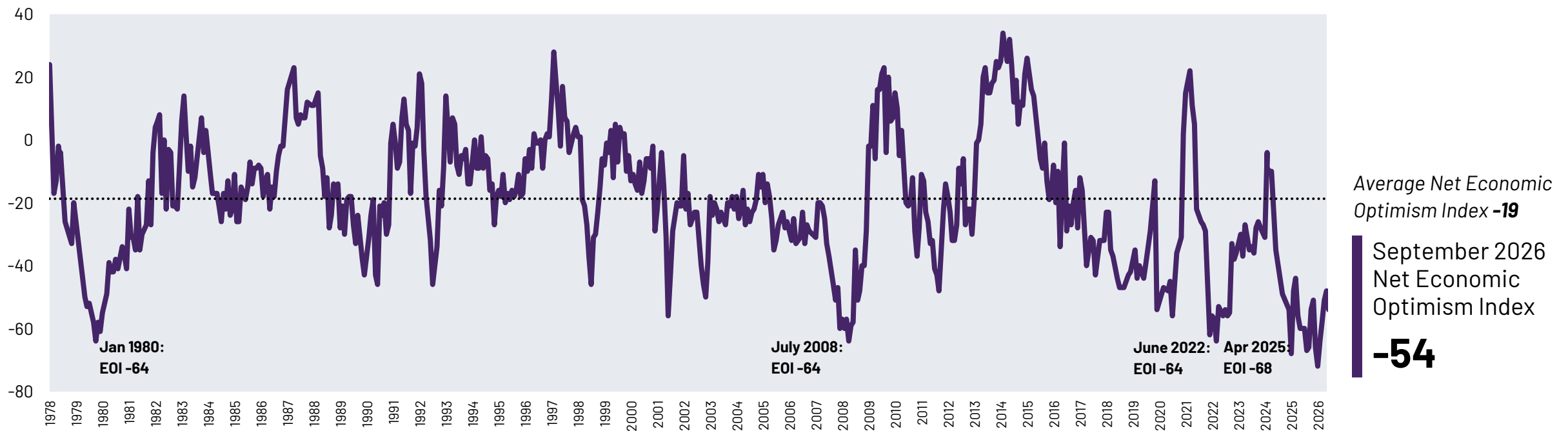
January 2007 – September 2026



Base: 1,003 British adults 18+, 2 – 8 September 2026

Ipsos Economic Optimism Index (1978-2026)

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

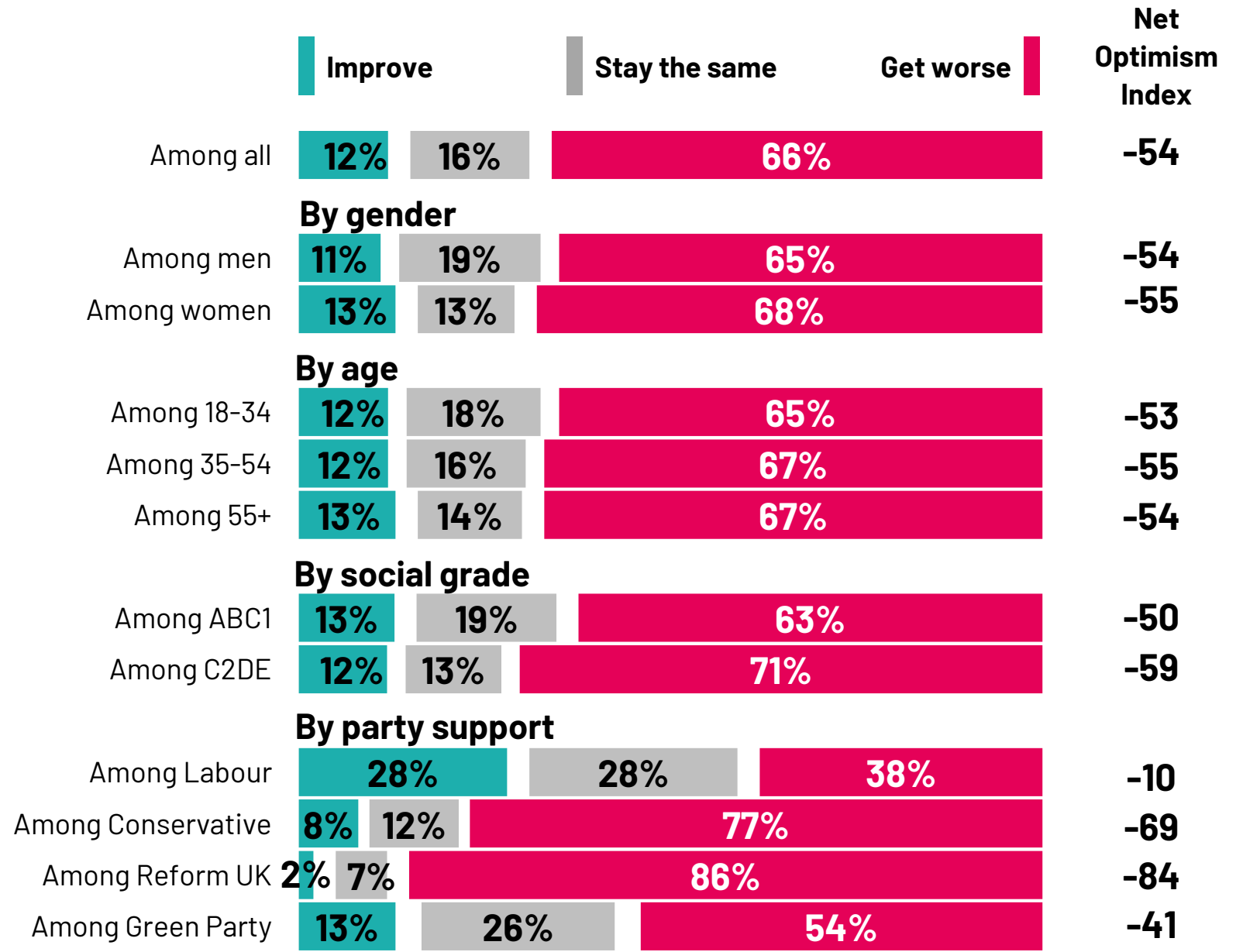


Base: c.1,000 British adults 18+ each month

Economic optimism: by sub-group

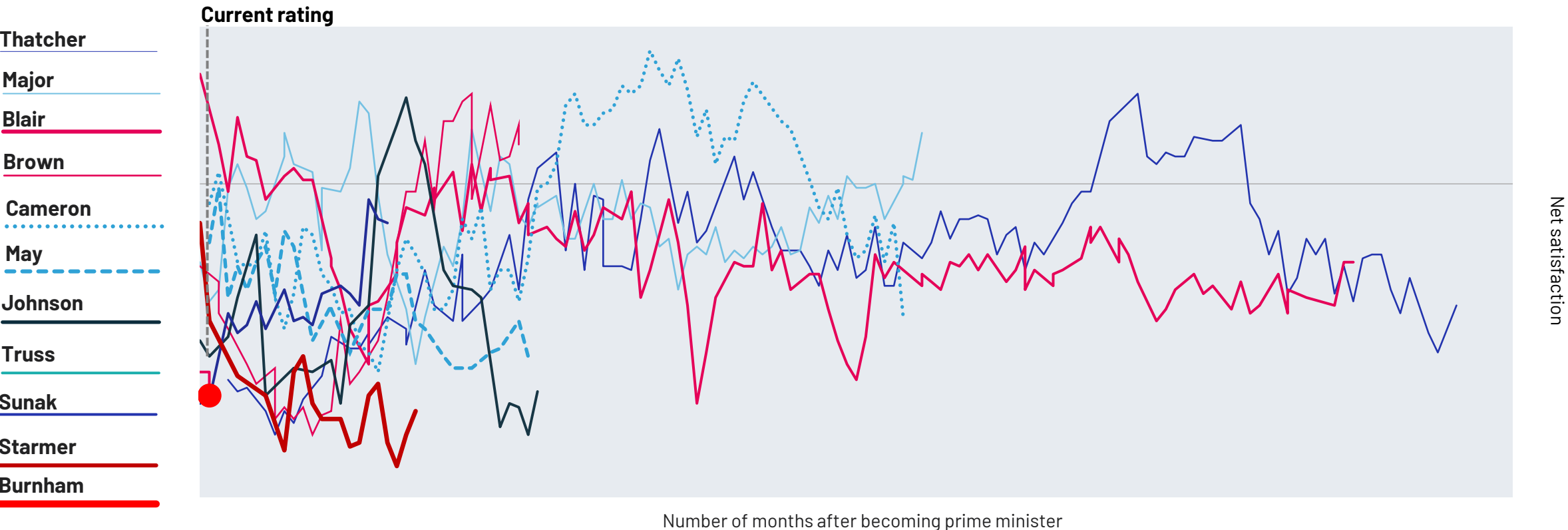
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

Base: 1,003 British adults aged 18+, including (581) men, (402) women, (260) 18-34-year-olds, (318) 35-54s, (425) 55+, (693) ABC1, and (310) C2DE, (243) Labour, (132) Conservative, (183) Reform UK and (89) Green Party supporters, 2 – 8 September 2026



Net Economic Optimism Index: *By Prime Minister*

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



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



Issues Index September 2026

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