



ISSUES INDEX AUGUST 2026 (PUBLIC - FINAL)

T1	Table 1	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+
T2	Table 2	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+
T3	Table 3	Q.PL01 What would you say is the most important issue facing Britain today?	BASE: ALL ADULTS AGED 18+
T4	Table 4	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+
T5	Table 5	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+
T6	Table 6	Q.PL01/02 What do you see as the main/other important issues facing Britain today?	BASE: ALL ADULTS AGED 18+
T7	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+
T8	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+
T9	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+



Table 1
QJ2021 What would you say is the most important issue facing Britain today?
BASE: ALL ADULTS AGED 18+

	SEX				AGE																SOCIAL CLASS										INCOME				UNWEIGHTED TOTAL
	TOTAL	MALE	FEMALE		18-24	25-34	35-44	45-54	55-64	65-74	75+	18-24	25-34	35-44	45-54	55-64	65-74	75+	80+	AB	BC1	BC2	C1	C2	CD	DE	UP TO 10000	10000-20000	20000-30000	30000-40000	40000-50000	50000 PLUS			
UNWEIGHTED TOTAL	100	50	50		16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16	16		
UNWEIGHTED BASE	95	47	47		15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15	15			
Immigration/Immigrants	236	133	103	9	20	37	37	49	43	41	29	14	33	134	42	55	41	78	97	139	32	44	70	230	236	236	236	236	236	236	236	236	236		
Economic/Economic situation	143	78	65	24	21	26	33	31	38	33	44	60	47	139	60	48	22	33	108	55	11	35	70	172	143	143	143	143	143	143	143	143	143		
Inflation/Prices	109	58	51	15	26	17	22	10	10	8	42	39	20	28	10	29	28	19	62	47	14	18	42	109	109	109	109	109	109	109	109	109	109		
National health services/hospitals/healthcare	53	11	42	4	5	9	12	7	6	10	9	21	14	22	20	15	12	5	35	18	11	4	21	50	53	53	53	53	53	53	53	53	53		
Population/Environment/Climate change	38	17	19	3	10	8	5	4	7	2	13	13	10	13	17	12	4	5	29	10	2	6	17	43	38	38	38	38	38	38	38	38	38		
Poverty/Inequality	38	14	24	6	9	11	3	3	3	4	14	14	6	9	5	13	5	15	17	10	6	8	10	30	38	38	38	38	38	38	38	38	38		
Brexit	34	9	25	6	12	3	2	5	7	1	14	5	12	13	7	12	9	8	18	17	5	8	14	33	34	34	34	34	34	34	34	34	34		
Lack of faith in politics / politicians / government	34	13	21	4	6	7	9	6	4	6	12	9	11	7	7	9	10	8	16	18	-	8	13	28	34	34	34	34	34	34	34	34	34		
Defence/Foreign affairs/International terrorism	33	13	16	2	2	8	2	6	4	6	4	10	10	16	8	11	8	3	19	11	1	5	10	35	33	33	33	33	33	33	33	33	33		
Crisis/Case studies/Visitors/Visitation/Personal (yds)	23	4	16	1	3	4	3	4	4	3	4	7	7	10	6	8	-	7	14	7	3	1	6	21	23	23	23	23	23	23	23	23	23		
Unemployment/Factory closure/Lack of industry	23	8	12	4	3	3	3	2	1	5	8	6	3	7	4	10	2	5	14	7	2	3	7	27	23	23	23	23	23	23	23	23	23		
Education	19	13	6	4	6	2	4	2	-	1	10	6	2	2	2	10	6	1	11	8	-	3	12	19	19	19	19	19	19	19	19	19	19		
Race relations	13	5	8	4	2	2	4	2	1	-	9	6	2	2	4	10	2	1	11	7	1	3	4	16	13	13	13	13	13	13	13	13	13		
Personal/Personal research/benefits	12	9	4	1	1	5	-	3	2	-	2	5	5	5	4	3	-	5	7	5	1	-	5	13	12	12	12	12	12	12	12	12	12		
Morality/Individual behaviour/Lifestyle	11	3	7	1	3	-	-	3	2	2	4	2	5	7	3	3	2	1	6	5	3	1	3	10	11	11	11	11	11	11	11	11	11		
Education/Research	10	2	8	-	3	2	2	2	2	2	3	2	5	5	1	10	2	3	8	3	1	2	4	11	10	10	10	10	10	10	10	10	10		
Ageing population/ Social care for the elderly	9	3	5	-	2	-	2	2	3	-	2	2	5	5	5	2	2	-	6	2	-	1	5	11	9	9	9	9	9	9	9	9	9		
Children services / Support for young people	8	1	7	-	3	2	2	2	2	-	3	2	3	7	1	7	2	5	7	2	-	3	8	16	8	8	8	8	8	8	8	8	8		
Law/gov/Political system/gov/Parliament	7	3	4	2	2	1	1	1	1	-	3	2	1	1	2	2	1	3	4	4	1	3	2	9	7	7	7	7	7	7	7	7	7		
Population levels/Overpopulation	7	5	1	-	-	1	1	2	1	1	1	1	1	1	2	1	-	3	3	3	1	3	-	6	7	7	7	7	7	7	7	7	7		
Mental health/ Well-being	6	2	4	-	2	2	-	-	-	3	2	2	-	3	-	4	-	3	4	3	2	1	-	6	6	6	6	6	6	6	6	6	6		
Current Market/Trade/Economy/Trade	6	3	3	-	-	3	2	1	2	-	-	4	2	3	-	3	-	5	3	1	-	2	3	9	6	6	6	6	6	6	6	6	6		
AI / Technology	5	2	3	1	-	3	1	1	-	-	1	4	1	1	2	1	-	2	3	2	-	4	3	5	10	5	5	5	5	5	5	5	5	5	
Public services in general	5	1	4	-	4	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	
UK union/ devolution/ reform	4	3	1	-	1	2	-	1	-	-	1	1	2	2	-	2	-	2	2	2	1	1	2	5	4	4	4	4	4	4	4	4	4		
Privatisation	3	1	-	-	-	-	-	-	-	-	1	1	1	1	-	1	-	1	1	1	-	1	1	1	1	1	1	1	1	1	1	1	1	1	
Social media	2	2	-	-	1	-	-	-	-	1	1	-	1	1	1	1	-	1	1	1	-	1	1	1	1	1	1	1	1	1	1	1	1	1	
Transport/Public transport	2	2	-	-	1	-	-	-	-	1	-	1	-	1	1	1	-	1	1	1	-	1	1	1	1	1	1	1	1	1	1	1	1	1	
Nuclear weapons/ Nuclear war/Disarmament	2	1	1	-	-	1	-	-	-	1	-	1	-	1	-	1	-	1	1	1	-	1	1	1	1	1	1	1	1	1	1	1	1	1	
National security	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Modernity	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	1	1	1	1		
Great Britain	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Local government/ Councils/ Tax	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Political system/ Party	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Nationalisation/ Government control of industry	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Food production/ Farming	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Royal Family/ Monarchy	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Northern Ireland	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Prison/Prisoners/Value of prison	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
International trade/Trade deals	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Trade unions/ Unions	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Countryside/Rural life	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Continental/ Continental diseases	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
Other	25	14	9	2	8	2	4	3	4	2	10	6	7	9	10	8	1	5	18	7	2	5	6	20	25	25	25	25	25	25	25	25	25		
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	1	1	1	1	1	1	1	1		
Don't know	54	30	30	8	17	10	8	4	3	9	25	17	7	15	4	14	14	26	18	40	7	6	7	40	54	54	54	54	54	54	54	54	54		
Personal finances (M7)	145	75	80	24	35	29	26	13	14	13	60	55	27	39	30	54	34	36	85	70	22	28	55	149	145	145	145	145	145	145	145	145	145		

Proportions/Means: Columns Totalled 100 risk level - 100%

Overall formation and - 100% base

Represented base - 100 Adults 18+

Respondent base - 100 Adults 18+

Source - Issues UK QJ2021

BASE: ALL ADULTS AGED 18+

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/o/p/q/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for six testing
Resonant type: GB Adults 18+
Fieldwork dates: 5th August - 11th August 2016
Source: Jaxos (JN Q218)



Table 3
Q1Q2: What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL	PARTY PREFERENCE (NOT VOTED)					RED QUANTILES					SECTOR WORKING IN					ETHNIC					CHILD/ADULT	UK/NOT UK	UK/NOT UK TOTAL
		CONSERVATIVE	LABOUR	LIB DEM	GREEN PARTY	OTHER	1	2	3	4	5	PUBLIC	PRIVATE	WHITE	BLACK	CHILD/ADULT	WHITE	BLACK	CHILD/ADULT	UK/NOT UK				
Issues (sorted desc)	602	150	230	61	167	87	108	103	139	108	108	108	108	108	108	108	108	108	108	108	108	108	108	108
Issues (sorted asc)	100%	18%	28%	7%	20%	10%	13%	13%	17%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%
Conservation/Environment	46	18	17	8	108	31	46	17	8	108	31	46	17	8	108	31	46	17	8	108	31	46	17	8
Economy/Economic situation	45	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Education/Prices	109	17	27	7	9	11	34	13	21	21	20	20	11	33	88	21	42	109	17	27	7	9	11	34
National health service/hospitals/healthcare	53	11	10	3	5	5	5	4	14	10	12	9	6	23	48	5	20	50	53	11	10	3	5	5
Pollution/Environment/Climate change	38	2	11	6	2	9	2	6	4	9	5	8	6	20	32	5	9	41	38	2	11	6	2	9
Poverty/Inequality	38	1	11	4	1	6	8	12	3	9	4	7	3	12	20	8	7	30	38	1	11	4	1	6
Prison	35	3	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10	10
Low pay/Retirement savings/pensions	29	7	5	4	2	8	5	3	5	6	6	4	12	28	1	7	35	29	7	5	4	2	8	5
Crime/Law & order/Violence/Inequality/Personal (yob)	28	4	3	2	2	10	2	4	3	4	3	4	2	7	11	6	4	21	28	4	3	2	2	10
Unemployment/Factory closure/Lack of industry	21	4	6	2	1	3	5	4	2	3	6	4	2	5	15	6	2	27	21	4	6	2	1	3
Isolation	18	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	18	18	3	3	3	3	4
Race relations	13	-	1	1	-	3	2	1	3	2	1	1	4	6	7	5	4	16	13	-	1	1	-	3
Immigration/Border security/Refugees	12	3	1	2	2	1	3	3	3	2	2	2	19	4	7	9	2	13	12	3	1	2	2	1
Morality/Individual behaviour/Alcohol	11	2	4	-	-	3	2	2	-	2	1	2	1	5	9	2	2	10	11	2	4	-	-	3
Education/Schools	10	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	10	10	1	1	1	1	1
Ageing population/ Social care for the elderly	9	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	9	9	-	-	-	-	-
Children services / support for young people	8	4	4	-	-	-	1	4	1	-	-	2	1	1	7	-	4	6	8	4	4	-	-	-
Low pay/Minimum wage/pst on wages	7	1	1	-	-	2	4	2	2	-	1	1	3	1	3	2	1	9	7	1	-	-	-	-
Population levels/Overpopulation	6	-	-	-	-	2	2	2	1	-	-	-	-	-	-	-	-	6	6	-	-	-	-	-
Mental health/ well-being	6	1	-	-	-	1	4	-	-	2	-	1	2	-	5	1	-	6	6	1	-	-	-	-
Common Market/ Brexit/EU/Europe/ Euro	6	1	4	1	-	-	1	1	1	1	1	1	1	1	1	1	1	6	6	1	4	1	-	-
AI / Technology	5	-	1	1	-	1	-	-	2	1	-	2	-	2	4	2	4	5	5	-	1	1	1	1
Public services in general	5	-	1	1	1	1	-	-	1	1	-	1	1	1	1	1	1	5	5	-	1	1	1	1
UK union/ devolution/reform	4	-	1	-	-	-	1	-	1	2	-	-	3	2	4	-	2	5	4	-	1	-	-	-
Privatisation	3	-	-	-	-	1	-	-	1	-	-	1	1	1	1	-	1	3	3	-	-	-	-	-
Social media	2	-	-	1	-	-	-	-	-	-	1	-	1	-	1	-	1	3	2	-	-	-	-	-
Transport/Public transport	2	-	1	1	-	-	-	2	-	-	-	-	-	-	2	-	-	3	2	-	1	1	-	-
Nuclear weapons/ Nuclear war/ Disarmament	2	-	2	-	-	-	-	1	-	-	1	-	-	-	2	-	-	2	2	-	2	-	-	-
Animal welfare	1	-	1	-	-	-	1	-	1	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-
Medians	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Great Britain	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-
Local government/ Council/tax	1	-	-	-	-	-	1	-	1	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-
Patent system/Law	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-
Nationalisation/ Government control of industries	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-
Food production/ Farming	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-
Royal Family/Monarchy	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-
Northern Ireland	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-
Prison/Prisoners/Value of prison	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-
International trade/trade deals	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-
Trade unions/ Unions	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-
Countryside/Rural life	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-
Coronavirus/ Pandemic diseases	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-	1	1	-	-	-	-	-
Other	25	2	6	7	1	3	10	4	3	3	3	3	12	22	3	5	29	25	25	2	6	7	1	3
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
Score (lower)	58	1	10	4	4	3	25	15	13	14	4	5	2	21	50	8	12	40	58	1	10	4	4	3
Percentiles (P25)	105	19	40	11	11	19	46	27	25	30	22	28	17	67	121	22	50	149	105	105	105	105	105	105
Percentiles (P75)	105	19	40	11	11	19	46	27	25	30	22	28	17	67	121	22	50	149	105	105	105	105	105	105

Proportions/Means: Columns Tested (2x risk level) - a/b/c/d/e/f - a/b/c/d/e/f - a/b/c/d/e/f - a/b/c/d/e/f - a/b/c/d/e/f - a/b/c/d/e/f
Overall formula used: ** small base ** very small base under 300 invitation for six tests
Revised base: 100 Adults 18+
Published date: 12th August - 12th August 2020
Source: Issues (N 2228)

12 Aug 2026

[illegible]

12 Aug 2024

Proportions/Mean: Columns Tested (2% risk level) = $\frac{z(1/N) + z(1/2)(1/N)}{1 - z(1/N) - z(1/2)(1/N) + z(1/2)(1/N)}$
Overlap formulae used: * small base, ** very small base (under 20) (eligible for qg testing)
Respondent type: GA Adults 18+
Fieldwork dates: 20 August - 10th August 2025
Source: Ipsos (IN Q238)

12 Aug 2026

Proportions/Mean: Columns Tested (5% risk level) - $z/a/z/b/z/c/z/d/z/f/z/g/z/h/z/i/z/j/z/k/z/l/m/n/z/o/p/q/r/z/s/z/t/u/v/z/w/x$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type: GB Adults 18+
Fieldwork dates: 5th August - 11th August 2026
Source: Ipsos (IN 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+

	SEX		AGE												SOCIAL GRADE						HH INCOME			UNWTD TOTAL
	TOTAL (j)	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-24 (l)	25-34 (k)	35-44 (m)	45-54 (n)	A8 (m)	C1 (n)	C2 (o)	DE (p)	ABC1 (q)	C2DE (r)	UP TO 24999 (s)	25000-49999 (t)	50000 PLUS (u)	
Unweighted Base	995	565	417	94	140	139	186	188	150	98	234	325	338	436	298	406	117	174	704	291	91	170	391	995
Weighted Base	995	475	507	105*	168	164	160	160	123	116*	272	324	283	399	247	301	193*	254	548	447	110*	175	342	995
Improve	135 13%	71 15%	54 11%	17 16%	18 11%	9 6%	21 13%	23 15%	16 13%	21 18%	35 13%	81 9%	39 14%	60 15%	40 16%	43 14%	8 4%	34 14%	83 15%	43 10%	7 7%	27 15%	51 15%	146 15%
Stay the same	220 22%	100 21%	118 23%	30 28%	34 21%	51 31%	36 23%	27 17%	19 15%	23 20%	64 24%	87 27%	46 31%	69 17%	63 25%	76 25%	36 19%	45 18%	139 57%	81 66%	25 67%	34 63%	87 57%	220 22%
Get worse	607 61%	290 61%	307 61%	53 51%	111 66%	97 59%	93 58%	102 64%	86 70%	66 57%	164 60%	190 59%	187 66%	253 63%	137 55%	174 58%	135 70%	161 63%	311 57%	296 66%	74 67%	111 63%	195 57%	594 60%
EOI net	-48% mq	-46%	-50%	-35%	-55%	-53%	-45%	-49%	-57% zc	-39% k	-47% c	-49%	-52% zc	-49%	-39%	-44%	-66% mn	-50%	-42%	-57% zm	-60%	-48%	-42%	-45%
Don't know	42 4%	14 3%	28 6%	5 5%	4 2%	7 4%	9 6%	7 5%	3 2%	7 6%	9 3%	16 5%	11 4%	17 4%	7 3%	8 3%	14 7%	13 5%	15 3%	27 6%	5 4%	3 2%	9 3%	35 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 : 5th August - 11th August 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	995	848	54	93	222	309	255	145	226	390	312	249	436	455	484	108	403	474	325	196	995
Weighted Base	995	861	47*	87*	238	306	259	136	228	353	314	281	337	539	457	135*	403	477	325	193	995
Improve	126 13% m	114 13% h	4 9% n	7 8% m	36 15% h	37 12% h	33 13% h	26 19% h	19 8% h	48 13% h	42 13% h	32 12% h	59 17% h	54 10% h	57 13% h	18 13% h	51 13% h	65 14% h	41 13% h	19 10% h	146 15% h
Stay the same	220 22% mp	191 22% mp	8 17% mp	21 24% mp	50 21% mp	65 21% mp	57 22% mp	25 18% mp	59 26% mp	83 24% mp	77 25% mp	48 17% mp	91 27% mp	100 19% mp	97 21% mp	50 37% mp	73 18% mp	101 21% mp	65 20% mp	54 28% mp	220 22% mp
Get worse	607 61% lo	522 61% lo	34 72% lo	52 59% lo	143 60% lo	196 64% lo	162 63% lo	81 59% lo	136 60% lo	217 61% lo	179 57% lo	185 66% lo	180 53% lo	356 66% lo	291 64% lo	58 43% lo	259 64% lo	285 60% lo	211 65% lo	111 58% lo	594 60% lo
EOI net	-48% lo	-47% lo	-63% lo	-51% lo	-45% lo	-52% lo	-50% lo	-40% lo	-51% lo	-48% lo	-44% lo	-54% lo	-36% lo	-56% lo	-51% lo	-29% lo	-52% lo	-46% lo	-52% lo	-47% lo	-45% lo
Don't know	42 4% lin	34 4% lin	1 3% lin	7 9% lin	9 4% lin	8 3% lin	7 3% lin	5 3% lin	14 6% lin	6 2% lin	15 5% lin	15 5% lin	7 2% lin	29 5% lin	12 3% lin	10 7% lin	21 5% lin	26 6% lin	7 2% lin	8 4% lin	35 4% lin

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 : 5th August - 11th August 2026

Source : Ipsos (JN 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 (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	995	150	230	61	167	87	208	163	174	181	168	182	203	367	829	155	255	995
Weighted Base	995	144	209	55*	173	92*	238	185	164	178	167	164	102	451	837	149	275	995
Improve	126 13% adf w	7 5% 32% 18% 5% 12% 6%	67 32% 10 8 11 15	10 18% 5% 12% 6%	8 5% 12% 6%	11 12% 6%	15 6%	17 9% 17% 11% 16% 14%	27 17% 20 26 23	20 11% 16% 14%	26 16% 14%	23 14%	12 12% 13% 11% 20% 10%	59 13% 11% 20% 10%	96 11% 29 zw 26 146	29 20% zw 146	26 10% 15%	146 15%
Stay the same	220 22% dx	35 24% d	70 33% d	15 27% d	15 9% 29% d	27 29% d	43 18% d	38 21% 19% 24% 22% 27%	31 19% 24% 22% 27%	43 24% 22% 27%	36 22% 25% 199 20 24% 13% 67 24% 22%	44 27% 25% 199 20 24% 13% 67 24% 22%	22 22% 25% 199 20 24% 13% 67 24% 22%	112 25% 13% 24% 13% 24% 13% 67 24% 22%	199 24% 13% 24% 13% 24% 13% 67 24% 22%	20 13% 24% 13% 24% 13% 24% 13% 67 24% 22%	67 24% 22%	220 22%
Get worse	607 61% b	99 68% b	66 32% b	30 55% b	143 83% za bcef	52 56% b	160 67% b	118 64% 59% 61% 62% 55%	97 59% 61% 62% 55%	108 61% 62% 55%	103 62% 55%	91 55%	61 60% 59% 515 88 61% 59% 170 62% 60%	265 59% 515 88 61% 59% 170 62% 60%	515 61% 59% 515 88 61% 59% 170 62% 60%	88 59% 515 88 61% 59% 170 62% 60%	170 62% 60%	594 60%
EOI net	-48% b	-63% b	1% b	-37% b	-78% z abcef	-44% b	-61% b	-55% m	-43% m	-49% 4%	-46% 1%	-42% 6%	-48% 6%	-45% 15% 3%	-50% 3%	-39% 12% 8% zw	-52% 12% 4%	-45% 35% 4%
Don't know	42 4% mw	3 2%	6 3%	* *	7 4%	3 3%	21 9% zab	12 7% m	9 5% m	7 4%	1 1%	6 4%	6 6%	15 3%	28 3%	12 8% zw	12 4%	35 4%

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/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 : 5th August - 11th August 2026

Source : Ipsos (JN Q218)