



ISSUES INDEX SEPTEMBER 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, o	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, o	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, o	BASE: ALL ADULTS AGED 18+

10 Sep 2020

Proportions/Mean: Columns Tested [5% risk level] - $z/a/b - z/c/d/n/t/g/h/i/j/k/v - z/m/n/o/p/q/r - z/s/t/u$
 Overlap formulae used. * small base
 Respondent type: GB Adults 18+
 Fieldwork dates: 2nd September - 8th September 2026
 Source: Ipsos [IN Q218]

Proportions/Mean: Columns Tested [5% risk level] - $z/a/b - z/c/d/n/t/g/h/i/j/k/v - z/m/n/o/p/q/r - z/s/t/u$
 Overlap formulae used. * small base
 Respondent type: GB Adults 18+
 Fieldwork dates: 2nd September - 8th September 2026
 Source: Ipsos [IN Q218]

20 Sep 2026

BASE: ALL ADULTS AGED 18+

Proportions/Mean: Columns Tested (5% risk level) - $z/\chi^2/b/c/d/e/f/g/h - z/t/j/k - z/l/m - z/n/o/p/q/r - z/s/t/$
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type: GB Adults 18+
Fieldwork dates : 2nd September - 8th September 2026
Source : Ipsos (JN Q218)

10 Sep 2026

BASE: ALL ADULTS AGED 18+

BASE: ALL ADULTS AGED 18+

Proportions/Mean: Columns Tested (5% risk level) - $z/a/z/b/z/c/d/e/f/$ - $z/g/h/i/$ - $z/j/k/l/m/n/$ - $z/o/p/q/r/$ - $z/s/t/u/v/$ - $z/w/x/y/z/$
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Respondent type: GB Adults 18+
 Fieldwork dates: 2nd September - 8th September 2026
 Source: Ipsos (JN Q218)

BASE: ALL ADULTS AGED 18+

Proportions/Mean: Columns tested (5% risk level) - 1)
Overlap formulae used. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 2nd September - 8th September 2021
Source : Ipsos MOR (2021)

Table 5
Q.P101/Q2 What do you see as the main/other important issues facing Britain today?
BASE: ALL ADULTS AGED 18+

	TOTAL	GOVERNMENT OF SCOTLAND										TIMING				LOCATION		WORKING STATUS				AREA		TOTAL DATA
		ENGLAND	WALES	SCOTLAND	SCOTLAND	SCOTLAND	WALES	MIDLANDS	GL	SOUTH EAST	OWNED	MORTGAGE	RENTED	GRADUATE	NON GRADUATE	FULL TIME	PART TIME	NOT WORKING	URBAN	RURAL				
SCOTLAND	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100			
Non-specified	1000	100	100	100	100	100																		

Proportions/Mean: Columns Tested (5% risk level) - $z/a/b/c/d/n/t/g/h - z/i/j/k - z/l/m - z/n/o/p/q/r - z/t/u/v$
 Overlap-formulae used. * small base; ** very small base (under 30) ineligible for sig testing
 Respondent type : GB Adults 18+
 Fieldwork dates : 2nd September - 8th September 2025
 Source : Ipsos (JN Q218)

Table 6
Q.P201/P22 What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18+

[illegible]
$$\text{Proportions/Mean: Columns Tested [5\% risk level]} = \frac{1}{2}(\frac{a}{n})/\frac{c}{d}/\frac{e}{f} - \frac{1}{2}(\frac{g}{n})/\frac{h}{i} - \frac{1}{2}(\frac{j}{n})/\frac{k}{l}/\frac{m}{n} - \frac{1}{2}(\frac{o}{n})/\frac{p}{q}/\frac{r}{t} - \frac{1}{2}(\frac{s}{n})/\frac{u}{v} - \frac{1}{2}w/x$$

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

Respondent type : GB Adults 18+
Fieldwork dates : 1st September - 8th September 2016

Source : Ipsos [26 Q2 18]



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)	AB (o)	C1 (p)	C2 (q)	DE (r)	ABC1 (s)	C2DE (t)	UP TO 24999 (u)	25000-49999 (v)	50000 PLUS (w)	
Unweighted Base	1003	581	402	139	121	143	175	184	136	105	260	318	320	425	300	393	135	175	693	310	103	162	340	1003
Weighted Base	1003	476	507	111*	109*	164*	163	160	122*	113*	280	327	283	306	244	307	193*	259	551	452	125*	171	293	1003
Improve	123	52	65	16	19	15	23	21	17	11	35	38	38	50	27	43	20	32	70	53	10	19	35	140
	12%	11%	13%	14%	11%	9%	14%	13%	14%	10%	12%	12%	14%	13%	11%	14%	11%	13%	13%	12%	8%	11%	12%	14%
Stay the same	159	91	65	25	25	29	23	18	20	20	50	52	38	57	45	58	26	31	103	57	16	18	65	181
	16%	19%	13%	23%	15%	18%	14%	11%	17%	17%	18%	16%	13%	14%	18%	19%	13%	12%	19%	13%	13%	11%	22%	18%
Get worse	666	309	347	63	119	111	109	110	79	75	182	220	189	264	159	187	141	179	346	320	90	130	185	626
	66%	65%	68%	57%	70%	67%	67%	69%	65%	66%	65%	67%	67%	67%	65%	61%	73%	69%	63%	71%	72%	76%	63%	62%
EOI net	-54%	-54%	-55%	-42%	-59%	-58%	-53%	-55%	-51%	-56%	-53%	-55%	-53%	-54%	-54%	-47%	-63%	-57%	-50%	-59%	-64%	-65%	-51%	-48%
	cn	cn	cn	cn	cn	cn	cn	cn	cn	cn	c	c	c	c	na	na	na	na	na	na	zu	zu	zu	zu
Don't know	55	23	30	7	6	10	8	12	6	7	13	17	17	24	13	19	5	17	33	23	8	3	8	56
	6%	5%	6%	6%	4%	6%	5%	7%	5%	6%	5%	5%	6%	6%	5%	6%	3%	7%	6%	5%	6%	2%	3%	6%
	u	u	u	u	u	u	u	u	u	u	u	u	u	u	u	u	u	u	u	u	u	u	u	u

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 : 2nd September - 8th September 2026
Source : Ipsos (JN 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	1003	843	56	104	213	316	260	138	232	357	292	280	464	415	477	110	416	460	343	200	1003
Weighted Base	1003	868	47*	88*	241	309	262	135*	230	327	279	327	338	518	467	126*	410	450	352	201	1003
Improve	123 12% m	108 12%	5 10%	10 11%	39 16%	34 11%	29 11%	16 12%	24 10%	39 12%	30 11%	48 15%	55 16%	43 8%	61 13%	18 14%	43 11%	60 13%	42 12%	20 10%	140 14%
Stay the same	159 16%	134 15%	11 23%	15 17%	45 19%	48 15%	37 14%	23 17%	28 12%	62 19%	51 18%	38 12%	66 19%	74 14%	78 17%	21 17%	60 15%	79 18%	46 13%	34 17%	181 18%
Get worse	666 66% dl	574 66%	31 67%	61 69%	138 57%	216 70%	184 70%	86 64%	166 72%	214 65%	186 67%	222 68%	198 58%	373 72%	313 67%	80 63%	273 67%	284 63%	240 68%	142 70%	626 62%
EI net	-54% dl	-54% d	-57% d	-58% d	-41% d	-59% d	-59% d	-52% d	-62% d	-53% k	-56% z	-53% z	-42% z	-64% zl	-54% zl	-49% zl	-56% zl	-50% zl	-56% zl	-61% zl	-48% zn
Don't know	55 6% n	53 6%	* 1%	2 2%	19 8%	12 4%	12 4%	10 7%	13 5%	12 4%	12 4%	19 6%	19 6%	27 5%	15 3%	7 6%	33 8%	27 6%	23 7%	6 3%	56 6%

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 : 2nd September - 8th September 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+

	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 (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	132	243	54	183	89	235	151	184	188	168	173	188	396	807	174	278	1003
Weighted Base	1003	117*	234	47*	194	85*	268	175*	190	194	151	146	102	490	829	152	278	1003
Improve	123	10	65	11	3	11	20	13	22	22	25	13	15	64	95	26	30	140
	12%	8%	28%	23%	2%	13%	7%	8%	12%	12%	17%	9%	15%	13%	11%	17%	11%	14%
	df	d	za	adf		d	d				j							
Stay the same	159	14	66	11	13	22	28	22	36	40	23	25	17	83	132	25	42	181
	16%	12%	28%	23%	7%	26%	10%	13%	19%	20%	16%	17%	17%	17%	16%	16%	15%	18%
	df		za	df		za	df											
Get worse	666	90	90	25	167	46	200	126	123	125	90	103	65	326	563	88	187	626
	66%	77%	38%	54%	86%	54%	75%	72%	65%	64%	59%	70%	64%	67%	68%	58%	67%	62%
	be	zb			zb	b	zb								x			
	x	ce			cef		ce											
EOI net	-54%	-69%	-11%	-31%	-84%	-41%	-67%	-64%	-53%	-53%	-43%	-61%	-49%	-53%	-56%	-41%	-56%	-48%
	b	z			z	b	z								x			
	ex	bce			bcef		bce											
Don't know	55	4	13	*	11	6	20	13	8	7	13	5	5	16	39	13	18	56
	6%	3%	6%	1%	6%	7%	8%	8%	4%	4%	8%	4%	5%	3%	5%	9%	6%	6%
	pw																	

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 : 2nd September - 8th September 2026

Source : Ipsos (JN Q218)