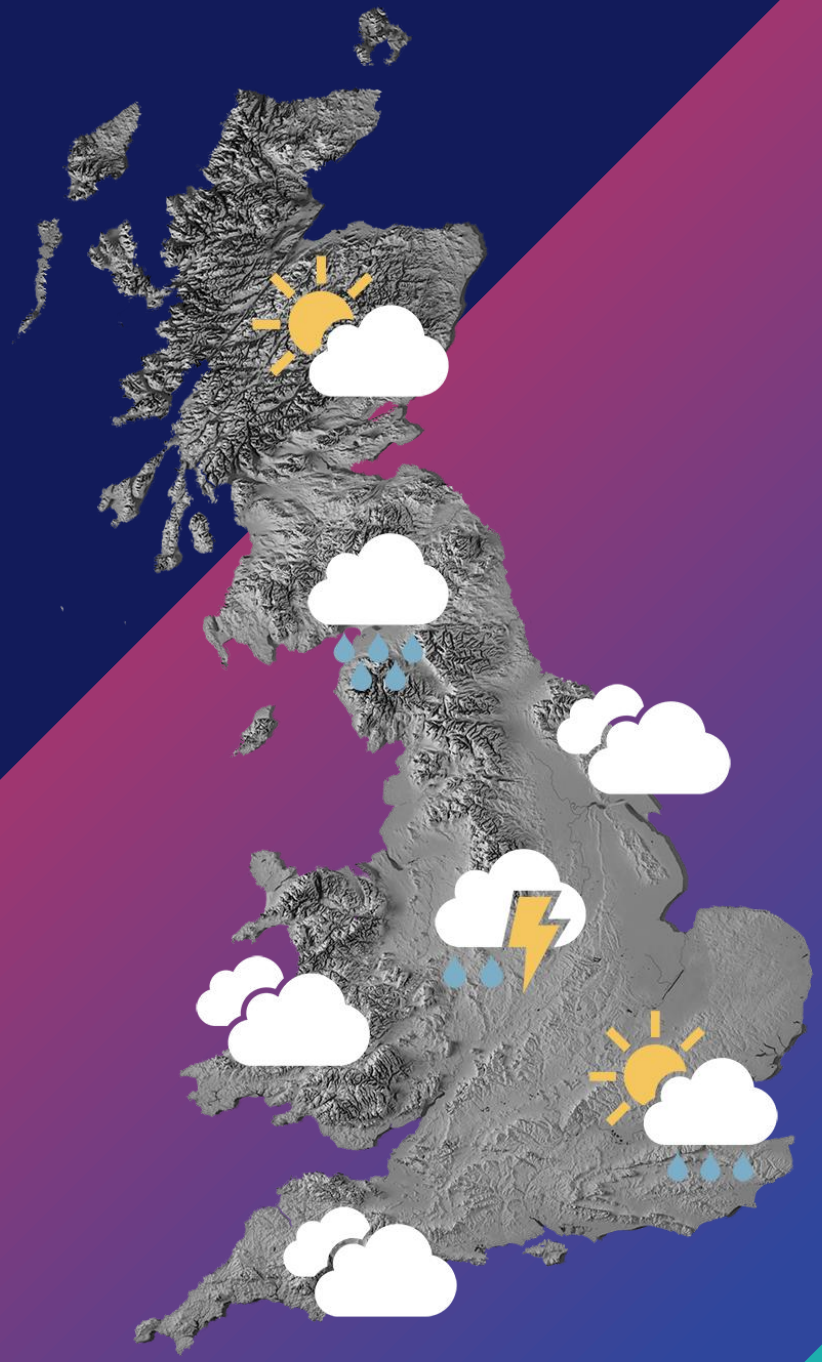
Ipsos Issues Index

October 2026



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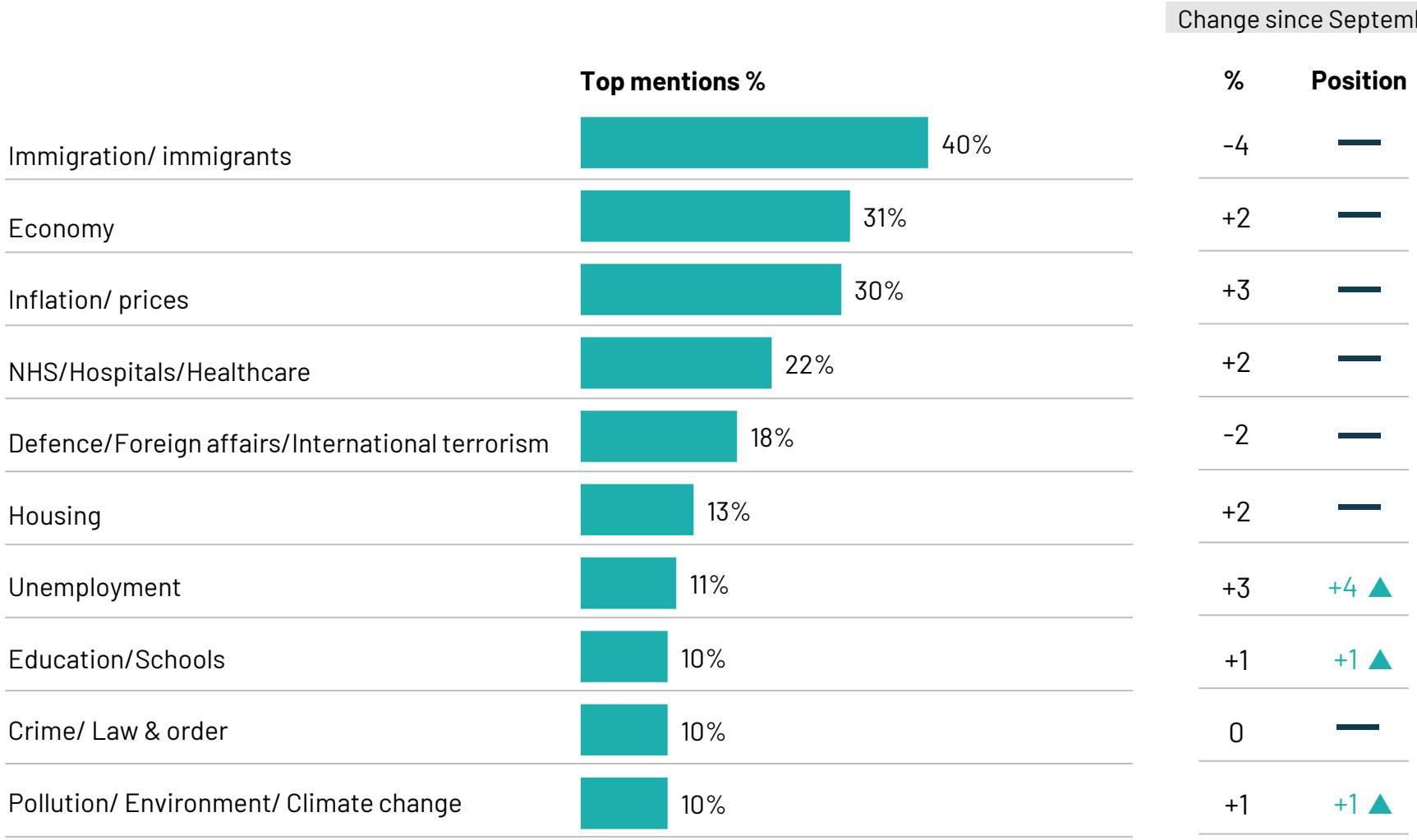
October 2026

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

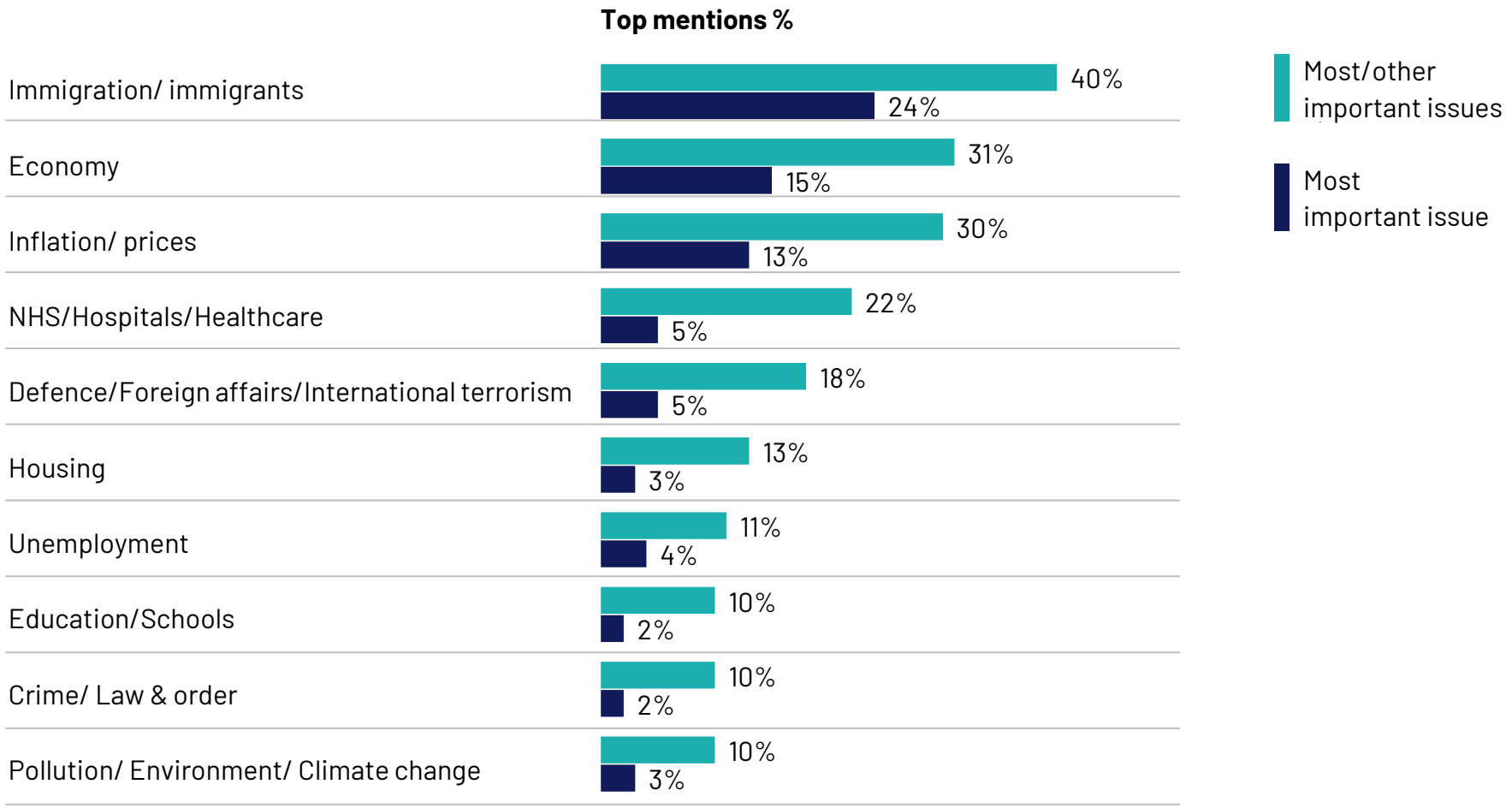


Base: 1,007 British adults 18+, 14-22 October 2026

Source: Ipsos Issues Index

October 2026

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

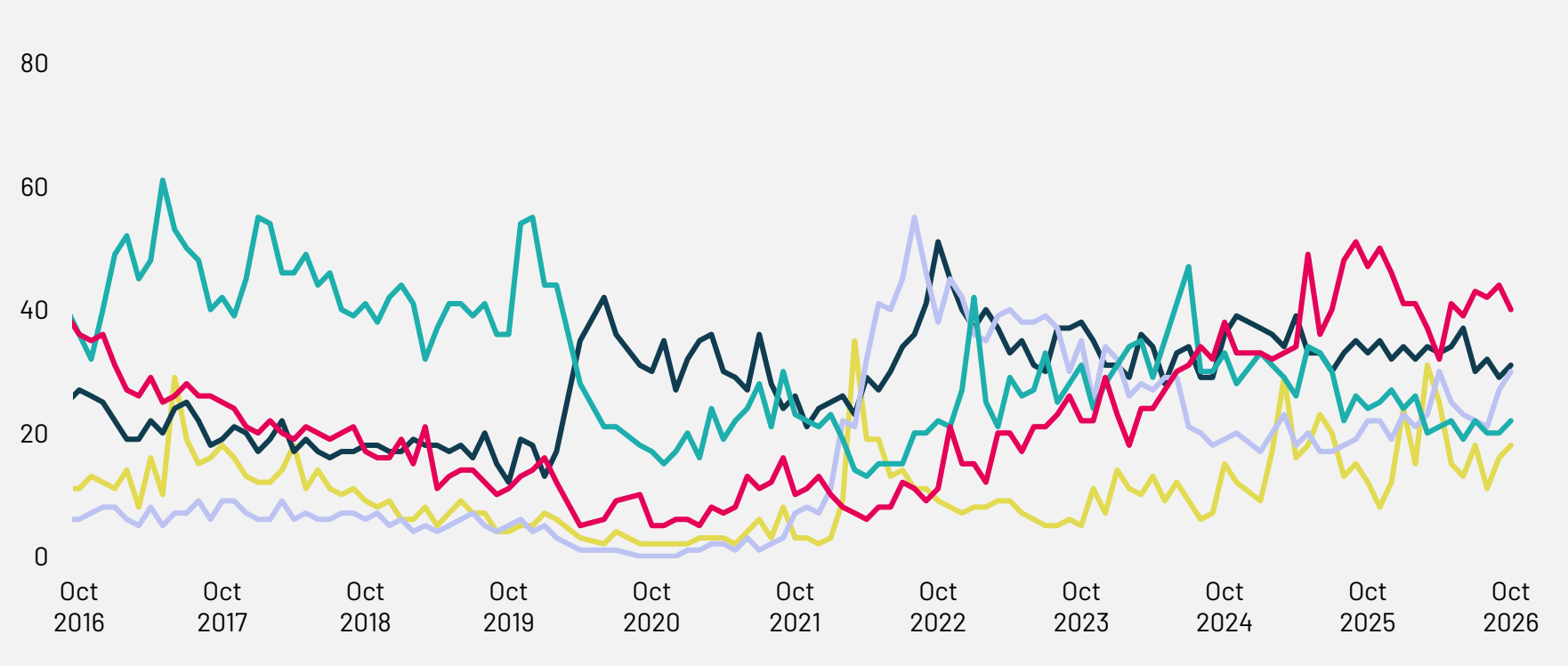


Base: 1,007 British adults 18+, 14-22 October 2026

Source: Ipsos Issues Index

Top five concerns for October 2026: trend data

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

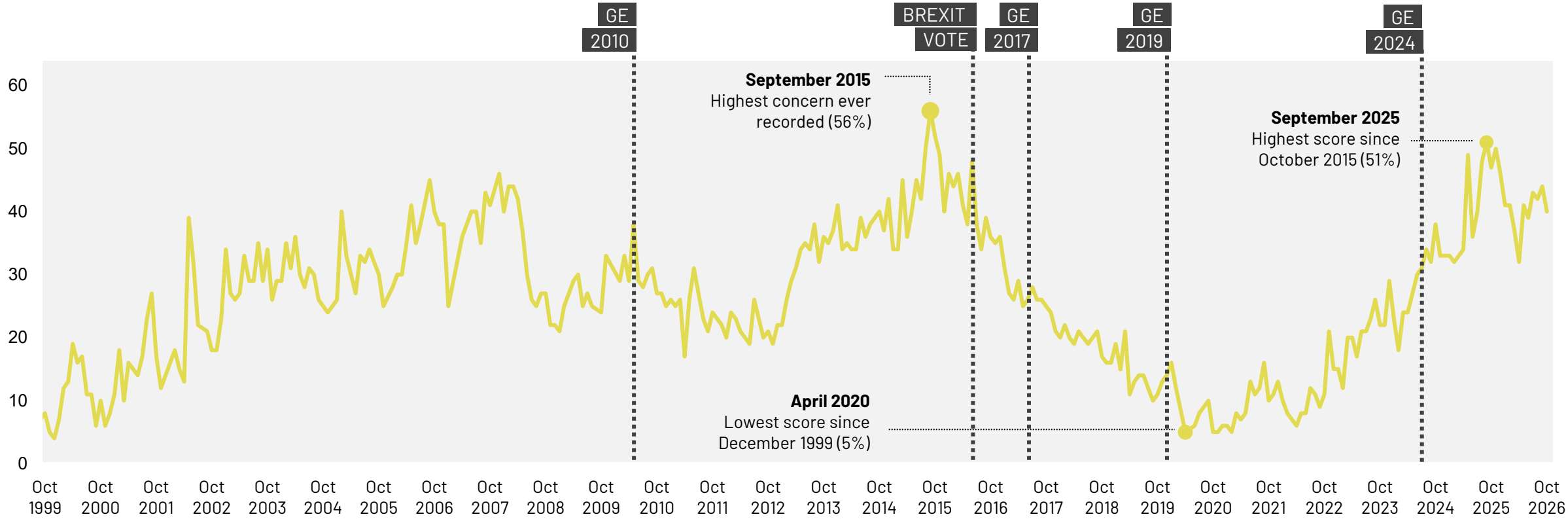


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Immigration/Immigrants

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



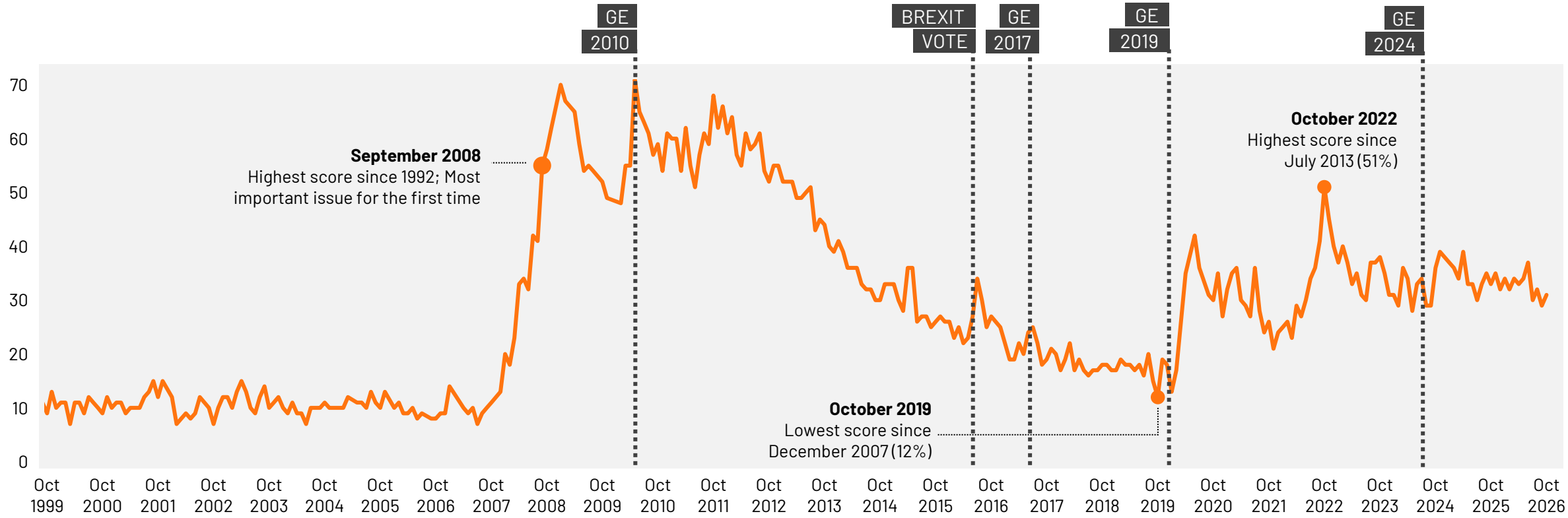
Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

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?

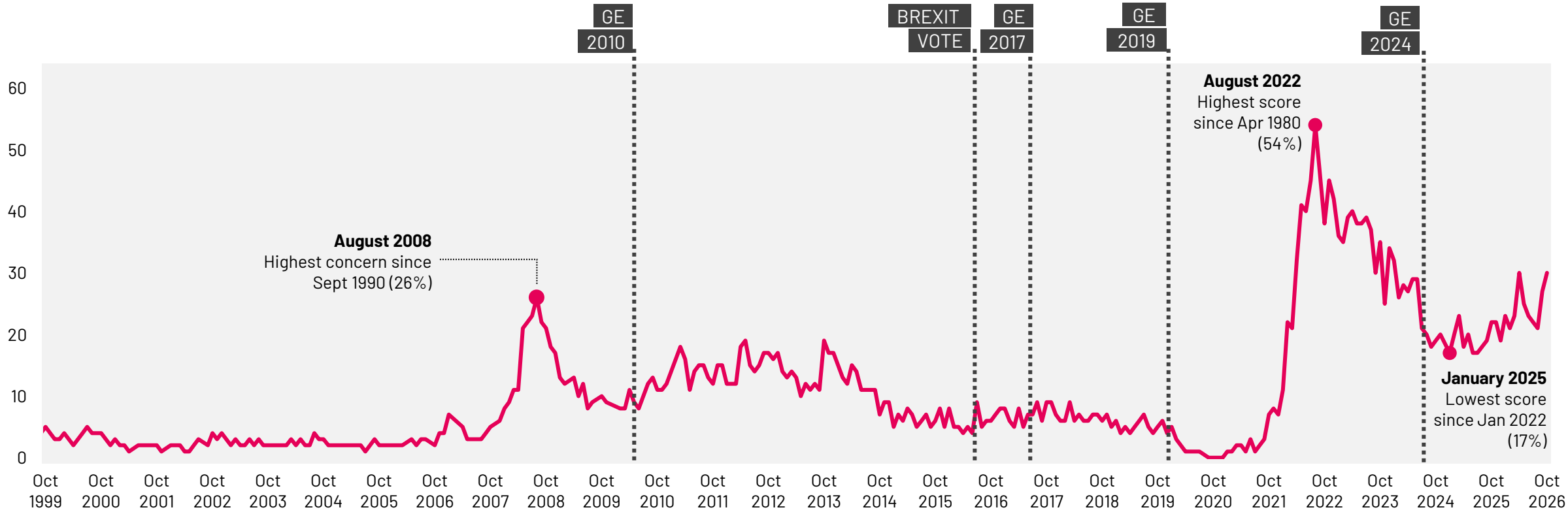


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Inflation/prices

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

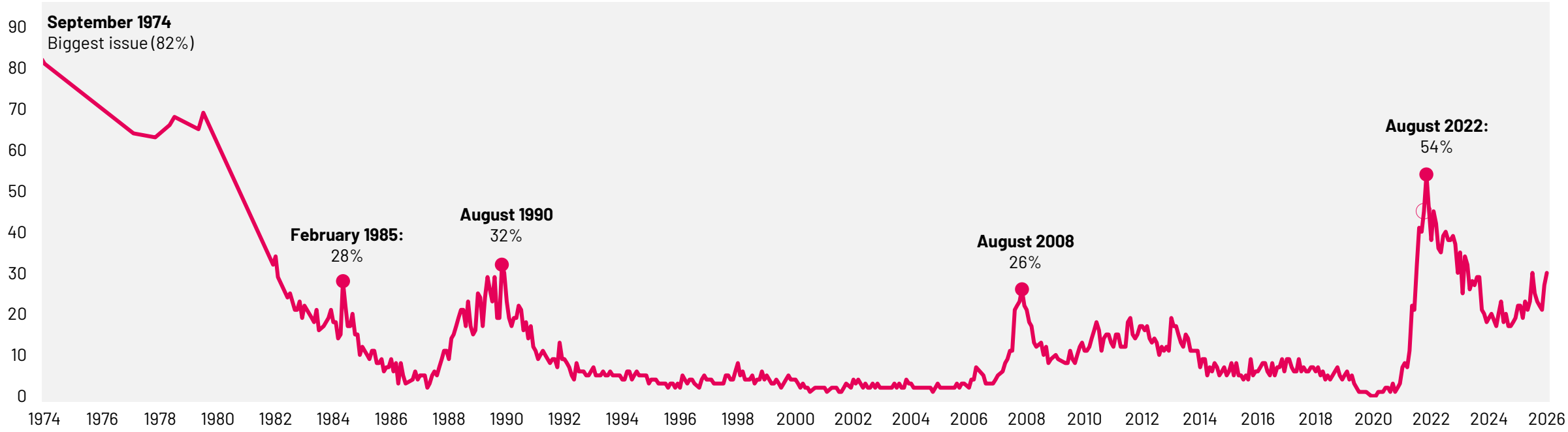


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Inflation/prices – concern since 1974

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

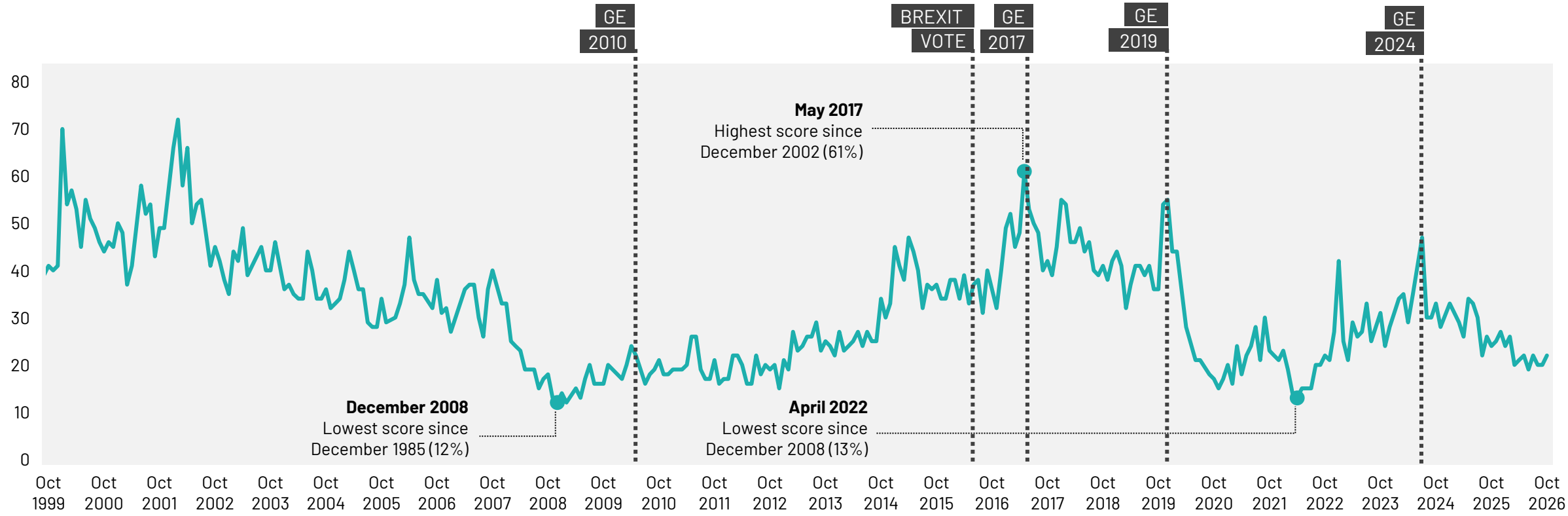


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

NHS/Hospitals/Healthcare

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

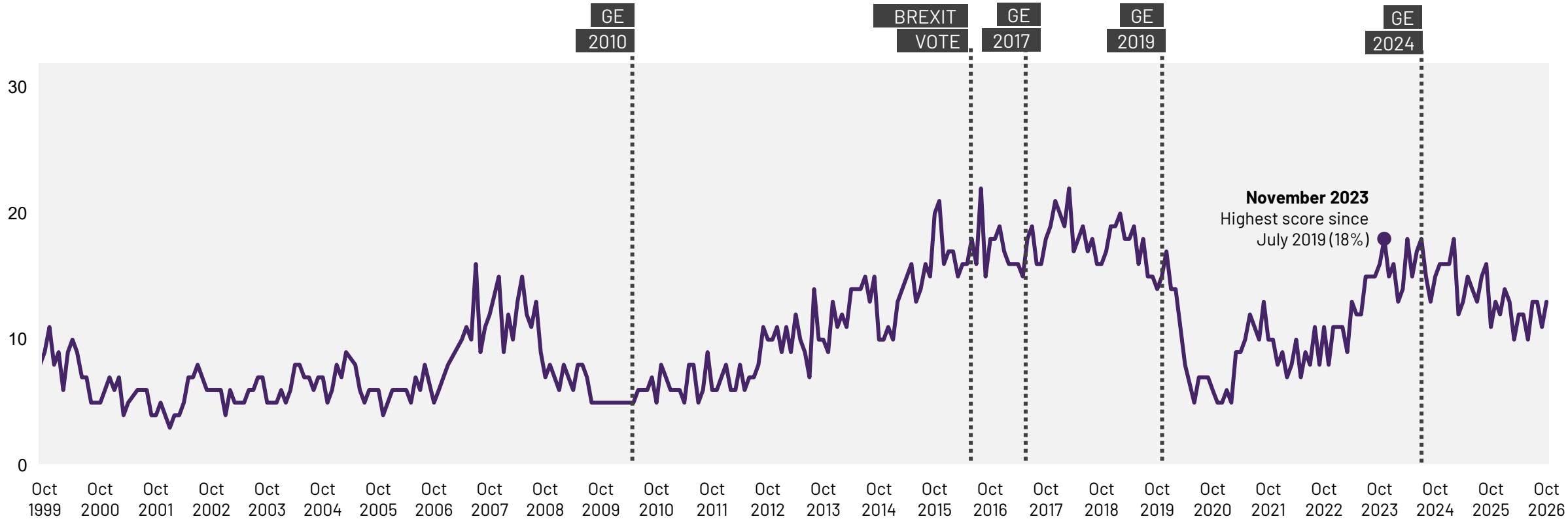


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Housing

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

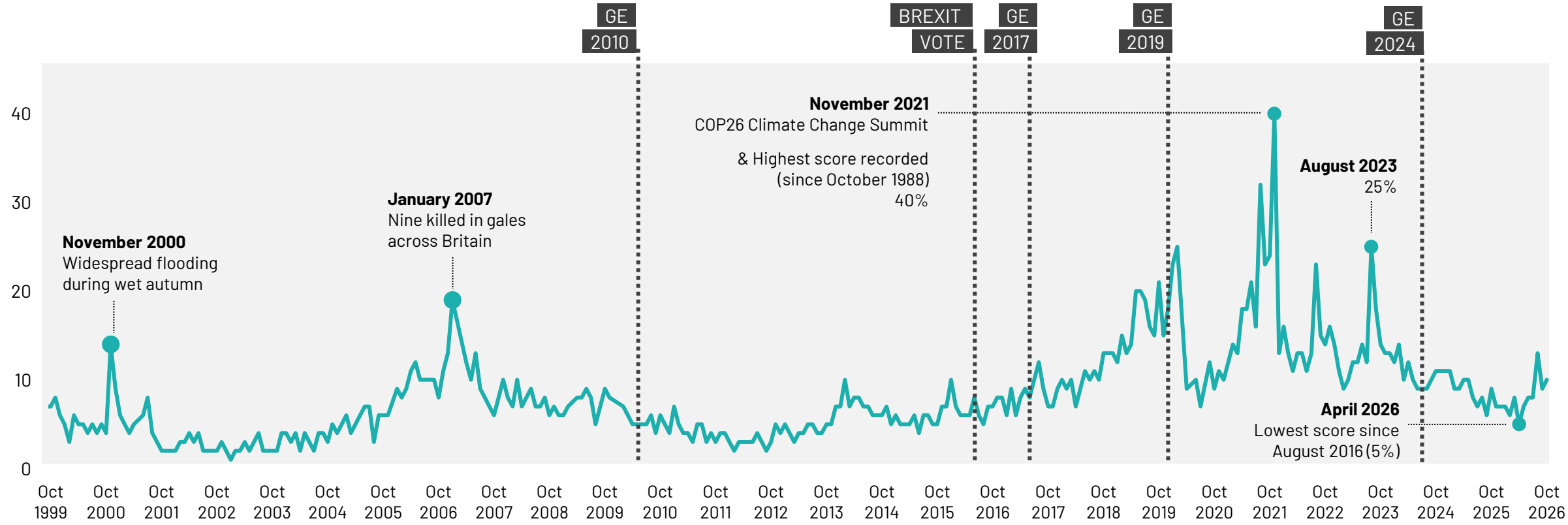


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Pollution/Environment/Climate change

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

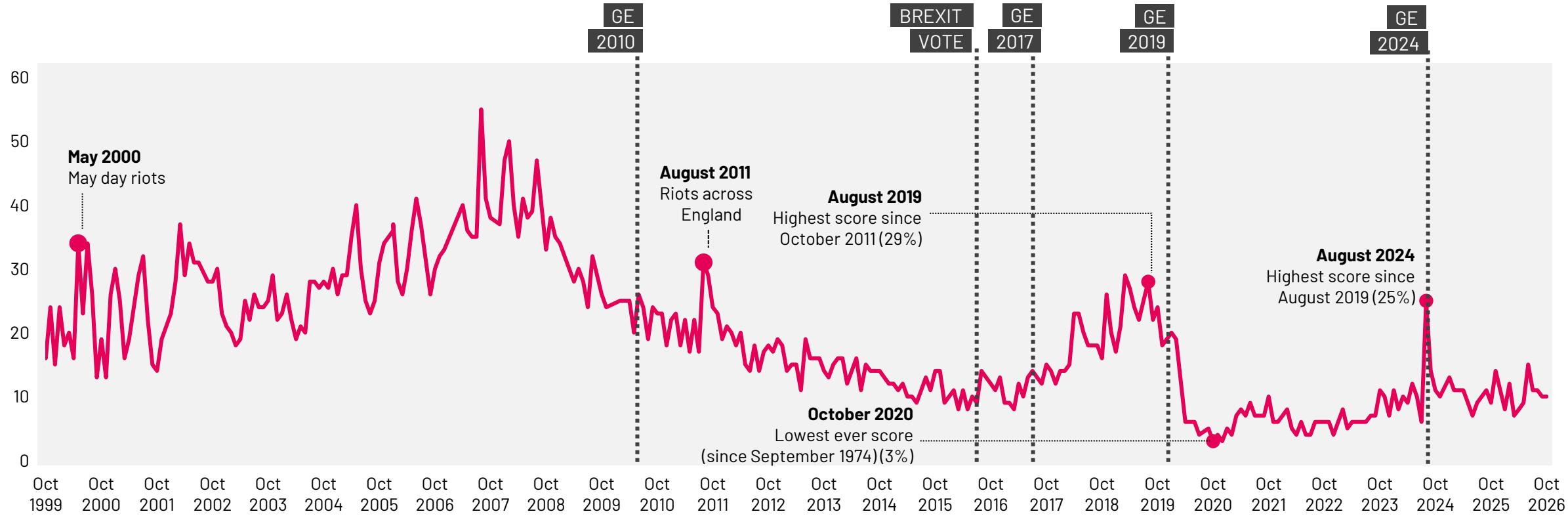


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Crime/Law & Order/Violence/Vandalism /ASB

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

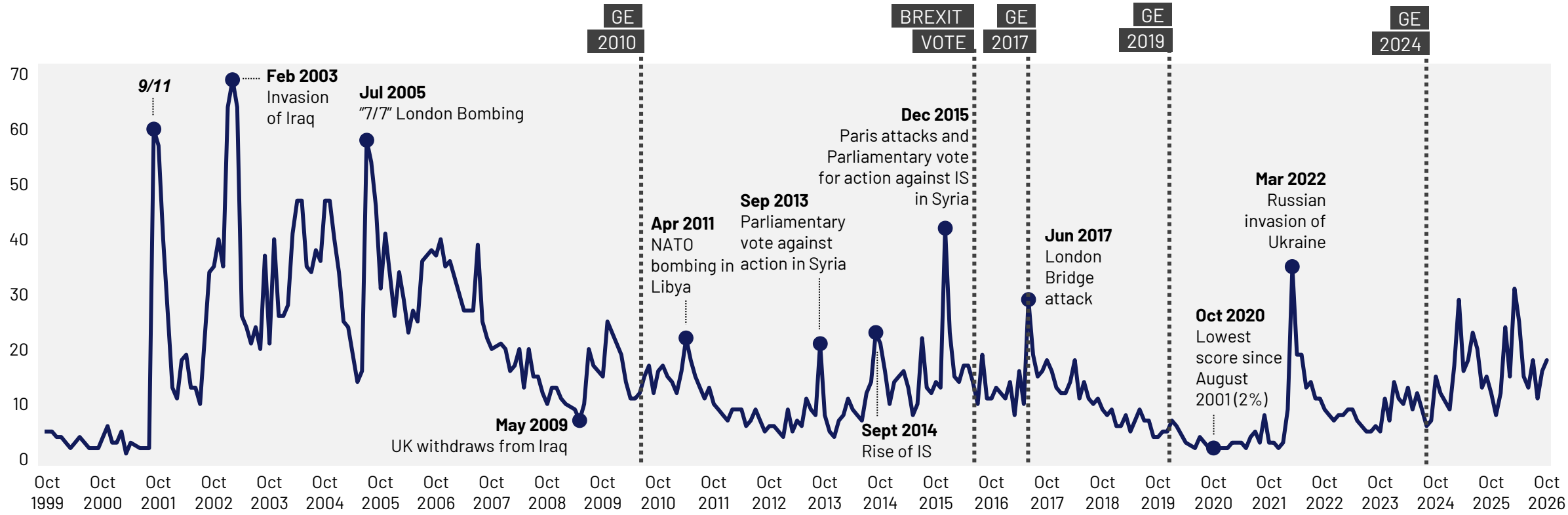


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Defence/Foreign Affairs /International Terrorism

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

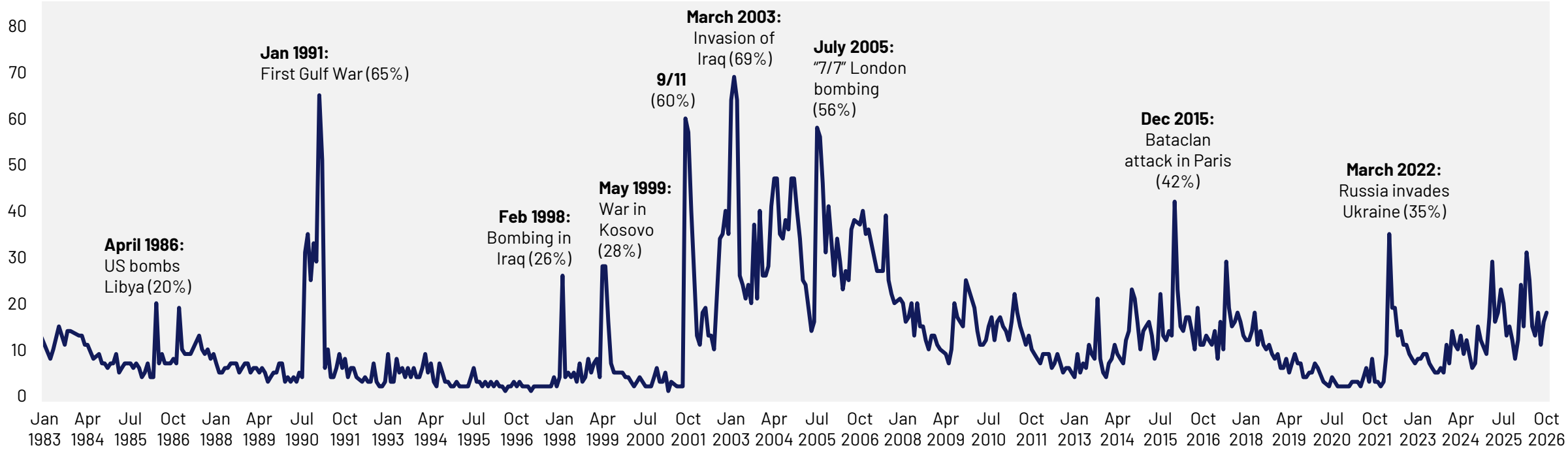


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

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

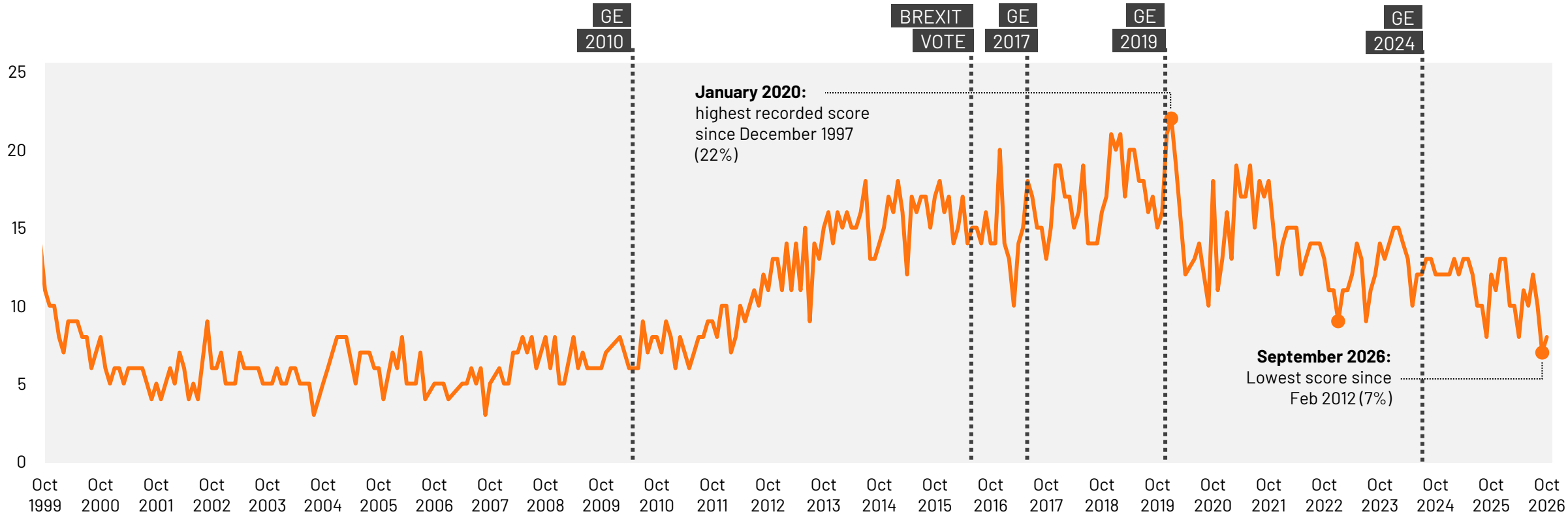
What do you see as the most/other important issues facing Britain today?

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?

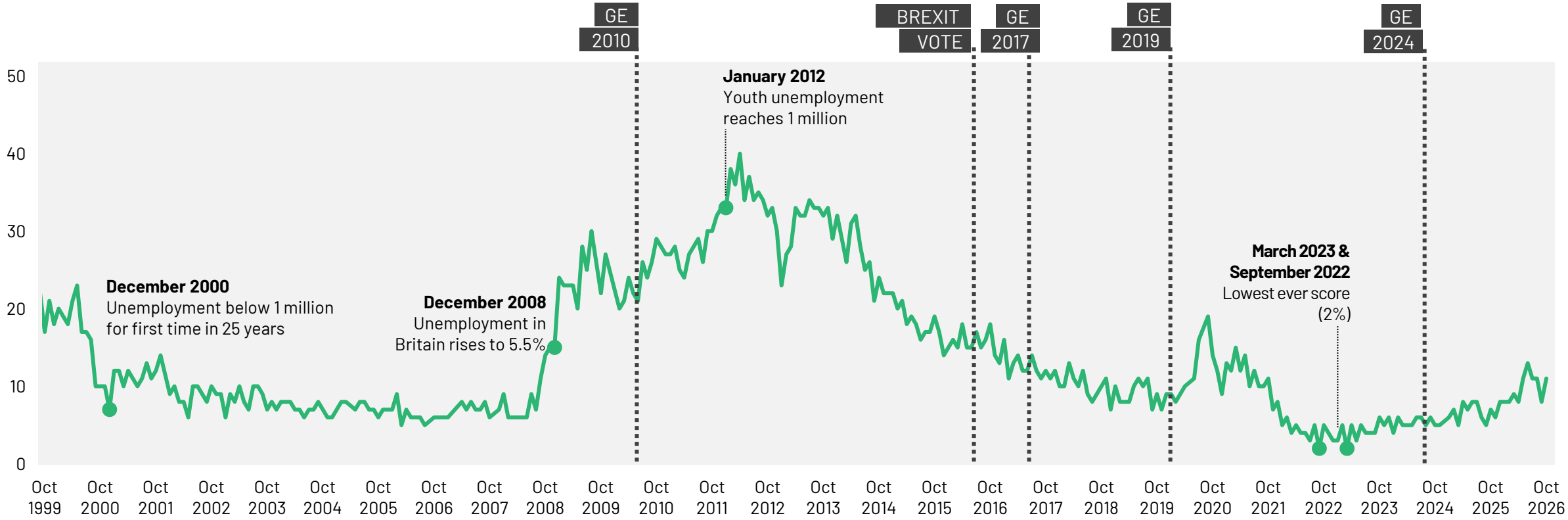


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Unemployment / Factory closure / Lack of industry

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

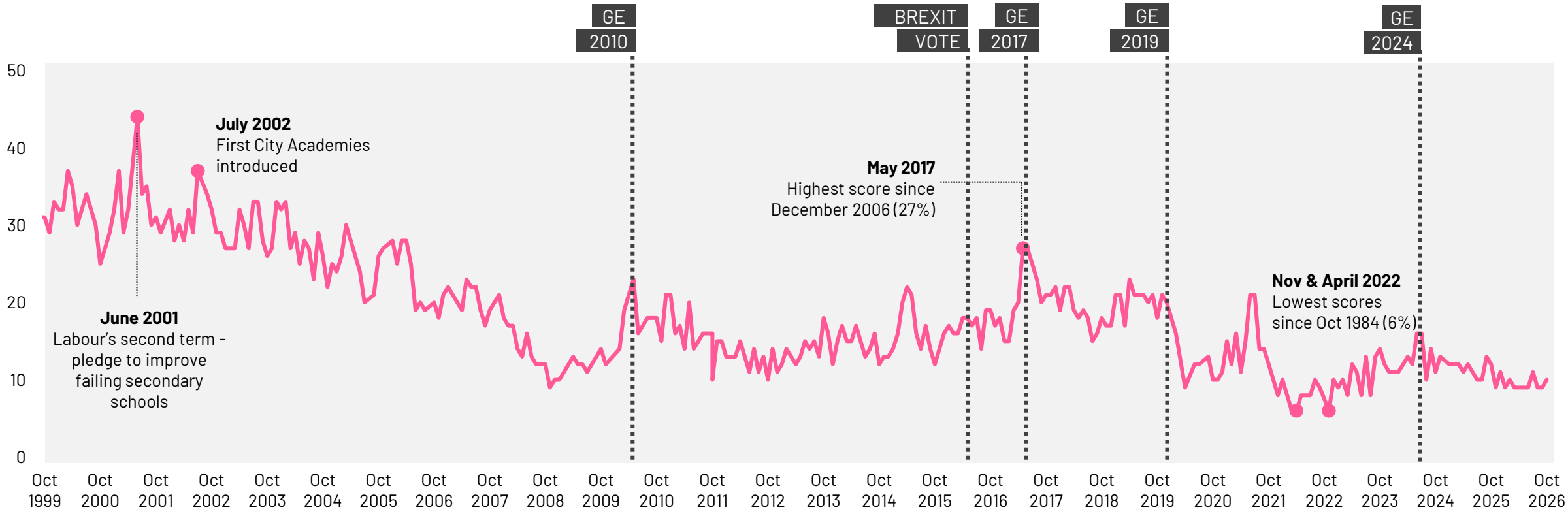


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Education/Schools

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

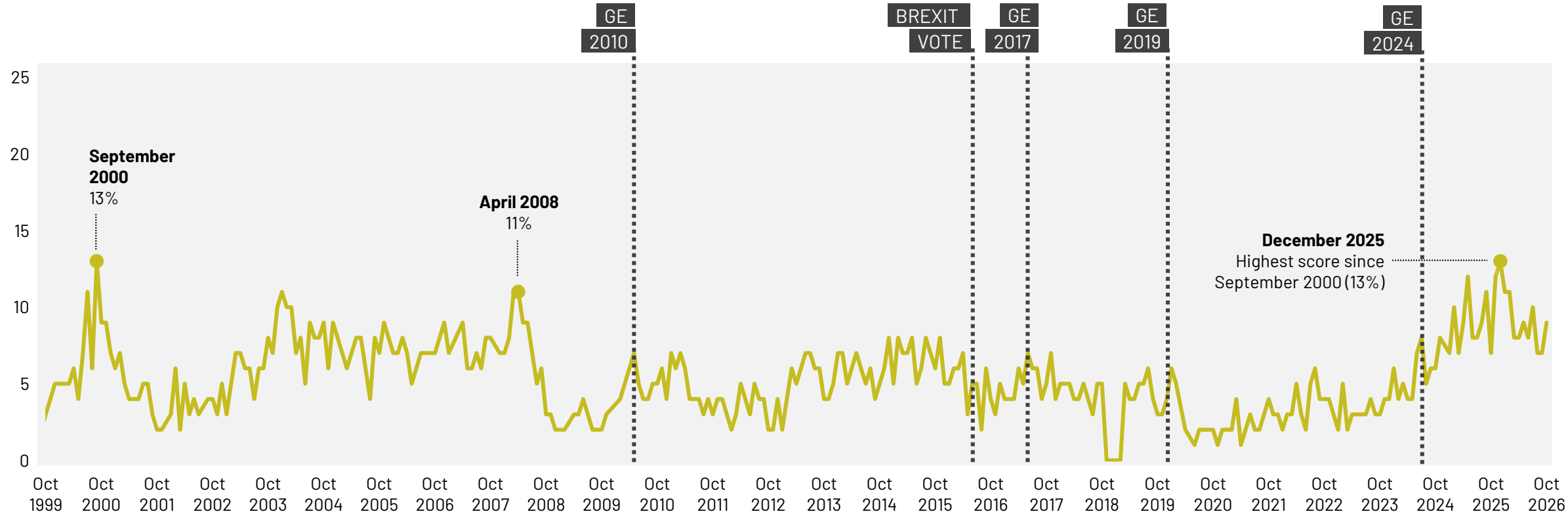


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Taxation

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

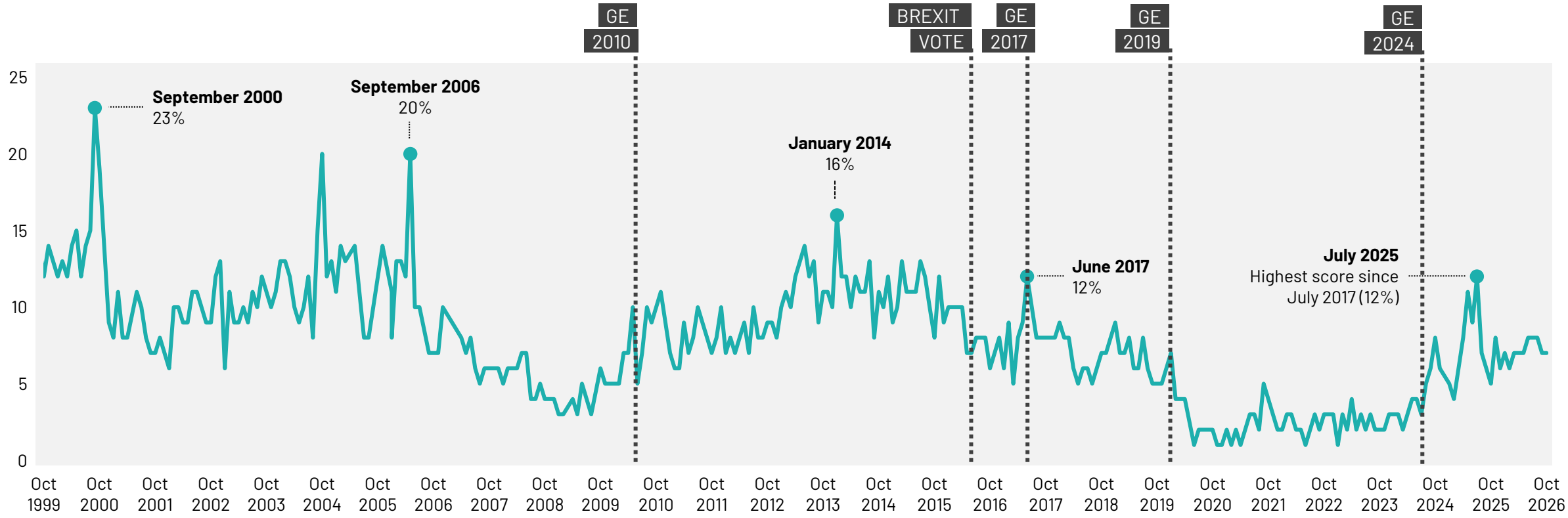


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Pensions/Social Security/Benefits

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

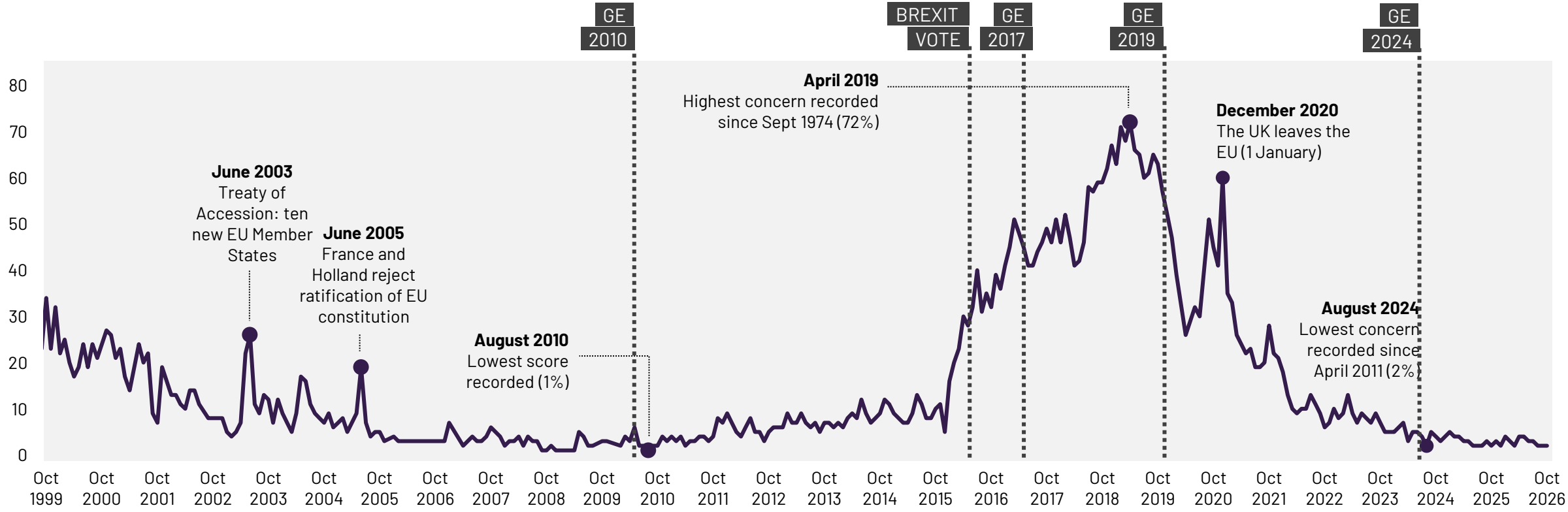


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

EU / Europe / Brexit

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

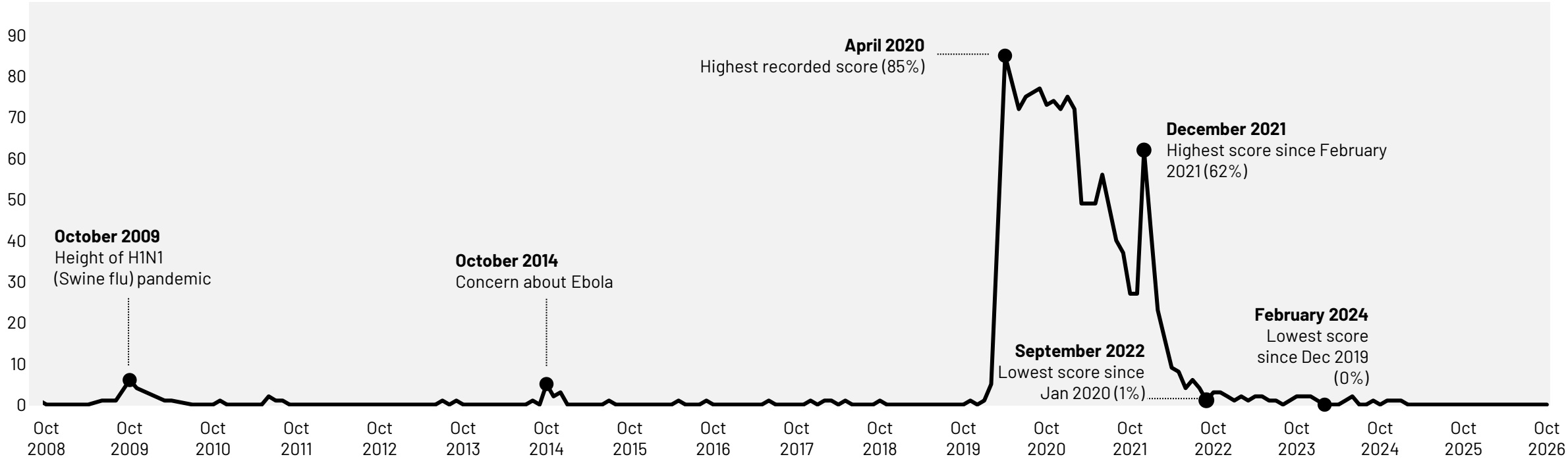


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Coronavirus/Pandemic diseases

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

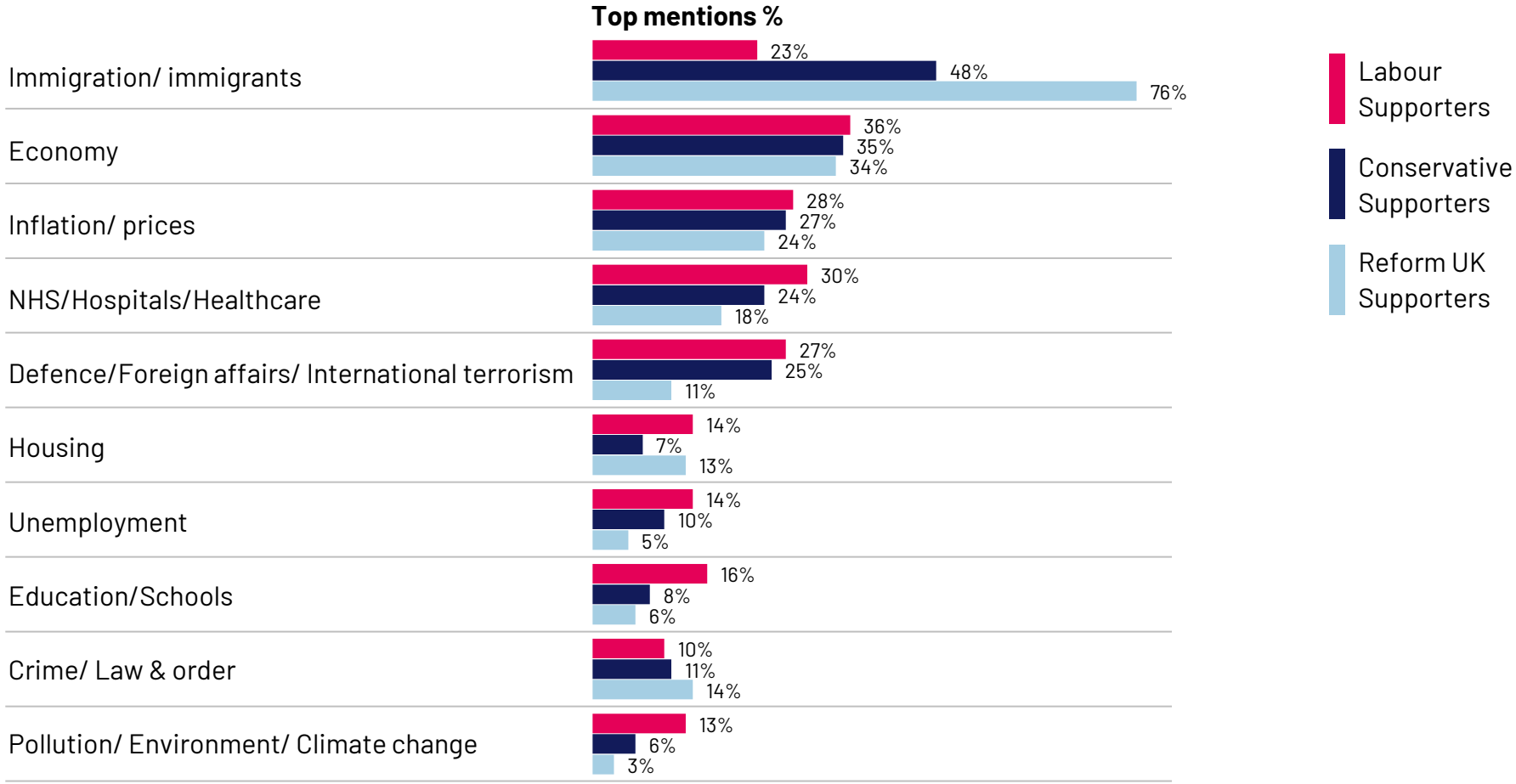


Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home
N.B. April 2020 data onwards is collected by telephone; previous months are face-to-face

Source: Ipsos Issues Index

Party support

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

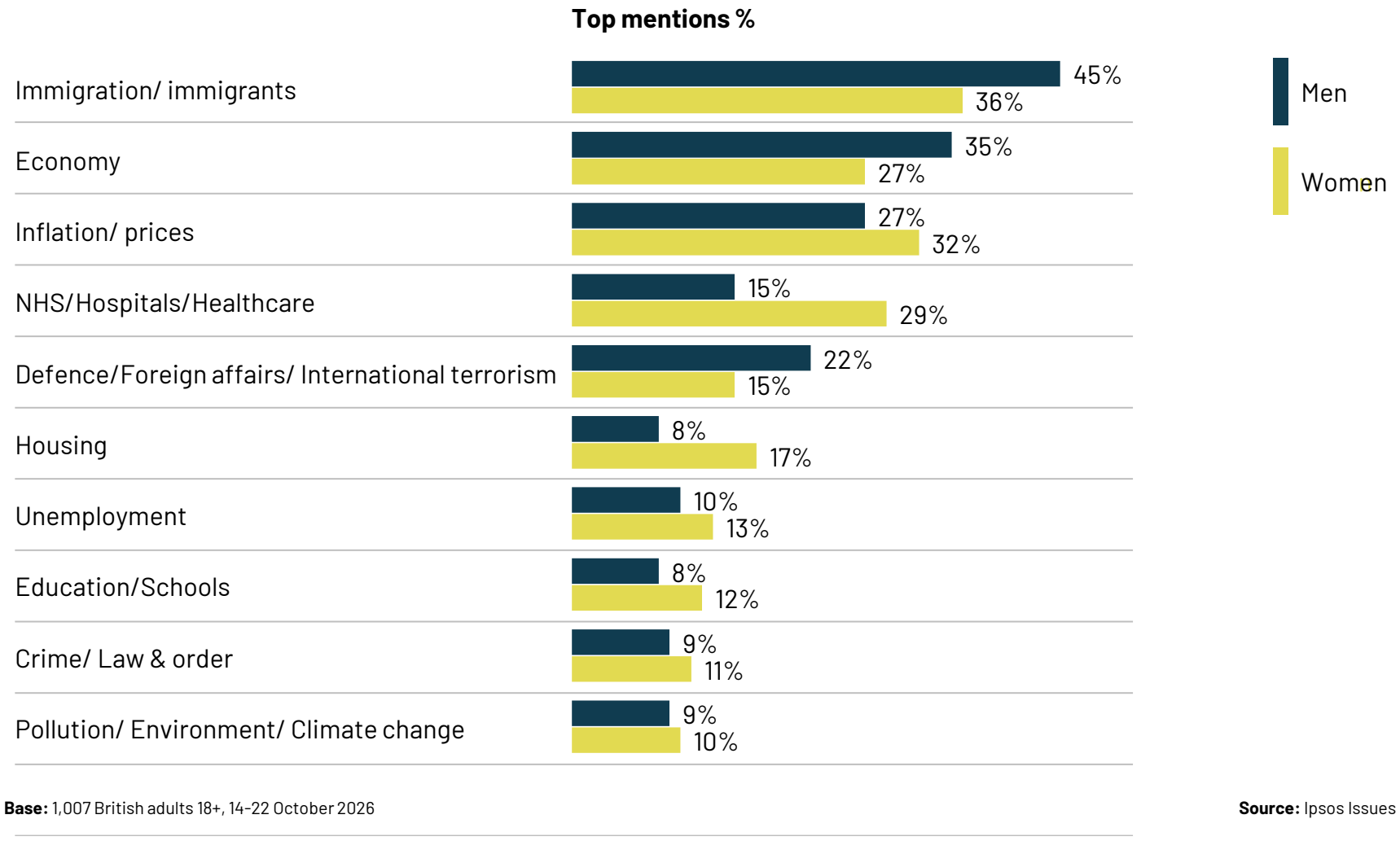


Base: 1,007 British adults 18+, 14-22 October 2026

Source: Ipsos Issues Index

Men and women

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

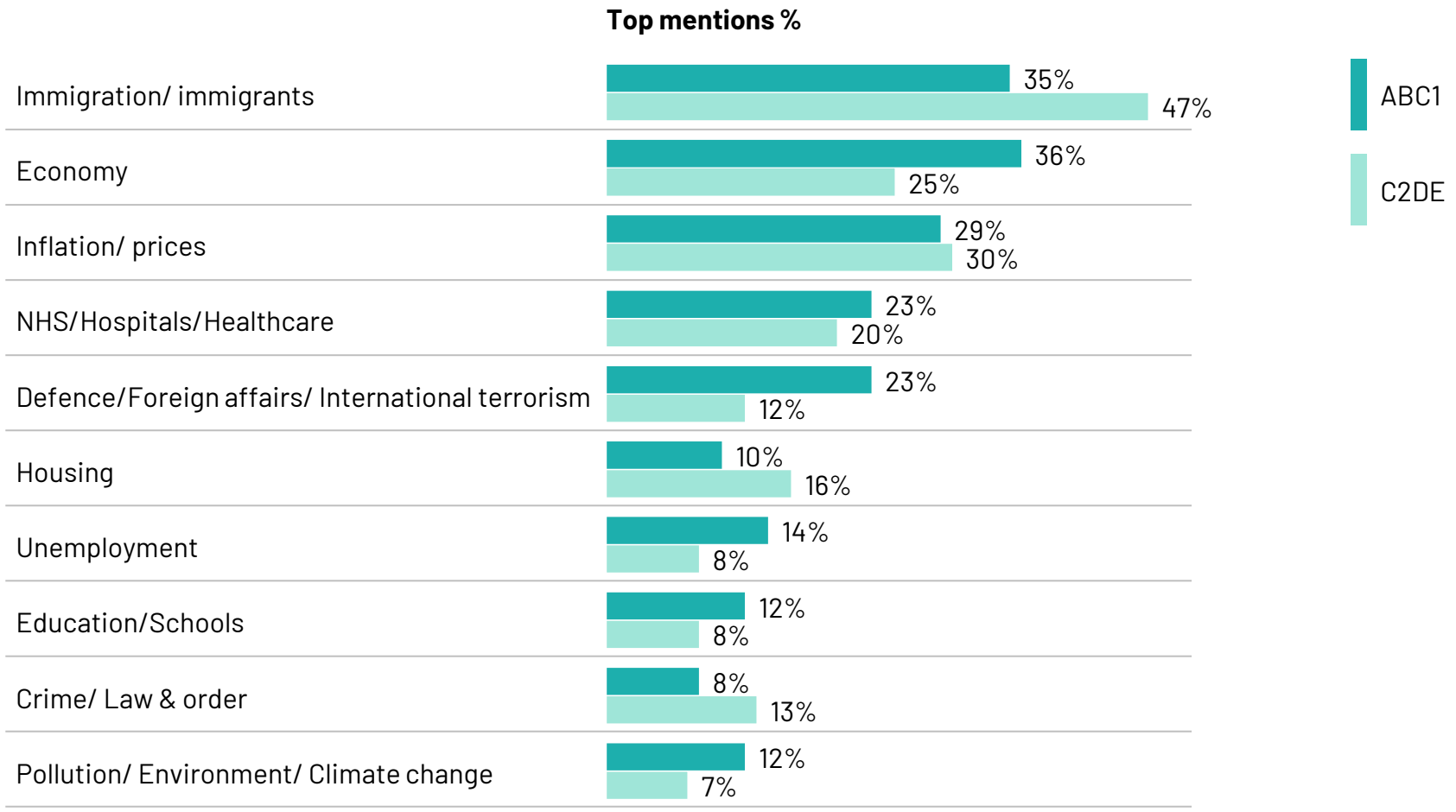


Base: 1,007 British adults 18+, 14-22 October 2026

Source: Ipsos Issues Index

Social grade

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

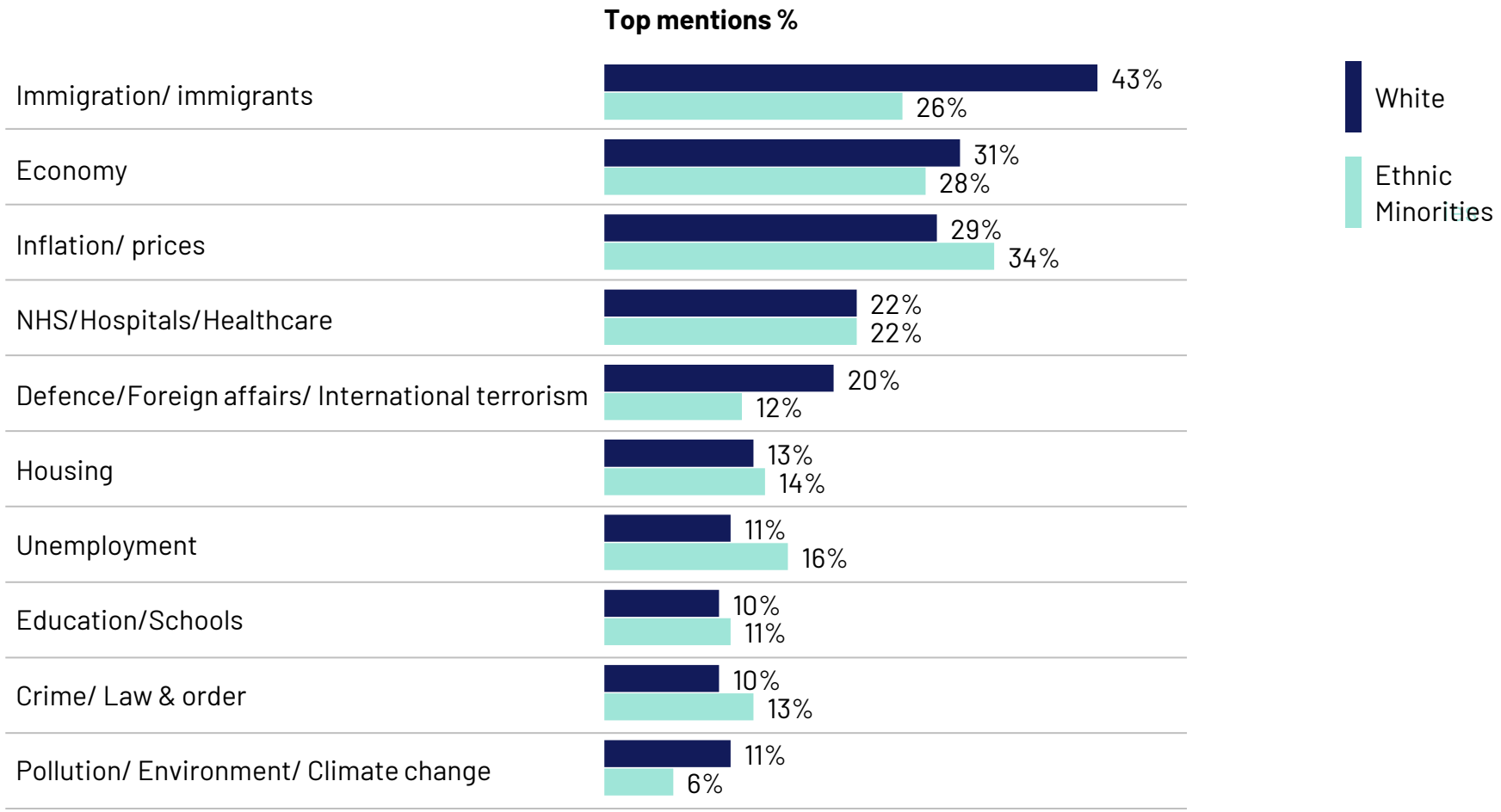


Base: 1,007 British adults 18+, 14-22 October 2026

Source: Ipsos Issues Index

Ethnic background

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

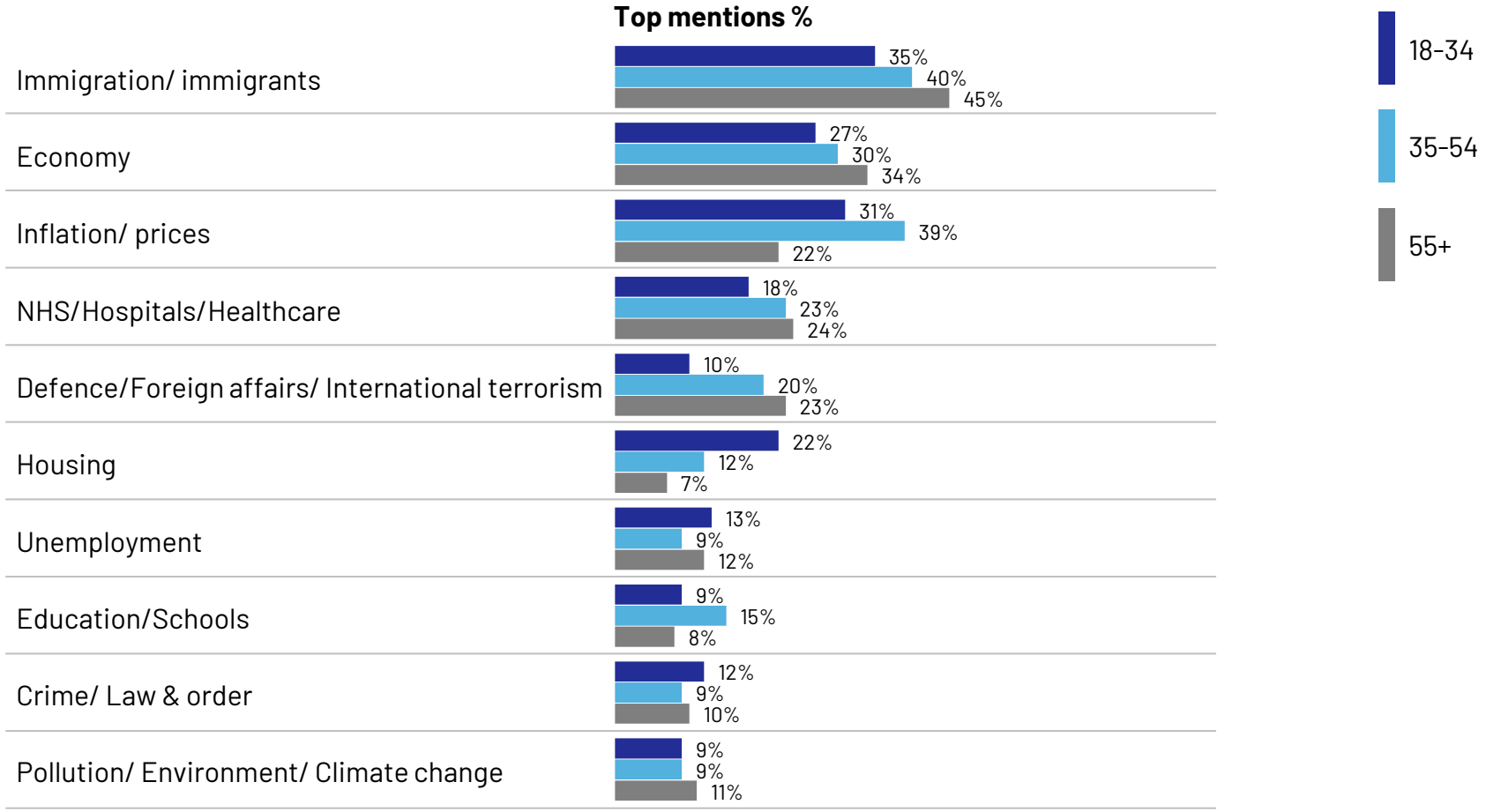


Base: 1,007 British adults 18+, 14-22 October 2026

Source: Ipsos Issues Index

Age group

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

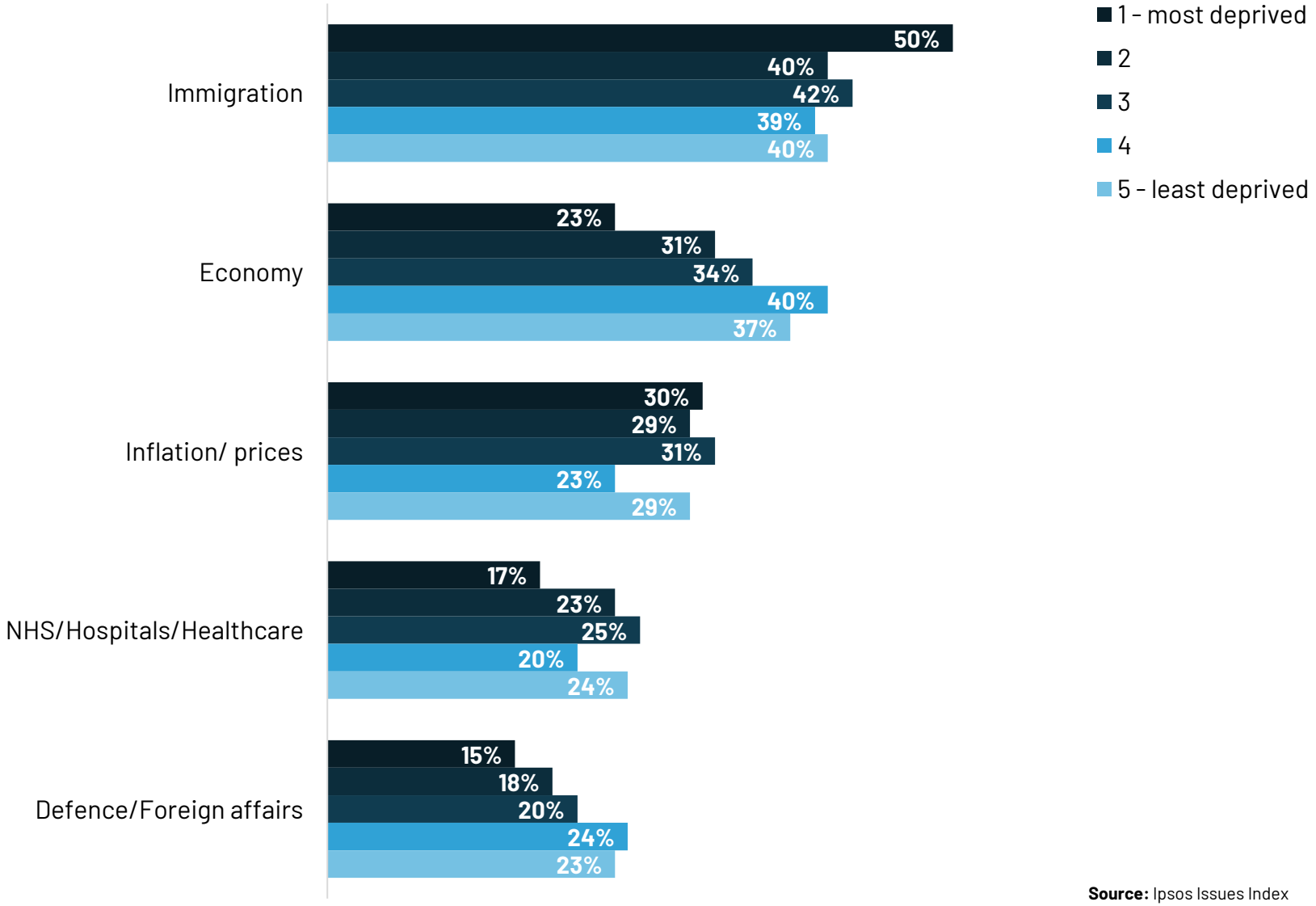


Base: 1,007 British adults 18+, 14-22 October 2026

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: 1,007 British adults 18+, 14-22 October 2026

Economic Optimism

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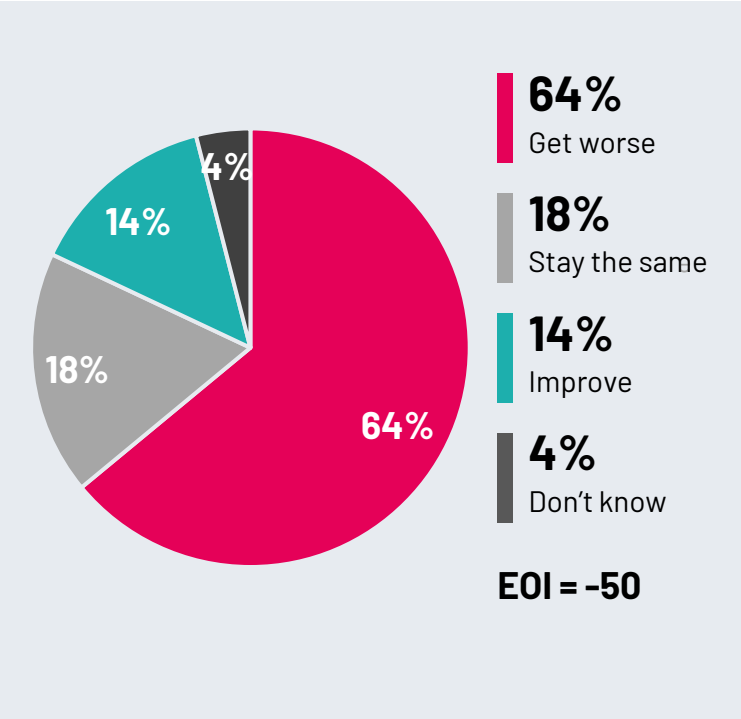
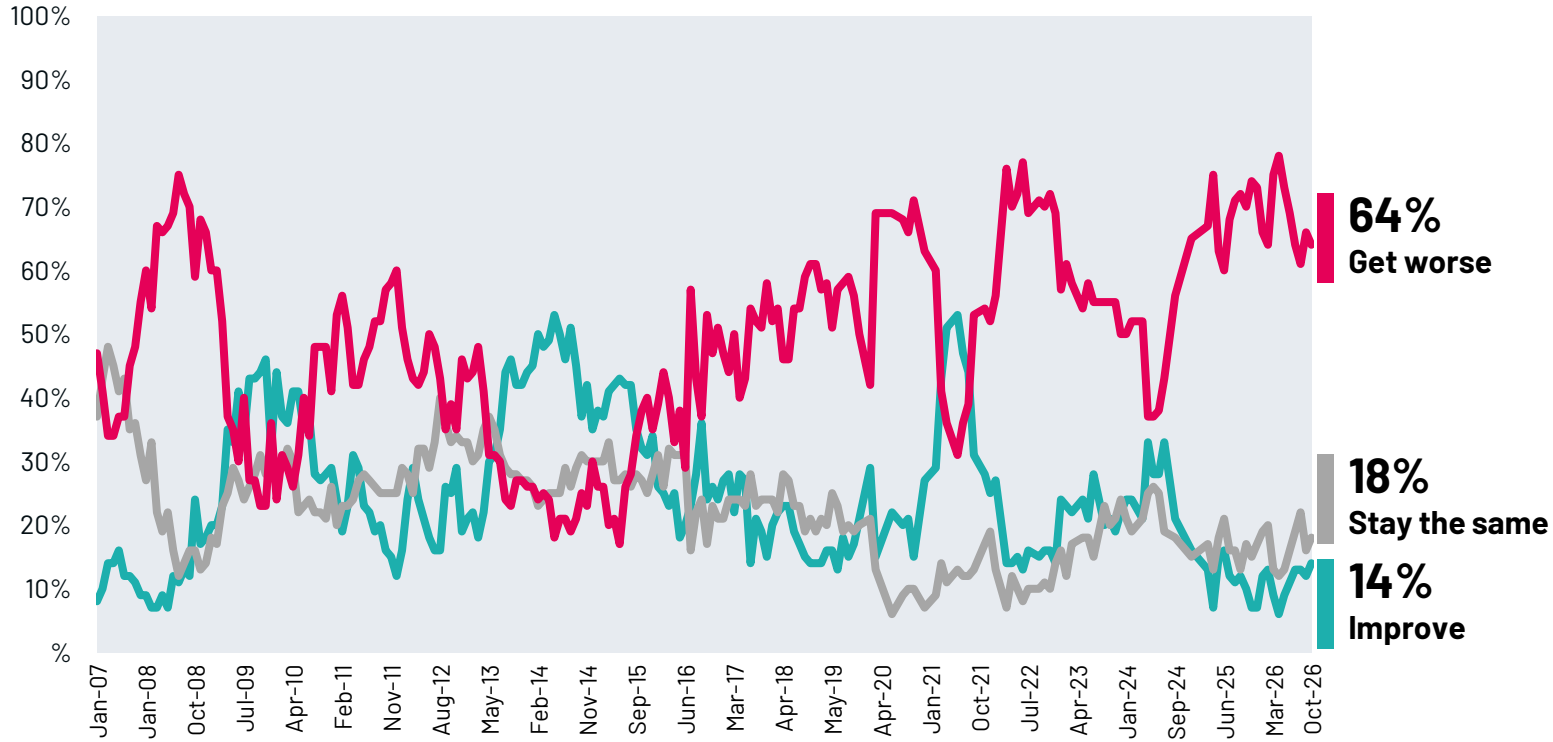
Ipsos Economic Optimism Index

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

October 2026



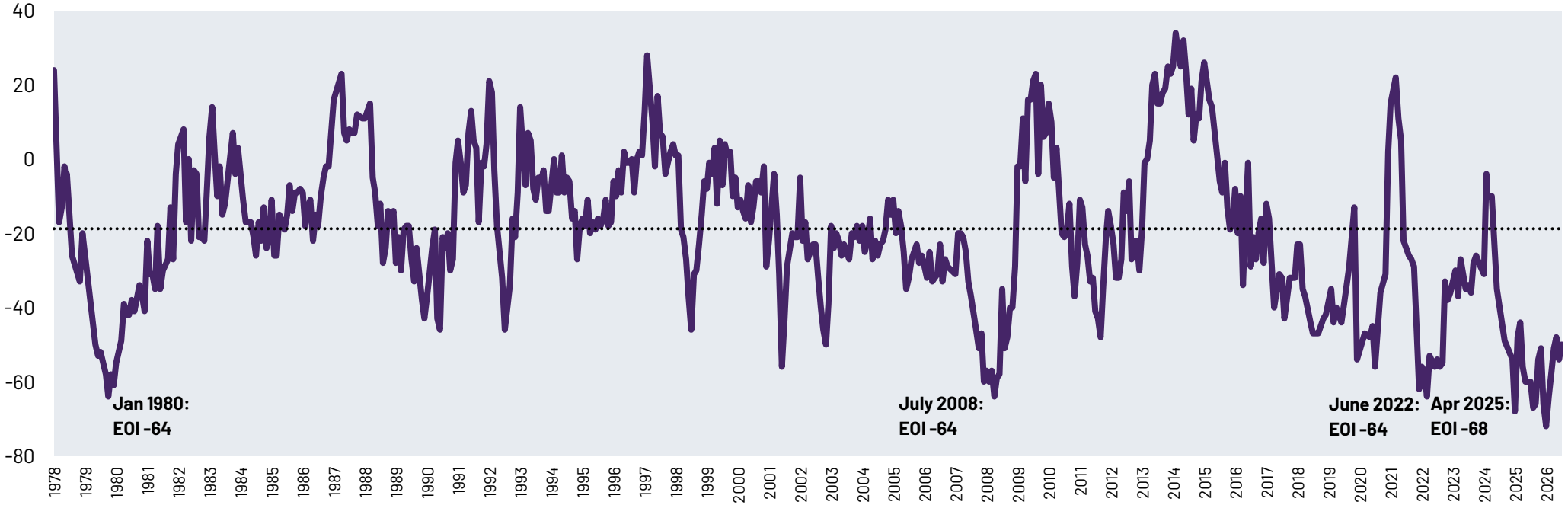
January 2007 – October 2026



Base: 1,007 British adults 18+, 14-22 October 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*



Average Net Economic Optimism Index ***-19***

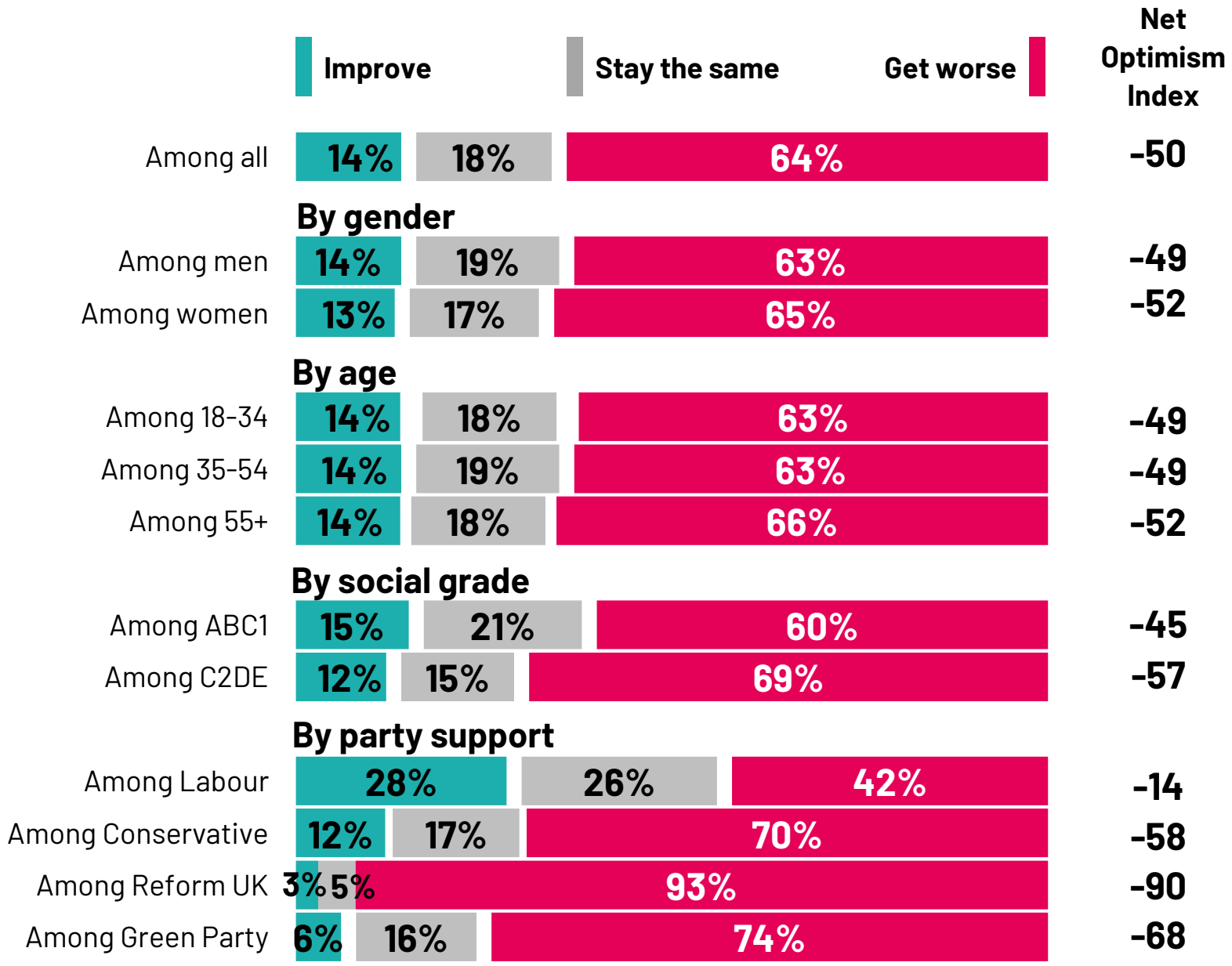
October 2026 Net Economic Optimism Index

-50

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: 1,007 British adults aged 18+, including (515) men, (470) women, (229) 18-34-year-olds, (352) 35-54s, (426) 55+, (728) ABC1, and (279) C2DE, (280) Labour, (176) Conservative, (141) Reform UK and (69) Green Party supporters, 14 – 22 October

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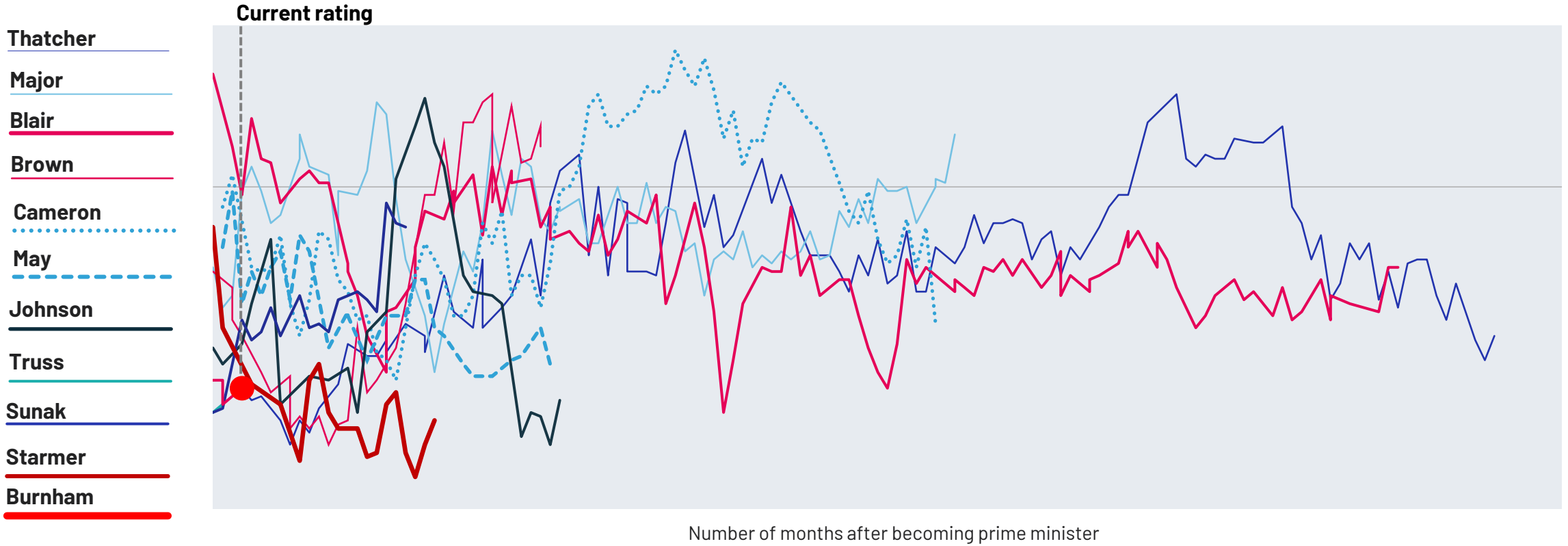
Net Economic Optimism Index: *By Prime Minister*

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

Ipsos

Issues Index
October 2026

For more information

Gideon Skinner
Research Director
gideon.skinner@ipsos.com

Mike Clemence
Engagement Lead
michael.clemence@ipsos.com

Laura King
Senior Research Executive
laura.king@ipsos.com

Ben Roff
Senior Research Executive
ben.roff@ipsos.com

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