ISSUES INDEX OCTOBER 2026 (PUBLIC - FINAL)

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23 Oct 2026

Table 1

Q.PL01 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

		SEX		AGE								SOCIAL GRADE					HH INCOME			
	TOTAL (a)	MALE (a)	FEMALE (b)	18-24 (c)	25-34 (d)	35-44 (e)	45-54 (f)	55-64 (g)	65-74 (h)	75+ (i)	18-34 (j)	35-54 (k)	55-74 (l)	55+ (m)	AB (n)	C1 (o)	C2 (p)	DE (q)	ABC1 (r)	C2DE (s)	UP TO 24999 (u)	25000-49999 (v)	50000 PLUS (w)	UNWTD TOTAL
UNWEIGHTED BASE	1007	476	531	92	172	172	175	202	194	131	264	347	325	325	230	304	197	276	534	473	302	318	341	1007
WEIGHTED BASE	**1007**	476	509	111*	172*	164	161	159	123*	113*	283	325	282	399	242	309	197*	266	551	456	129*	163*	308	1007
	100%	47%	50%	11%*	17%*	16%	16%	16%	12%*	11%*	28%	32%	28%	40%	24%	31%	19%*	26%	55%	45%	13%*	16%*	31%	100%
Immigration/ immigrants	**245** **24%** mnq	124 26%	115 23%	29 26%	30 17%	36 22%	39 24%	38 24%	36 29%	37 32% dj	59 21%	75 23%	74 26%	111 28% d	45 19%	62 20%	58 30% mq	79 30% mq	108 20%	137 30% mn o	32 25%	35 21%	67 22%	225 22%
Economy/Economic situation	**155** **15%** lu	101 21% ab	52 10%	16 14%	28 16%	23 14%	28 17% j	27 17%	24 20% j	9 8%	44 16%	51 16%	51 18% lv	60 15% l	44 18% o	50 16%	32 17%	28 11%	95 17% x	60 13%	11 9%	19 13%	66 21% ax	169 17%
Inflation/Prices	**131** **13%** lu	55 11%	73 14%	11 10%	25 14%	29 17% hlv	32 20% arh bv	15 10%	9 8%	10 9%	35 12%	61 19% aehi lv	24 9%	35 9%	39 16%	35 11%	27 14%	30 11%	74 13% n	57 13%	17 13%	13 9%	41 13%	130 13%
Defence/Foreign affairs/ International terrorism	**48** **5%** ac	21 4%	25 5%	1 1%	2 1%	8 5%	10 6% ac	11 7% ak	7 6%	10 8% cak	3 1%	18 5%	18 6% ak	27 7% ak	18 7% aor	17 6% ac	1 1%	11 4%	35 6% aor	13 3%	5 4%	12 9%	16 5%	62 6%
National health service/Hospitals/ Healthcare	**47** **5%** am	11 2%	36 7% za	1 1%	12 7%	9 5%	7 4%	7 4%	5 4%	7 6%	13 5%	15 5%	12 4%	19 5%	6 2%	21 7% zmo	7 4%	13 5%	26 5% m	21 5%	11 9%	8 6%	12 4%	49 5%
Unemployment/ Factory closure/ Lack of industry	**37** **4%** br	15 3%	21 4%	9 8% f	8 4%	7 4%	2 1%	2 2%	5 4%	5 4%	16 6% f	9 3%	7 3%	12 3%	21 9% znoa ar	10 3%	3 2%	2 1%	32 6% znar	5 1%	6 4%	8 6%	17 5%	34 3%
Housing	**34** **3%** afkl vmq	10 2%	23 5%	13 12% aefg hklv	13 7% cfkl klv	4 2%	* *	1 1%	2 2%	* *	26 9% aefg hklv	4 1%	4 1%	4 1%	1 *	8 3% n	10 5% m	14 5% mo	10 2%	25 5% mo	9 7%	5 4%	9 3%	25 2%
Pollution/ Environment/ Climate change	**30** **3%** n	13 3%	17 3%	3 3%	6 3%	2 1%	5 3%	9 6%	4 3%	1 1%	9 3%	8 2%	13 5%	14 3%	10 4% n	12 4% n	8 4%	2 1%	21 4% zn	9 2% n	1 1%	5 3%	19 6% z	29 3%
Lack of faith in politics / politicians / government	**25** **3%**	13 3%	13 3%	2 1%	3 2%	4 2%	6 4%	5 3%	1 1%	5 5%	5 2%	9 3%	6 2%	11 3%	5 2%	12 4% z	3 1%	5 2%	18 3% z	8 2%	4 3%	3 2%	7 2%	31 3%
Crime/Law & order/ Violence/ Vandalism/Antisocial/ yobb behaviour	**22** **2%** n	11 2%	11 2%	3 2%	5 3%	3 2%	3 2%	5 3%	2 1%	2 2%	8 3%	5 2%	6 2%	9 2%	5 2%	4 1%	4 2%	10 4%	9 2%	13 3%	7 6% w	4 2%	3 1%	20 2%
Poverty/inequality	**22** **2%**	10 2%	10 2%	4 4%	3 2%	3 2%	3 2%	1 1%	2 2%	5 4%	7 3%	6 2%	4 1%	8 2%	4 2%	10 3%	- -	8 3%	14 2%	8 2%	1 1%	1 1%	6 2%	27 3%
Pensions/Social security/Benefits	**21** **2%** mo	11 2%	10 2%	* *	1 1%	12 8% acdf hjklv	2 1%	4 2%	2 1%	- -	2 1%	15 6% afkl v	5 2%	5 1%	1 1%	6 2%	8 4% m	6 2%	7 1%	14 3%	2 1%	9 6% au	6 2%	16 2%
Morality/ individual behaviour/ Lifestyle	**20** **2%**	9 2%	11 2%	* *	2 1%	1 1%	2 1%	3 2%	7 5% aek	4 4%	3 1%	3 1%	9 3%	14 3% z	4 2%	5 2%	6 3%	5 2%	9 2%	11 2%	- -	3 2%	2 1%	22 2%
Taxation	**17** **2%**	12 2%	4 1%	2 2%	3 2%	2 1%	4 2%	3 2%	1 1%	2 1%	5 2%	6 2%	4 2%	6 2%	6 2%	7 2%	- -	3 1%	13 2% z	3 1%	3 2%	1 1%	6 2%	18 2%
Race relations	**17** **2%**	4 1%	11 2%	4 4%	5 3%	4 2%	1 *	* *	1 1%	1 1%	9 3%	4 1%	2 1%	3 1%	3 1%	8 3%	2 1%	3 1%	11 2%	5 1%	1 1%	4 3%	5 2%	18 2%
Education/Schools	**16** **2%** n	5 1%	9 2%	1 1%	- -	- -	5 3%	5 3% ek	3 4% dek	- -	1 *	5 1%	10 3% jek	10 2%	6 3% n	2 1%	7 4% mn	- -	8 1% n	7 2%	3 3%	1 1%	3 1%	9 1%
Public services in general	**10** **1%**	5 1%	6 1%	* *	7 4% dy	1 *	3 2% y	- -	- -	- -	7 2% fy	4 1%	- -	- -	3 1%	3 1%	3 2%	1 *	6 1%	5 1%	- -	- -	2 1%	8 1%
Petrol prices/Fuel	**6** **1%**	5 1%	1 *	- -	2 1%	- -	1 *	4 2% ak	1 *	- -	2 1%	1 *	4 1%	4 1%	- -	3 1%	2 1%	1 1%	3 1%	4 1%	2 2%	1 1%	3 1%	6 1%
Childcare services / support for young people	**5** **1%**	2 *	3 1%	1 1%	3 2%	- -	1 1%	- -	- -	- -	4 1%	1 *	- -	- -	1 *	2 1%	- -	3 1%	3 *	3 1%	1 *	- -	2 1%	4 *
Ageing population/ Social care for the elderly	**4** *	* *	4 1%	- -	- -	- -	- -	3 2% k	1 1%	* *	- -	- -	4 1% jl	4 1%	3 1%	2 *	- -	- -	4 1% n	- -	- -	2 1%	- -	5 *
Common Market/ Brexit/EU/Eurozee/ Euro	**4** *	3 1%	1 *	- -	- -	- -	* *	3 2% k	* *	* *	- -	* *	3 1%	3 1%	2 1%	2 1%	- -	1 *	3 1%	1 *	- -	* *	2 1%	7 1%
Nuclear weapons/ Nuclear war/ Disarmament	**4** *	1 *	2 *	- -	- -	- -	- -	1 1%	1 *	2 2% ak	- -	- -	1 *	4 1%	1 *	1 *	- -	1 1%	2 *	1 *	- -	- -	1 *	4 *
Low pay/Minimum wage/Fair wages	**3** *	1 *	2 *	2 2% zv	- -	1 *	- -	- -	- -	- -	2 1%	1 *	- -	- -	* *	2 1%	1 *	- -	2 *	1 *	- -	- -	1 *	5 *
Nationalisation/ Government control of institutions	**3** *	1 *	2 *	- -	- -	- -	1 1%	- -	- -	2 1%	- -	1 *	- -	2 *	1 1%	- -	- -	2 1%	1 *	2 *	- -	- -	1 *	2 *
Social media	**3** *	- -	2 *	1 1%	- -	- -	1 1%	1 1%	- -	- -	1 *	1 *	1 *	1 *	- -	2 1%	1 *	- -	2 *	1 *	- -	- -	2 1%	3 *
Transport/Public transport	**2** *	- -	2 *	2 1%	- -	- -	1 *	- -	- -	- -	2 1%	1 *	- -	- -	- -	1 *	2 1%	1 *	2 *	- -	- -	* *	1 *	3 *
Local government/ Council tax	**2** *	2 *	1 *	- -	2 1%	- -	- -	- -	1 *	- -	2 1%	- -	1 *	1 *	1 *	- -	- -	2 1%	1 *	2 *	- -	- -	- -	2 *
Mental health/ well-beine	**2** *	2 *	- -	1 1%	- -	- -	1 1%	- -	- -	- -	1 *	1 *	- -	- -	- -	1 *	- -	1 1%	1 *	1 *	2 2% z	- -	- -	2 *
Population levels/ Overpopulation	**2** *	2 *	- -	- -	- -	1 1%	- -	- -	- -	1 1%	- -	1 *	- -	1 *	1 *	- -	1 1%	- -	1 *	1 *	- -	- -	1 *	2 *
AI / Technology	**1** *	- -	1 *	- -	- -	* *	1 1%	- -	- -	- -	- -	* *	1 *	1 *	1 1%	- -	- -	1 1%	1 *	- -	- -	- -	1 *	2 *
UK union/ devolution/reform	**1** *	1 *	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 1%	- -	- -	- -	1 *	- -	- -	- -	- -	1 *
Royal Family/ Monarchy	**1** *	1 *	- -	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	1 *	- -	- -	- -	1 *	- -	1 *	- -	1 1%	- -	1 *
Privatisation	**1** *	- -	1 *	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	1 *
Median	**1**	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Food production/ farming	**1** *	1 *	-	-	-	-	1 *	-	-	-	-	1 *	-	-	-	1 *	-	-	1 *	-	-	-	1 *	1 *
International trade/trade deals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Drug abuse	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Coronavirus/ pandemic diseases	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**24** **2%** f	11 2%	14 3%	2 2%	2 1%	4 2%	* *	5 3%	3 2%	8 7% zdfi k	4 1%	6 1%	8 3%	16 4% zfk	7 3%	11 4% z	1 1%	5 2%	18 3% z	6 1%	7 5%	3 2%	4 1%	27 3%
MEAN NUMBER OF MENTIONS	1	1.01	1	1	1.01	1	1.01	1	1	1.01	1	1	1.01	1	1	1	1	1.01	1	1	1	1	1.01	1
STANDARD ERROR	*	*	*	0	0.01	0	0.01	0	0	0.01	0.01	*	0	*	*	*	0	0.01	*	*	0	0	0.01	*
ERROR VARIANCE	*	*	*	0	*	0	*	0	0	*	*	*	0	*	*	*	0	*	*	*	0	0	*	*
Don't know	**44** **4%** mqu	17 3%	26 5%	2 2%	14 8%	10 6%	4 2%	5 3%	5 4%	4 3%	16 6%	14 4%	10 3%	13 3%	1 *	10 3% mq	6 3%	27 10% zmno ar	11 2% m	33 7% zmno a	5 4%	3 2%	3 1%	40 4%
Personal finances (NET)	**162** **16%** lu	70 15%	87 17%	17 15%	30 17%	30 18%	32 20% lu	36 22% zbl v	20 16%	12 10%	15 13%	47 14%	68 21% zbl v	32 11%	47 12%	43 18%	49 16%	30 16%	40 15%	92 17%	70 15%	20 16%	35 11%	51 17%	168 17%

Proportions/Means: Columns Tested (5% risk level) - a/b - a/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 : 14th October - 22nd October 2026
Source : Ipsos (IN Q218)

ISSUES INDEX OCTOBER 2026 (PUBLIC - FINAL)

23 Oct 2026

Table 2

Q_PUI1 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

		GOVERNMENT OFFICE REGION								TENURE			EDUCATION		WORKING STATUS			AREA			
	TOTAL (a)	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 (q)	SUBURBAN (r)	RURAL (s)	UNWTD TOTAL
UNWEIGHTED BASE	1007	678	51	78	291	298	171	151	213	334	298	247	423	548	473	96	417	417	357	233	1007
WEIGHTED BASE	1007	871	49*	87*	239	313	264	140	229	315	295	352	336	541	461	139*	406	424	365	219	1007
	100%	86%	5%*	9%*	24%	31%	26%	14%	23%	31%	29%	35%	33%	54%	46%	14%*	40%	42%	36%	22%	100%
Immieration/ immierants	**245**	216	13	16	73	74	62	22	59	95	58	82	42	171	109	25	110	99	98	48	225
	24%	25%	26%	19%	30%	24%	23%	16%	26%	30%	20%	23%	13%	32%	24%	18%	27%	23%	27%	22%	22%
	d	g			m					d				d							
Economy/Economic situation	**155**	131	12	12	33	52	40	21	37	44	56	46	69	62	89	20	46	74	39	41	169
	15%	15%	25%	13%	14%	17%	15%	15%	16%	14%	19%	13%	21%	11%	19%	14%	11%	17%	11%	19%	17%
	most												zm		zo			k		k	
Inflation/Prices	**131**	112	1	18	28	42	41	18	25	29	43	53	47	73	64	18	49	44	52	35	130
	13%	13%	3%	20%	12%	14%	16%	13%	11%	9%	14%	15%	14%	13%	14%	13%	12%	10%	14%	16%	13%
	bi			b		b	b														
Defence/Foreign affairs/ International terrorism	**48**	44	3	1	9	13	10	10	15	21	18	8	21	21	23	3	22	24	14	10	62
	5%	5%	7%	1%	4%	4%	4%	7%	7%	7%	6%	2%	6%	4%	5%	2%	5%	6%	4%	4%	6%
	k									k	k										
National health service/Hospitals/ Healthcare	**47**	39	3	5	6	14	10	4	18	17	15	15	17	26	21	5	21	26	14	7	49
	5%	4%	7%	6%	2%	4%	4%	3%	8%	5%	5%	4%	5%	5%	5%	4%	5%	6%	4%	3%	5%
									zad												
Unemployment/ Factory closure/ Lack of industry	**37**	32	1	5	12	11	10	5	5	10	16	11	18	19	13	10	14	17	12	8	34
	4%	4%	1%	5%	5%	3%	4%	4%	2%	3%	5%	3%	5%	3%	3%	7%	3%	4%	3%	3%	3%
Housine	**34**	32	-	2	11	7	7	8	7	3	2	27	7	26	20	1	13	15	17	3	25
	3%	4%	-	2%	4%	2%	3%	5%	3%	1%	1%	8%	2%	5%	4%	1%	3%	3%	5%	1%	2%
	b											zti									
Pollution/ Environment/ Climate chanee	**30**	29	-	2	6	9	9	6	8	11	11	8	17	12	17	3	11	17	9	4	29
	3%	3%	-	2%	2%	3%	3%	4%	4%	4%	4%	2%	5%	2%	4%	2%	3%	4%	3%	2%	3%
													zm								
Lack of faith in politics / politicians / government	**25**	19	2	5	5	6	4	4	5	6	7	10	8	14	10	3	12	10	7	7	31
	3%	2%	3%	6%	2%	2%	2%	3%	2%	2%	2%	3%	2%	3%	2%	2%	3%	2%	2%	3%	3%
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	**22**	16	2	5	2	5	4	3	7	6	5	14	2	16	6	6	10	10	7	6	20
	2%	2%	3%	6%	1%	2%	1%	2%	3%	2%	*	4%	1%	3%	1%	4%	3%	2%	2%	3%	2%
	ij			ad										j							
Poverty/Inequality	**22**	18	-	4	4	3	3	8	3	5	8	10	11	6	9	2	11	13	7	2	27
	2%	2%	-	5%	2%	1%	1%	5%	1%	1%	3%	3%	3%	1%	2%	1%	3%	3%	2%	1%	3%
	m							zaef					m								
Pensions/Social security/Benefits	**21**	20	2	-	9	7	5	1	3	7	10	4	9	13	10	9	2	4	16	2	16
	2%	2%	4%	-	4%	2%	2%	1%	2%	2%	3%	1%	3%	2%	2%	7%	1%	1%	4%	1%	2%
	ae															ae			m		
Morality/ Individual behaviour/ Lifestyle	**20**	17	*	2	6	3	3	4	5	9	3	8	6	11	6	4	9	13	3	4	22
	2%	2%	1%	2%	2%	1%	1%	3%	2%	3%	1%	2%	2%	2%	1%	3%	2%	3%	1%	2%	2%
Taxation	**17**	12	1	3	3	1	*	1	8	5	8	4	5	11	13	-	4	2	7	8	18
	2%	1%	3%	4%	1%	*	*	*	4%	1%	3%	1%	2%	2%	3%	-	1%	*	2%	3%	2%
	fh		f	ef		f			zaef						f					k	
Race relations	**17**	14	1	2	2	6	5	4	2	3	5	9	9	4	7	6	3	7	7	3	18
	2%	2%	1%	2%	1%	2%	2%	3%	1%	1%	2%	3%	3%	1%	2%	4%	1%	2%	2%	1%	2%
	m												m								
Education/Schools	**16**	15	-	-	10	2	2	4	*	6	3	5	2	8	5	4	5	5	8	2	9
	2%	2%	-	-	4%	1%	1%	3%	*	2%	1%	1%	1%	1%	1%	3%	1%	1%	2%	1%	1%
		h			zaef																
Public services in general	**10**	10	-	-	4	5	5	1	1	3	3	5	6	*	6	3	2	5	2	3	8
	1%	1%	-	-	2%	2%	2%	1%	*	1%	1%	1%	2%	*	1%	2%	*	1%	*	2%	1%
	m												m								
Petrol prices/Fuel	**6**	5	-	1	-	4	4	*	1	1	2	3	2	2	1	3	2	1	1	4	6
	1%	1%	-	2%	-	1%	2%	*	*	*	1%	1%	1%	*	*	2%	*	*	*	2%	1%
Childcare services / support for young people	**5**	5	-	-	-	5	5	1	-	1	2	3	1	4	2	-	3	2	3	-	4
	1%	1%	-	-	-	1%	2%	*	-	*	1%	1%	*	1%	*	-	1%	*	1%	-	*
							z														
Ageing population/ Social care for the elderly	**4**	4	-	-	2	2	2	-	-	1	2	-	3	2	2	-	3	1	3	1	5
	*	*	-	-	1%	1%	1%	-	-	*	1%	-	1%	*	*	-	1%	*	1%	*	*
Common Market/ Brexit/EU/Europe/ Euro	**4**	4	-	-	1	1	1	-	2	2	1	1	2	2	3	-	1	2	1	*	7
	*	*	-	-	*	*	*	-	1%	1%	1%	*	1%	*	1%	-	*	*	*	*	1%
Nuclear weapons/ Nuclear war/ Disarmament	**4**	4	-	-	1	1	1	-	1	1	1	1	-	3	-	1	3	2	1	-	4
	*	*	-	-	1%	*	1%	-	*	*	*	*	-	1%	-	1%	1%	1%	*	-	*
Low pay/Minimum wage/Fair wages	**3**	3	-	*	*	1	1	*	1	-	3	*	2	1	*	1	2	*	2	*	5
	*	*	-	*	*	*	*	*	1%	-	1%	*	1%	*	*	*	1%	*	1%	*	*
Nationalisation/ Government control of institutions	**3**	3	-	-	-	3	3	-	-	-	1	2	-	3	1	-	2	1	2	-	2
	*	*	-	-	-	1%	1%	-	-	-	*	*	-	1%	*	-	*	*	*	-	*
Social media	**3**	3	-	-	1	1	1	1	-	1	1	1	2	-	2	1	-	2	1	-	3
	*	*	-	-	*	*	*	1%	-	*	*	*	1%	-	1%	-	-	*	*	-	*
Transport/Public transport	**2**	2	-	-	2	*	*	-	*	-	1	2	*	2	*	*	2	-	2	-	3
	*	*	-	-	1%	*	*	-	*	*	*	*	*	*	*	*	*	-	1%	-	*
Local government/ Council tax	**2**	1	2	-	-	2	1	-	-	-	1	2	1	-	-	-	2	-	1	2	2
	*	*	3%	-	-	1%	*	-	-	-	*	*	*	-	-	-	1%	-	*	1%	*
	a		zadf			af															
			h																		
Mental health/ well-being	**2**	1	-	1	-	-	-	1	-	-	-	2	-	1	-	-	2	1	-	1	2
	*	*	-	2%	-	-	-	1%	-	-	-	1%	-	*	-	-	1%	*	-	1%	*
				ze																	
Population levels/ Overpopulation	**2**	2	-	-	-	1	1	-	1	1	1	-	1	1	1	-	1	1	1	-	2
	*	*	-	-	-	*	*	-	1%	*	*	-	*	*	*	-	*	*	*	-	*
AI / Technology	**1**	-	1	-	-	1	-	-	-	-	1	-	1	-	-	-	1	1	-	*	2
	*	-	3%	-	-	*	-	-	-	-	1%	-	*	-	-	-	*	*	-	*	*
			zade																		
			fh																		
UK union/ devolution/reform	**1**	1	-	-	-	-	-	1	-	-	1	-	-	-	1	-	-	-	1	-	1
	*	*	-	-	-	-	-	1%	-	-	*	-	-	-	*	-	-	-	*	-	*
Royal Family/ Monarchy	**1**	1	-	-	-	1	1	-	-	-	-	1	-	1	-	-	1	-	-	1	1
	*	*	-	-	-	*	*	-	-	-	-	*	-	*	-	-	*	-	-	*	*
Privatisation	**1**	1	-	-	-	1	1	-	-	1	-	-	1	-	1	-	-	-	1	-	1
	*	*	-	-	-	*	*	-	-	*	-	-	*	-	*	-	-	-	*	-	*
Median	**1**	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Food production/ farmine	*	*	-	-	*	-	-	-	-	*	-	-	*	-	*	-	-	*	-	-	1
	*	*	-	-	*	-	-	-	-	*	-	-	*	-	*	-	-	*	-	-	*
International trade/trade deals	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Drug abuse	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pound/Exchange rate/Value of pound	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Coronavirus/ pandemic diseases	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**24**	23	1	*	3	11	10	4	7	13	5	4	11	9	8	5	11	11	9	4	27
	2%	3%	2%	*	1%	3%	4%	3%	3%	4%	2%	1%	3%	2%	2%	4%	3%	3%	3%	2%	3%
MEAN NUMBER OF MENTIONS	1	1	1	1	1	1.01	1.01	1	1	1.01	1	1.01	1	1	1.01	1	1	1	1	1	1
STANDARD ERROR	*	*	0	0	*	0.01	0.01	0	0	*	0	*	*	*	*	0	*	*	*	0	*
ERROR VARIANCE	*	*	0	*	*	*	*	0	0	*	0	*	*	*	*	0	*	*	*	0	*
Don't know	**44**	38	4	2	7	20	17	9	6	16	5	14	14	22	11	6	26	15	16	13	40
	4%	4%	7%	2%	3%	6%	6%	6%	3%	5%	2%	4%	4%	4%	2%	5%	6%	4%	4%	6%	4%
	bi									i							an				
Personal finances (NET)	**162**	137	1	24	32	50	49	27	30	35	55	65	63	81	76	23	64	58	62	42	168
	16%	16%	3%	27%	13%	16%	19%	19%	13%	11%	19%	19%	19%	15%	16%	16%	16%	14%	17%	19%	17%
	bi	b		zab		b	b	b			i	i									
				dgh																	

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 : 14th October - 22nd October 2026
Source : Ipsos (IN Q218)

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ISSUES INDEX OCTOBER 2026 (PUBLIC - FINAL)

23 Oct 2026

Table 3

Q.PLI01 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

		PARTY PREFERENCE (NOT VI)						IMD QUINTILES					SECTOR WORKING IN		ETHNIC			
	TOTAL	CON SERV ATIVE	LAB OUR	LIB DEM/ CHAT	REFOR M UK	GREEN PARTY	NONE	1	2	3	4	5	PUBLI C	PRIVATE	WHITE	BME	CHILD IN HH	UNWTD TOTAL
UN WEIGHTED BASE	1007	176	280	52	141	69	219	193	161	199	175	178	195	158	823	163	274	1007
WEIGHTED BASE	1007	168	265	51	140	68	249	167	168	209	158	150	159	164	839	152	307	1007
Immigration/ immigrants	245 24%	43 26%	58 22%	3 6%	88 63%	7 9%	58 23%	57 34%	32 19%	54 26%	37 24%	27 18%	16 10%	113 69%	218 26%	22 14%	69 23%	225 23%
Economy/Economic situation	155 15%	38 23%	42 17%	4 8%	15 10%	11 15%	31 12%	21 12%	29 18%	35 17%	30 19%	28 19%	17 11%	91 55%	135 16%	19 13%	51 17%	169 17%
Inflation/Prices	131 13%	18 11%	36 15%	7 14%	11 7%	14 20%	38 15%	17 10%	21 12%	25 12%	15 9%	25 17%	16 10%	66 40%	103 12%	27 18%	41 13%	130 13%
Defence/Foreign affairs/ International terrorism	48 5%	7 4%	23 9%	4 8%	3 2%	1 2%	9 3%	2 1%	10 6%	11 5%	12 7%	11 7%	4 3%	21 13%	41 5%	7 4%	13 4%	62 6%
National health service/Hospitals/ Healthcare	47 5%	9 5%	14 6%	4 7%	3 2%	1 1%	13 5%	3 2%	9 5%	10 5%	5 3%	13 9%	8 8%	19 4%	42 5%	5 3%	11 4%	49 5%
Unemployment/ Factory closure/ Lack of industry	37 4%	5 3%	13 5%	- -	1 1%	4 6%	12 5%	10 6%	6 3%	8 4%	7 4%	5 3%	1 1%	21 4%	28 3%	9 6%	13 4%	34 3%
Education	34 3%	* *	6 2%	1 4%	3 2%	3 4%	16 8%	7 4%	8 5%	1 *	3 1%	4 2%	5 3%	17 4%	33 4%	1 2%	14 5%	35 2%
Pollution/ Environment/ Climate change	30 3%	1 *	7 3%	4 7%	-	12 18%	7 3%	- -	9 5%	10 5%	4 2%	5 3%	1 1%	19 4%	30 4%	1 1%	7 2%	29 3%
Lack of faith in politics / politicians / government	31 3%	5 3%	3 1%	6 12%	4 3%	- -	3 1%	1 1%	7 4%	5 3%	5 3%	4 2%	1 1%	12 3%	20 2%	4 3%	7 2%	31 3%
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	22 2%	1 1%	8 3%	- -	4 3%	2 3%	2 1%	10 6%	5 3%	3 1%	1 1%	1 *	3 2%	10 2%	16 2%	7 4%	5 2%	20 2%
Poverty/Inequality	22 2%	2 1%	10 4%	1 2%	* *	- -	4 2%	5 3%	2 1%	9 4%	3 2%	* *	3 2%	7 5%	16 2%	6 4%	8 2%	27 3%
Pensions/Social security/Benefits	21	7	9	-	2	-	2	-	3	7	4	2	1	12	17	5	10	16
	2%	4%	4%	-	1%	-	1%	-	2%	3%	2%	1%	1%	3%	2%	3%	3%	2%
Morality/ Individual behaviour/ Lifestyle	20 2%	1 1%	8 3%	1 2%	2 1%	2 3%	5 2%	2 1%	6 3%	2 1%	5 3%	2 2%	4 3%	3 1%	15 2%	5 3%	7 2%	22 2%
Taxation	17 2%	6 4%	2 1%	1 1%	4 2%	1 1%	2 1%	3 2%	1 1%	3 1%	3 2%	3 2%	1 1%	12 3%	13 2%	1 1%	6 2%	18 2%
Race relations	17 2%	1 *	9 4%	1 1%	-	3 4%	3 1%	7 4%	* *	4 2%	1 *	2 1%	4 3%	8 2%	10 1%	6 4%	7 2%	18 2%
Education/Schools	15 2%	1 1%	3 1%	1 14%	3 2%	- -	1 *	1 1%	5 3%	3 2%	1 1%	- -	* *	5 1%	8 1%	7 5%	8 2%	9 1%
Public services in general	10 1%	- -	4 2%	3 5%	3 2%	* 1%	- -	4 2%	- -	3 1%	1 *	3 2%	1 1%	4 1%	9 1%	1 1%	6 2%	8 1%
Petrol prices/Fuel	6 1%	2 1%	* *	- -	- -	1 1%	2 1%	* *	3 2%	- -	2 1%	1 *	* *	4 1%	5 1%	1 1%	* *	6 1%
Childcare services / support for young people	5 1%	- -	3 1%	- -	- -	- -	3 1%	- -	- -	- -	3 2%	1 1%	- -	1 *	5 1%	- -	1 *	4 *
Ageing population/ Social care for the elderly	4 *	1 *	2 1%	- -	- -	- -	1 *	- -	- -	- -	* *	3 2%	- -	2 *	4 *	- -	- -	5 *
Common Market/ Brexit/EU/Europe/ Euro	6 *	* *	2 1%	* 1%	- -	- -	1 *	- -	- -	1 *	1 *	2 1%	2 2%	1 *	3 *	1 *	* *	7 1%
Nuclear weapons/ Nuclear war/ Disarmament	6 *	4 2%	- -	- -	- -	- -	- -	1 *	- -	1 *	2 1%	- -	1 1%	- -	4 *	- -	- -	4 *
Low pay/Minimum wage/Fair wages	3 *	- -	2 1%	- -	- -	- -	1 *	* *	- -	- -	2 1%	* *	1 1%	- -	2 *	1 1%	1 *	5 *
Nationalisation/ Government control of institutions	3 *	- -	- -	1 3%	- -	- -	2 1%	- -	- -	- -	3 2%	- -	- -	1 *	3 *	- -	- -	2 *
Social media	3 *	- -	- -	- -	- -	2 3%	1 *	- -	2 1%	- -	- -	1 1%	3 3%	- -	1 *	1 1%	1 *	3 *
Environment/Global warming	9 1%	- -	1 1%	- -	- -	* *	* *	* *	- -	- -	* *	- -	1 1%	- -	9 1%	- -	3 1%	9 1%
Local government/ Council tax	2 *	1 *	- -	- -	- -	- -	2 1%	- -	- -	2 1%	- -	- -	- -	- -	2 *	- -	- -	2 *
Mental health/ well-being	2 *	1 *	- -	- -	- -	- -	1 1%	1 1%	1 *	- -	- -	- -	- -	- -	2 *	- -	1 *	2 *
Population levels/ Overpopulation	2 *	- -	- -	- -	2 1%	- -	- -	- -	- -	- -	- -	2 1%	- -	1 *	2 *	- -	1 *	2 *
AI / Technology	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	* *	1 1%	* *	- -	1 *	- -	1 *	2 *
UK union/ devolution/reform	1 *	- -	- -	1 3%	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 *	1 *	- -	1 *	1 *
Royal Family/ Monarchy	1 *	- -	- -	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	1 *	- -	- -	1 *
Privatisation	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 *	1 *	- -	- -	1 *
Media	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Food production/ farming	* *	- -	- -	* 1%	- -	- -	- -	- -	- -	- -	* *	- -	- -	* *	* *	- -	- -	1 *
International trade/trade deals	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Animal welfare	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Drug abuse	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Pound/Exchange rate/Value of pound	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Northern Ireland	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Trade unions/ Strikes	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Housing/Rent/Mortgage	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Coronavirus/ pandemic diseases	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	24 2%	7 4%	5 2%	- -	1 1%	5 7%	4 2%	5 3%	3 2%	5 3%	4 3%	4 2%	4 3%	6 1%	19 2%	3 2%	4 1%	27 3%
MEAN NUMBER OF MENTIONS	1	1	1	1	1.01	1	1	1	1.01	1	1	1.01	1	1.01	1	1.01	1	1
STANDARD ERROR	*	0	*	0	0.01	0	*	0	0.01	0	0	0.01	0	*	*	0.01	*	*
ERROR VARIANCE	*	0	*	0	*	0	*	0	*	0	0	*	0	*	*	*	*	*
Don't know	44 4%	6 3%	11 4%	1 2%	- -	- -	25 10%	9 6%	6 4%	8 4%	5 3%	5 1%	7 5%	15 2%	36 3%	14 9%	9 3%	45 4%
Personal finances (NET)	162 16%	23 13%	49 20%	8 16%	11 7%	15 21%	45 18%	23 14%	25 15%	34 16%	21 13%	26 18%	20 13%	77 47%	126 15%	35 23%	51 17%	168 17%

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - g/h/i/ - j/k/l/m/n - o/p/q/r - s/t/u/v - w/x
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 14th October - 22nd October 2026
Source : Ipsos (AN Q238)

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ISSUES INDEX OCTOBER 2026 (PUBLIC - FINAL)

20 Oct 2026

Table 6

Q.PUBLTO What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18+

	TOTAL	SEX		AGE						SOCIAL GRADE					REGIONS			
		MALE	FEMALE	18-24	25-34	35-44	45-54	55-64	65-74	75+	AB	C1	C2	DE	ABC1	C2DE	UP TO 20000	20000-99999	100000PLUS
UNWEIGHTED BASE	1000	474	526	94	149	147	151	159	172	128	228	324	147	301	552	448	138	137	725
WEIGHTED BASE	1000	474	509	111	172	166	161	159	123	117	191	325	192	288	516	480	138	138	723
	100%	47%	51%	11%	17%	17%	16%	16%	12%	12%	19%	32%	19%	29%	51%	48%	14%	14%	72%
Immigration/Asylum/Immigration and Asylum	426	203	208	45	64	64	66	67	50	47	76	136	77	136	212	213	57	58	311
	43%	43%	41%	41%	37%	39%	41%	42%	41%	40%	40%	42%	40%	47%	41%	44%	41%	42%	43%
	na	ab	ab																
Environment/Environmental Issues	313	149	164	44	49	49	44	41	34	29	47	97	57	112	144	169	41	40	232
	31%	31%	32%	40%	29%	29%	27%	26%	28%	25%	25%	30%	30%	39%	28%	35%	30%	29%	32%
	bf	ab																	
Inflation/Prices	301	128	168	37	52	66	62	31	22	24	89	125	63	87	72	192	56	53	192
	30%	27%	33%	33%	30%	39%	38%	20%	18%	21%	47%	38%	33%	30%	32%	40%	41%	38%	27%
	bd			h	h	ceh	ceh				hu	ceh							
National health service/Hospitals/Healthcare	230	69	160	14	36	43	50	39	30	26	50	75	69	35	48	81	36	56	138
	23%	15%	31%	13%	21%	25%	31%	25%	24%	22%	26%	23%	36%	12%	25%	34%	26%	41%	19%
	g		bk													bk			
Defence/Foreign affairs/	185	103	79	9	20	28	37	32	26	31	29	65	56	35	66	63	18	38	129
	18%	23%	15%	8%	12%	17%	23%	20%	21%	26%	15%	20%	29%	12%	13%	13%	13%	27%	18%
	cdi	ab					cdi	ci			adi	ci		adi					
Housing	139	68	67	23	40	20	23	13	9	5	42	43	22	27	23	61	25	57	72
	14%	14%	13%	21%	23%	12%	14%	8%	7%	5%	22%	13%	11%	9%	5%	13%	18%	41%	10%
	efhi			ehi	hef						hef								
Unemployment/ Factory closure/	116	67	66	18	18	16	15	18	12	19	36	29	31	19	41	37	8	29	78
	11%	10%	13%	16%	10%	9%	9%	11%	10%	16%	19%	9%	16%	12%	17%	12%	6%	21%	11%
	gf														fgh	fgh			
Police services/Bureaucracy	108	49	57	n	n	na	na	na	na	n	na	28	na	na	na	na	na	na	na
	10%	8%	12%	8%	9%	15%	13%	8%	11%	4%	9%	15%	9%	8%	14%	10%	10%	6%	12%
	bc					bc	bc					bc			bcde	bcde			
Crime/Law & order/ Violence/ Vandalism/Antisocial/ (yob) behaviour	100	45	55	19	15	18	11	19	13	6	33	30	12	24	22	22	26	36	42
	10%	9%	11%	17%	9%	11%	7%	12%	11%	5%	17%	9%	6%	8%	4%	5%	19%	26%	6%
	klno	mo	klno	klno	mo	klno	mo	klno	klno	mo	klno	mo	klno	mo	mo	mo	klno	klno	mo
Pollution/ Environment/ Climate	100	65	50	10	15	16	21	10	7	21	31	37	11	21	31	31	15	31	54
	10%	9%	10%	9%	9%	9%	13%	6%	6%	18%	16%	11%	6%	7%	6%	6%	11%	22%	7%
Taxation	99	56	39	6	17	19	14	17	10	8	23	28	17	31	29	70	21	32	46
	9%	12%	8%	6%	10%	9%	8%	11%	8%	7%	8%	9%	10%	9%	14%	7%	15%	23%	6%
	bc	ab													abcde				
Animals/Pets/wildlife/	89	46	43	11	14	14	11	9	6	11	17	30	12	29	22	22	10	14	65
	9%	10%	8%	10%	8%	9%	7%	6%	5%	9%	9%	9%	6%	10%	7%	5%	7%	10%	9%
Lack of faith in politics / politicians / Government	82	40	40	6	10	16	13	14	9	14	15	26	23	17	20	39	11	12	59
	8%	8%	8%	6%	6%	9%	8%	9%	7%	11%	8%	8%	12%	6%	4%	8%	8%	9%	8%
										k									
Pensions/Social security/Benefits	71	40	32	2	11	13	9	9	12	5	13	21	21	17	33	25	20	16	38
	7%	8%	6%	2%	6%	10%	5%	6%	10%	5%	5%	10%	8%	7%	5%	8%	10%	5%	7%
						adfg													
Race relations	65	35	29	5	15	10	3	6	3	3	20	13	9	12	16	18	5	6	34
	6%	8%	6%	5%	9%	6%	2%	4%	2%	3%	7%	4%	3%	4%	4%	4%	3%	4%	5%
					bd														
Childcare services / support for young people	49	7	37	1	13	10	10	1	6	5	10	20	8	12	7	13	10	15	23
	4%	1%	7%	1%	8%	6%	6%	1%	5%	4%	5%	6%	4%	4%	1%	3%	7%	10%	3%
	aeg		eg	eg	aeg	aeg	aeg		eg	eg	aeg	eg	aeg	eg	aeg	aeg	aeg	aeg	eg
Petrol prices/Fuel	46	30	16	4	5	13	6	12	2	3	9	19	14	17	11	10	11	12	22
	4%	6%	3%	3%	3%	8%	4%	7%	2%	3%	5%	6%	7%	6%	2%	2%	8%	9%	3%
	fg	dfg												fg					
Public services in general	39	24	14	3	9	11	7	4	2	2	12	18	6	8	16	16	6	10	9
	4%	5%	3%	3%	5%	7%	4%	3%	2%	1%	6%	6%	3%	3%	3%	3%	5%	7%	1%
	acm					hn													
Morality/ Individual behaviour/ Lifestyle	36	16	19	1	4	5	3	6	9	5	6	8	15	21	10	11	7	6	21
	3%	3%	4%	1%	3%	3%	2%	4%	7%	5%	3%	2%	5%	5%	4%	3%	4%	2%	4%
									dfk										
ALI / Technicians	33	16	19	2	8	8	6	5	5	-	9	14	10	10	14	8	10	1	22
	3%	3%	4%	2%	5%	5%	4%	3%	4%	-	5%	4%	5%	3%	7%	2%	7%	1%	3%
															ade				
Low pay/Minimum wages/Poor conditions	33	16	16	10	9	7	1	5	1	1	10	8	6	9	9	8	11	6	17
	3%	3%	3%	9%	5%	4%	1%	3%	1%	1%	6%	3%	3%	3%	2%	2%	8%	4%	2%
	e			dfhi							dfhi	f							
Ageing population/ Social care for the elderly	32	7	25	1	6	5	8	6	6	2	9	11	12	12	15	10	9	4	28
	3%	1%	5%	-	4%	3%	5%	4%	5%	2%	5%	4%	6%	4%	3%	3%	7%	3%	4%
	gl		gl																
Transport/Public transport	31	12	19	7	4	2	3	7	5	2	12	5	13	15	7	6	6	13	11
	3%	2%	4%	7%	3%	1%	2%	5%	4%	1%	6%	1%	5%	6%	3%	1%	3%	5%	2%
	kmo			k									k					n	
Common Market/	26	12	12	-	-	6	2	10	2	3	-	9	12	15	13	7	2	2	19
	2%	2%	2%	-	-	4%	1%	6%	2%	2%	-	5%	6%	6%	5%	2%	1%	1%	4%
							adh					i	adh	adh	gkl				
Mental health/ well-being	25	6	18	2	6	9	1	2	-	-	6	14	2	2	2	6	3	14	6
	2%	1%	4%	2%	3%	5%	1%	1%			3%	4%	1%	1%	1%	1%	2%	10%	1%
	jmno		g				jkl				jkl							mno	
Animal welfare/Pets/Environment	22	11	11	1	3	3	4	4	2	4	4	7	11	11	5	6	5	8	9
	2%	2%	2%	1%	2%	2%	3%	3%	2%	3%	2%	2%	6%	4%	1%	2%	3%	6%	1%
							ad												
Social media	17	6	12	1	1	3	0	4	-	-	2	7	8	8	7	7	3	14	3
	2%	1%	2%	1%	*	2%	0%	3%	-	-	1%	2%	3%	3%	2%	2%	2%	10%	1%
								adhi							a	a		a	
Population levels/ Overpopulation	15	10	5	2	1	2	-	1	5	0	3	2	5	8	4	3	4	2	7
	1%	2%	1%	2%	*	1%	-	*	4%	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%
									dfk				d	d					
Nuclear weapons/ Nuclear war/ Mutual assured	12	9	3	-	*	3	2	1	1	3	*	6	3	3	9	6	1	1	10
	1%	2%	1%	-	*	2%	1%	1%	1%	3%	*	2%	1%	1%	1%	2%	*	1%	2%
										i						i			
Local government/ Council tax	12	7	5	0	3	3	2	1	1	*	5	4	2	2	2	5	1	4	7
	1%	2%	1%	0%	2%	2%	1%	1%	*	*	2%	1%	1%	1%	1%	1%	1%	3%	1%
Privatisation	11	2	8	-	-	4	2	3	1	-	-	6	5	5	6	4	3	7	3
	1%	*	2%	-	-	3%	1%	2%	1%	-	-	3%	2%	2%	3%	1%	2%	5%	1%
UK unions / devolution/referenda	10	7	3	-	1	5	0	1	*	-	1	0	2	2	5	2	-	3	7
	1%	1%	1%	-	1%	3%	0%	1%	*	-	*	0%	1%	*	2%	1%	-	1%	1%
Peace/ Ukraine	9	4	5	-	-	1	1	-	-	-	2	2	1	3	2	1	2	1	5
	1%	1%	1%	-	-	1%	1%	-	-	-	1%	1%	1%	1%	1%	1%	2%	1%	1%
Nationalisation/ Government control of private industry	8	5	3	-	-	1	4	-	1	2	-	5	1	0	3	2	2	2	5
	1%	1%	1%	-	-	1%	2%	-	1%	2%	-	2%	*	0%	1%	1%	1%	1%	1%
Flooding/Exchange rate/Value of sterling	5	4	1	-	1	3	-	-	-	1	1	3	-	1	1	-	3	1	1
	0%	1%	*	-	1%	2%	-	-	-	1%	*	1%	-	*	*	-	2%	1%	*
	ln																		
Countryside/Rural life	4	*	4	2	-	-	-	-	0	2	1	-	3	*	*	-	1%	1%	*
	*	*	1%	2%	-	-	-	-	2%	1%	-	-	1%	*	*	-	1%	1%	*
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	4	1	3	2	-	1	-	-	1	-	2	1	1	1	1	*	3	1	-
	*	*	1%	2%	-	*	-	-	1%	-	*	*	*	*	*	*	1%	1%	-
International trade/trade deals	4	2	2	-	-	-	1	3	*	-	-	-	1	3	3	1	-	4	-
	*	*	*	-	-	-	*	2%	*	-	-	-	*	1%	1%	*	-	1%	-
Royal Family/ Monarchy	3	2	1	-	-	-	-	2	*	-	-	-	0	3	2	-	-	1	2
	*	*	*	-	-	-	-	1%	*	-	-	-	0%	1%	1%	-	-	*	*
								e											
Medical	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Trade unions/ Strikes	1	1	-	-	-	1	-	-	-	-	-	1	-	-	1	-	-	1	-
	*	*	-	-	-	*	-	-	-	-	-	*	-	-	*	-	-	*	-
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Coronavirus/ pandemic diseases	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	60	23	36	6	6	11	9	11	6	13	10	20	17	13	22	19	6	16	41
	6%	5%	7%	6%	4%	6%	6%	7%	5%	11%	5%	6%	9%	5%	4%	4%	4%	11%	6%
										adh					dgh				
MEAN NUMBER OF MENTIONS	2.54	2.53	2.55	2.68	2.97	3.28	2.98	3.08	2.98	2.71	2.9	3.13	2.97	2.89	3.19	2.97	2.77	2.78	3.08
	f					d						d			ckl				
STANDARD ERROR	0.05	0.07	0.07	0.13	0.1	0.18	0.1	0.11	0.12	0.12	0.08	0.1	0.08	0.07	0.12	0.07	0.11	0.1	0.06
ERROR VARIANCE	*	0.01	*	0.02	0.01	0.03	0.01	0.01	0.01	0.01	0.01	0.01	*	*	0.02	*	0.01	*	*
Don't know	75	31	39	15	28	13	10	11	6	11	11	23	18	28	8	21	17	15	31
	8%	9%	10%	14%	17%	8%	6%	7%	5%	9%	10%	7%	10%	9%	2%	4%	9%	11%	4%
	mnkl				jkln						jkln					mno	jmnkl		
Mentioned Economy (NET)	432	196	236	54	90	91	74	74	54	39	76	156	86	115	197	235	66	68	298
	43%	38%	43%	48%	51%	54%	46%	46%	44%	33%	40%	48%	45%	40%	38%	49%	48%	49%	41%
	ckl			hkl	h	adh	hkl				hkv	adh							
	k					dg	g					dg							

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

Overlap formulae used. * small base

Respondent type - GB Adults+ 18+

Fieldwork dates - 16th October - 22nd October 2026

Source - Ipsos (IN-Q218)

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ISSUES INDEX OCTOBER 2026 (PUBLIC - FINAL)

23 Oct 2026

Table 5

Q.PLO1/02 What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18+

		GOVERNMENT OFFICE REGION								TENURE			EDUCATION		WORKING STATUS			AREA			
	TOTAL	ENG LAND	WALES	SCOT LAND	NORTH EXCL. SCOT LAND	WALES INCL. WALES EXCL.	MID LANDS	GL	SOUTH EXCL. GL	OWNED	MORT GAGED	RENTED	GRAD UATE	NON GRAD UATE	FULL TIME	PART TIME	NOT WOR KING	URBAN	SUBURBAN	RURAL	UNWTD TOTAL
UNWEIGHTED BASE	1007	858	53	96	230	208	245	151	232	356	308	287	425	458	471	99	437	432	357	218	1007
WEIGHTED BASE	1007	871	49*	87*	239	213	260	160	229	315	295	352	336	541	461	139*	405	424	365	219	1007
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Immigration/ immigrants	406	346	21	39	107	133	112	39	87	138	105	147	98	265	178	52	176	169	144	92	393
	40%	40%	43%	45%	45%	63%	43%	24%	38%	44%	36%	42%	29%	49%	39%	38%	43%	40%	40%	42%	39%
	df	e		e	e	e	e							gi							
Economy/Economic situation	310	267	20	23	69	96	76	44	78	99	103	96	139	136	163	39	108	143	97	71	334
	31%	31%	41%	27%	29%	45%	29%	27%	34%	31%	35%	27%	41%	25%	35%	28%	27%	34%	27%	32%	33%
	mp												gm		gl						
Inflation/Prices	301	267	4	29	82	88	83	43	58	67	100	124	93	174	141	49	110	126	121	54	280
	30%	31%	9%	34%	35%	41%	32%	27%	25%	21%	34%	35%	28%	32%	31%	35%	27%	30%	33%	24%	28%
	lo	k		k	k	k	ke	k	k												
National health service/Hospitals/ Healthcare	220	195	13	13	50	59	47	26	73	77	66	72	83	109	105	27	88	92	72	56	219
	22%	22%	25%	15%	21%	28%	18%	16%	32%	24%	22%	21%	25%	20%	23%	19%	22%	22%	20%	26%	22%
									hwl defe												
Defence/Foreign affairs/ International terrorism	185	161	10	14	35	60	50	30	45	73	63	41	84	81	99	14	71	91	56	37	220
	18%	18%	21%	16%	15%	28%	19%	22%	20%	23%	21%	12%	25%	15%	22%	10%	18%	22%	15%	17%	22%
	lm									ch	k		gm		o						
Housing	129	112	5	12	41	30	25	21	25	18	26	82	41	70	56	16	57	56	49	24	116
	13%	13%	11%	14%	17%	14%	9%	13%	11%	6%	9%	23%	12%	13%	12%	12%	14%	13%	14%	11%	12%
	ij				ef							ek									
Unemployment/ Factory closure/ Lack of industry	114	101	6	7	29	40	35	14	24	44	33	38	46	53	43	22	50	56	35	23	110
	11%	12%	11%	8%	12%	19%	13%	9%	10%	14%	11%	11%	14%	10%	9%	16%	12%	13%	10%	10%	11%
Education/Schools	104	94	4	6	31	31	27	15	21	31	39	28	44	45	49	20	35	39	45	21	110
	10%	11%	7%	7%	13%	15%	10%	11%	9%	10%	13%	8%	13%	8%	11%	14%	9%	9%	12%	10%	11%
Crime/Law & order/ Violence/ Vandalism/Antisocial (anti) behaviour	102	89	5	8	28	31	26	13	22	31	22	44	25	62	35	21	46	36	35	30	89
	10%	10%	10%	9%	12%	15%	10%	10%	9%	10%	8%	12%	8%	12%	8%	15%	11%	9%	10%	14%	9%
	lo																				
Pollution/ Environment/ Climate change	100	85	8	6	20	34	26	15	25	32	36	27	56	35	45	13	42	43	36	21	111
	10%	10%	17%	7%	8%	11%	10%	10%	11%	10%	12%	8%	17%	7%	10%	9%	10%	10%	10%	9%	11%
	m												mn								
Taxation	86	76	3	7	25	18	15	5	32	31	37	16	39	34	47	16	23	28	33	25	85
	9%	9%	6%	8%	10%	6%	6%	3%	14%	10%	12%	5%	12%	6%	10%	12%	6%	7%	9%	11%	8%
		e			e				hwl	k	vk		mn		n						
Poverty/Inequality	83	71	2	10	14	24	22	20	15	25	24	32	31	40	32	12	39	43	26	15	83
	8%	8%	4%	12%	6%	8%	8%	14%	7%	8%	8%	9%	9%	7%	7%	9%	10%	10%	7%	7%	8%
								math													
Lack of faith in politics / politicians / government	82	69	5	8	14	29	24	9	22	32	23	21	30	39	36	8	38	41	26	15	96
	8%	8%	9%	9%	6%	9%	9%	6%	10%	10%	8%	6%	9%	7%	8%	6%	9%	10%	7%	7%	10%
Pensions/Social security/Benefits	71	67	4	*	26	21	17	7	17	25	26	19	24	40	37	13	21	24	41	7	69
	7%	8%	8%	*	11%	7%	6%	5%	7%	8%	9%	5%	7%	7%	8%	9%	5%	6%	11%	3%	7%
Race relations	45	39	2	4	14	12	10	10	4	11	15	19	17	17	21	11	13	19	20	6	45
	4%	4%	5%	6%	6%	4%	4%	7%	2%	3%	5%	5%	5%	3%	5%	8%	3%	4%	6%	3%	4%
								h													
Childcare services / support for young people	45	42	1	2	3	23	22	9	9	14	16	15	21	23	18	7	19	21	16	8	40
	4%	5%	2%	2%	1%	7%	8%	6%	4%	5%	5%	4%	6%	4%	4%	5%	5%	5%	4%	4%	4%
		d					ind	d													
Petrol prices/Fuel	44	35	3	6	16	14	10	3	6	11	13	19	14	25	21	6	17	13	17	15	45
	4%	4%	6%	7%	7%	6%	4%	2%	2%	4%	4%	5%	4%	5%	5%	4%	4%	3%	5%	7%	4%
Public services in general	39	36	-	3	11	12	12	3	10	8	20	10	20	13	23	8	8	17	11	10	39
	4%	4%	-	3%	5%	6%	4%	2%	4%	3%	7%	3%	6%	3%	5%	6%	2%	4%	3%	5%	4%
	mq												gm		m						
Morality/ Individual behaviour/ Lifestyle	34	30	2	2	9	8	6	7	8	16	7	10	17	13	13	4	17	18	9	7	45
	3%	3%	4%	3%	4%	2%	2%	5%	4%	5%	2%	3%	5%	2%	3%	3%	4%	4%	2%	3%	4%
													z								
AI / Technology	33	27	1	5	4	12	10	11	2	7	14	12	20	12	20	5	8	18	13	2	31
	3%	3%	3%	6%	2%	4%	4%	8%	1%	2%	5%	3%	6%	2%	4%	4%	2%	4%	4%	1%	3%
	hn			b				math					gm								
Low pay/Minimum wage/Fair wages	33	26	3	4	8	6	3	5	10	2	16	15	11	20	15	8	10	8	17	9	33
	3%	3%	6%	4%	3%	3%	1%	4%	4%	1%	5%	4%	3%	4%	3%	6%	3%	2%	5%	4%	3%
			f																		
Ageing population/ Social care for the elderly	32	30	-	2	11	8	8	6	4	10	14	7	15	14	13	3	16	15	13	3	41
	3%	3%	-	3%	5%	3%	3%	4%	2%	3%	5%	2%	4%	3%	3%	2%	4%	4%	4%	2%	4%
Transport/Public transport	31	27	2	1	7	11	8	6	6	3	11	17	8	20	17	4	9	17	7	7	25
	3%	3%	4%	2%	3%	3%	3%	4%	3%	1%	4%	5%	2%	4%	4%	3%	2%	4%	2%	3%	2%
	i																				
Common Market/ Brexit/EU/Eurozone/ Euro	24	21	*	2	2	9	8	6	5	6	14	3	14	7	14	4	5	12	10	2	30
	2%	2%	1%	2%	1%	3%	3%	5%	2%	2%	5%	1%	4%	1%	3%	3%	1%	3%	3%	1%	3%
								z			vk		vm								
Mental health/ well-beine	23	19	-	3	10	4	4	2	5	2	2	19	9	12	7	4	11	10	10	3	16
	2%	2%	-	4%	4%	1%	1%	1%	2%	1%	1%	5%	3%	2%	2%	3%	3%	2%	3%	1%	2%
	i											vk									
Food production/ farming	22	17	2	4	6	6	5	1	5	8	5	10	8	12	11	3	9	14	2	7	20
	2%	2%	3%	4%	3%	2%	2%	1%	2%	3%	2%	3%	2%	2%	2%	2%	2%	3%	1%	3%	2%
	k																	k			
Social media	17	17	-	-	7	2	2	5	3	8	6	4	7	4	11	6	-	8	7	1	15
	2%	2%	-	-	3%	1%	1%	3%	1%	3%	2%	1%	2%	1%	2%	4%	-	2%	2%	1%	1%
	no														g	o					
Population levels/ Depopulation	13	13	-	-	2	2	2	5	5	3	1	9	4	9	6	-	7	5	5	3	12
	1%	1%	-	-	1%	*	1%	3%	2%	1%	*	3%	1%	2%	1%	-	2%	1%	1%	2%	1%
								g													
Nuclear weapons/ Nuclear war/ Disarmament	12	12	-	-	6	3	3	2	1	3	5	3	3	8	6	1	5	9	2	*	16
	1%	1%	-	-	2%	1%	1%	2%	*	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	*	2%
Local government/ Council tax	12	10	2	-	3	4	3	3	1	2	3	6	4	6	4	1	7	3	6	3	12
	1%	1%	3%	-	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	1%	1%
Privatisation	11	9	-	2	1	6	6	2	1	5	2	3	4	7	3	3	4	6	2	2	10
	1%	1%	-	2%	*	2%	2%	1%	*	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
UK union/ devolution/reform	10	6	*	4	1	4	4	1	-	2	3	5	2	7	5	-	5	3	5	3	14
	1%	1%	1%	5%	*	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%
				math																	
Drug abuse	9	8	*	1	2	3	2	3	1	1	3	4	1	7	5	-	4	2	6	1	9
	1%	1%	1%	1%	1%	1%	1%	1%	*	*	1%	1%	*	1%	1%	-	1%	1%	2%	*	1%
Nationalisation/ Government control of institutions	8	8	*	-	1	5	4	1	2	2	2	5	1	7	4	-	4	4	4	*	10
	1%	1%	1%	-	*	1%	2%	*	1%	1%	1%	1%	*	1%	1%	-	1%	1%	1%	*	1%
Pound/Exchange rate/Value of pound	5	3	1	1	2	2	1	-	-	1	3	1	3	2	2	1	2	-	3	2	4
	1%	*	3%	1%	1%	1%	*	-	-	*	1%	*	1%	*	*	1%	1%	-	1%	1%	*
			ah																		
Countryside/Rural life	4	4	-	-	4	-	-	-	*	*	-	4	*	3	2	-	3	-	2	2	3
	*	*	-	-	2%	-	-	-	*	*	-	1%	*	*	*	-	1%	-	1%	1%	*
					z																
Animal welfare	4	3	-	*	3	3	3	-	-	-	-	4	-	3	3	-	3	1	1	3	4
	*	*	-	*	1%	1%	1%	-	-	-	-	1%	-	1%	*	-	*	*	*	1%	*
International trade/trade deals	4	1	2	1	1	2	1	-	-	2	1	1	3	1	1	1	2	2	-	2	5
	*	*	3%	1%	*	1%	*	-	-	1%	*	*	1%	*	*	1%	*	*	-	1%	*
			zafh																		
Royal Family/ Monarchy	3	2	*	-	-	3	2	-	-	*	-	1	2	1	-	-	3	*	1	1	3
	*	*	1%	-	1%	1%	-	-	-	*	-	*	*	*	-	-	1%	*	*	*	*
Median	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Trade unions/ Strikes	1	1	-	-	-	1	1	-	-	-	-	1	-	1	-	-	1	-	1	-	1
	*	*	-	-	-	*	*	-	-	-	-	*	-	*	-	-	*	-	*	-	*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Coronavirus/ pandemic diseases	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	60	57	1	1	15	21	20	9	13	26	15	16	20	28	23	9	27	25	26	8	65
	6%	7%	2%	1%	6%	7%	8%	7%	6%	8%	5%	4%	6%	5%	5%	7%	7%	6%	7%	4%	6%
MEAN NUMBER OF MENTIONS	2.94	2.97	2.82	2.77	3.09	2.91	2.93	2.96	2.89	2.88	3.07	2.96	3.24	2.78	2.97	3.04	2.88	3.01	2.93	2.84	2.98
	m												gm								
STANDARD ERROR	0.05	0.05	0.21	0.12	0.1	0.11	0.13	0.12	0.08	0.07	0.09	0.1	0.08	0.07	0.07	0.14	0.08	0.07	0.09	0.08	0.05
ERROR VARIANCE	*	*	0.05	0.01	0.01	0.01	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	*	0.02	0.01	0.01	0.01	0.01	*
Don't know	95	80	5	10	23	16	19	14	15	30	19	45	24	54	35	10	50	38	37	20	95
	9%	9%	10%	11%	9%	11%	11%	10%	7%	10%	6%	11%	7%	10%	8%	7%	12%	9%	10%	9%	9%
Personal finances (NET)	403	353	9	41	107	117	108	57	85	97	133	161	136	198	187	61	155	173	153	78	381
	40%	40%	19%	47%	45%	55%	41%	36%	37%	31%	45%	46%	38%	42%	40%	47%	37%	41%	42%	36%	38%
	hp	b		b	b	b	be	b	b												

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - i/j/k - l/m - n/o/p/q/r - s/t/u/v
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 14th October - 22nd October 2026
Source : Ipsos (IN Q218)

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ISSUES INDEX OCTOBER 2016 (PUBLIC - FINAL)

23 Oct 2016

Table 6

Q.PUBLTO What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18+

		PARTY PREFERENCE (NOT VI)						INCOME QUINTILES					SECTOR WORKING IN		ETHNIC			
	TOTAL	CONSERVATIVE	LABOUR	LIBERAL DEMOCRAT	REFORM UK	GREEN PARTY	NONE	1	2	3	4	5	PUBLIC	PRIVATE	WHITE	BME	CHILD IN HH	UNWTD TOTAL
UNWEIGHTED BASE	1007	176	290	52	141	48	214	193	191	199	175	178	346	358	819	164	270	1007
WEIGHTED BASE	1007	166	295	57*	137*	50*	218	167*	196	207	195	192	335	363	838	152	267	1007
Immigration/ overseas/ents	406	81	57	6	118	10	96	84	68	88	61	60	91	141	360	40	132	398
	40%	48%	19%	11%	86%	14%	44%	50%	35%	42%	31%	31%	27%	39%	43%	26%	49%	39%
	BCe	ABe			ABCDEFGHIJ		BCe	E						Ce	E		ABCe	
Economic/Economic situation	340	94	97	15	51	23	59	69	52	72	64	56	93	140	262	62	96	334
	34%	56%	33%	26%	38%	46%	27%	41%	27%	35%	33%	29%	28%	39%	31%	41%	36%	33%
	E	E	E			E		E						E		E		
Inflation/Prices	301	66	69	14	35	27	90	51	48	66	57	44	92	156	243	52	92	280
	30%	27%	23%	27%	26%	55%	42%	30%	24%	33%	29%	23%	27%	43%	29%	34%	35%	28%
							DE											
National health service/Hospitals/ Healthcare	220	40	70	22	26	10	57	28	39	53	32	35	26	88	166	33	79	219
	22%	24%	30%	39%	19%	19%	26%	17%	20%	25%	16%	18%	8%	24%	20%	22%	30%	22%
	f		gf	gf			f											
Defence/Foreign affairs/	181	61	66	9	16	15	33	26	30	41	37	35	17	94	166	18	86	230
	18%	29%	22%	16%	11%	29%	15%	15%	16%	20%	19%	18%	5%	26%	20%	12%	32%	23%
	gf	gf	gf			f									a		f	
Housing	129	12	33	5	19	16	39	27	22	17	13	22	16	45	107	21	56	136
	13%	7%	11%	10%	13%	33%	18%	16%	11%	8%	7%	11%	5%	12%	13%	13%	21%	13%
						E	DE											
Unemployment/ Factory closure/ Lack of industry	110	17	33	6	8	11	32	18	17	26	21	15	9	68	89	20	82	132
	11%	10%	14%	10%	5%	23%	14%	11%	10%	12%	10%	8%	3%	19%	11%	13%	31%	13%
	d		d			d	d											
Education/Schools	109	14	39	15	8	6	19	12	14	28	16	12	16	62	83	17	53	110
	11%	8%	13%	26%	6%	12%	9%	7%	8%	13%	8%	6%	5%	17%	10%	11%	20%	11%
			gh	ABGH						fgh			ch					
Crime/Law & order/ Violence/ Vandalism/Antisocial/ (yob) behaviour	100	18	25	1	21	5	29	25	15	29	8	8	11	62	81	20	28	89
	10%	11%	9%	2%	15%	9%	13%	15%	8%	14%	4%	4%	3%	17%	10%	13%	10%	9%
	dfi				j			fgh	h	fgh								
Pollution/ Environment/ Climate	100	11	33	8	6	23	12	10	16	20	15	20	11	45	90	9	26	111
	10%	6%	11%	14%	5%	47%	5%	6%	9%	11%	8%	10%	3%	13%	11%	6%	9%	11%
	df		df	df		ABFGHIJ												
Taxation	86	20	11	6	22	9	18	8	15	12	18	33	6	54	72	11	28	85
	9%	14%	5%	7%	19%	19%	7%	5%	8%	6%	12%	18%	2%	16%	9%	7%	9%	8%
	b	dh			dh							cdf						
Wages/Unemployment	39	4	14	4	4	4	7	11	10	14	4	1	14	25	33	6	13	39
	4%	2%	10%	6%	3%	8%	3%	7%	5%	7%	2%	1%	4%	6%	4%	4%	5%	4%
	b		cdf															
Lack of faith in politics / politicians / assessment	82	14	11	9	21	9	11	10	16	22	14	19	6	38	69	10	20	96
	8%	8%	4%	16%	15%	18%	5%	6%	8%	11%	7%	10%	2%	10%	8%	7%	7%	10%
	b			fgh	fgh	bf				fgh								fgh
Pensions/Social security/Benefits	71	23	16	*	13	4	13	13	7	16	12	11	6	39	59	10	23	69
	7%	14%	6%	1%	9%	9%	5%	8%	4%	7%	7%	7%	2%	11%	7%	7%	9%	7%
		fgh																
Race relations	45	2	20	5	-	6	9	12	8	6	6	5	5	20	30	14	23	45
	4%	1%	8%	11%	-	13%	4%	7%	5%	3%	4%	3%	1%	6%	4%	9%	9%	4%
	abe		de	ade		ade										fde		
Childcare services / support for	45	9	21	1	2	4	7	1	7	13	9	11	5	16	34	11	21	40
	4%	5%	9%	2%	1%	6%	3%	1%	4%	6%	5%	8%	1%	4%	4%	7%	7%	4%
			adf															
Petrol prices/fuel	44	14	5	1	3	3	12	7	11	9	7	7	5	21	37	7	16	45
	4%	8%	2%	2%	2%	6%	5%	4%	7%	4%	4%	3%	1%	6%	4%	5%	5%	4%
	b	dfgh																
Welfare/support for deserved	38	4	11	4	4	4	6	6	4	10	10	6	4	14	34	4	10	38
	4%	3%	4%	10%	4%	10%	3%	3%	2%	5%	6%	3%	1%	5%	4%	3%	4%	4%
				f														
Mentality/ Individual behaviour/	38	2	14	2	2	2	8	6	6	6	9	6	7	7	24	8	10	45
	3%	1%	6%	4%	2%	5%	4%	3%	3%	2%	5%	4%	6%	2%	3%	5%	3%	4%
	a		ab										fg					
AI / Technology	36	5	14	1	*	3	5	1	7	4	6	7	5	16	23	12	14	41
	3%	3%	6%	2%	*	6%	2%	1%	4%	2%	4%	5%	1%	5%	3%	8%	6%	3%
			ad													fgh		
Low pay/Minimum wages/Poor wages	33	3	9	*	5	4	8	6	6	2	6	2	7	15	29	4	15	33
	3%	2%	4%	1%	3%	6%	3%	3%	4%	1%	4%	2%	2%	4%	3%	3%	5%	3%
													fg					
Ageing populations/ Social care for	32	2	17	4	4	-	4	2	6	6	4	7	5	12	29	3	8	41
	3%	1%	7%	8%	2%	-	1%	1%	3%	3%	3%	5%	2%	3%	3%	2%	3%	4%
			df	df														
Transport/Public transport	31	2	11	2	5	*	10	6	6	7	4	4	4	14	25	6	14	25
	3%	1%	5%	4%	3%	*	4%	4%	3%	3%	2%	2%	1%	4%	3%	4%	5%	2%
Common Market/	26	6	14	3	1	-	1	1	2	7	6	5	5	13	21	2	5	30
	2%	3%	4%	6%	1%	-	*	1%	1%	3%	4%	4%	1%	3%	3%	1%	2%	3%
			df	df														
Mental health/ well-being	25	1	9	1	4	1	7	2	6	7	-	2	1	5	17	5	14	34
	2%	*	4%	3%	3%	1%	3%	1%	4%	4%	-	1%	1%	1%	2%	3%	5%	3%
									ch	ch								
Food production/ Farming	22	5	4	1	1	2	6	-	7	10	5	1	1	9	22	1	2	20
	2%	3%	1%	3%	1%	3%	3%	-	4%	5%	3%	1%	1%	3%	3%	1%	1%	2%
									fgh	fgh	fgh	fgh						
Social media	17	1	5	0	-	2	2	1	3	1	1	5	4	8	8	8	9	15
	2%	1%	2%	0%	-	3%	1%	*	2%	1%	*	3%	1%	2%	1%	5%	3%	1%
	m			ddh									f			fgh		
Population levels/ Overpopulation	12	2	1	0	0	1	1	1	5	2	-	5	1	5	10	1	2	12
	1%	1%	*	1%	0%	1%	*	*	3%	1%	-	3%	1%	1%	1%	1%	1%	1%
				gh								fgh						
Nuclear weapons/ Nuclear race/ Disarmament	11	4	6	*	-	-	2	2	2	2	5	*	2	4	10	2	3	18
	1%	2%	2%	*	-	-	1%	1%	1%	1%	3%	*	1%	1%	1%	1%	1%	2%
											f							
Local government/ Council tax	12	1	2	-	2	1	6	1	2	3	*	1	1	4	10	1	2	12
	1%	1%	1%	-	1%	1%	2%	*	1%	1%	*	1%	1%	1%	1%	*	1%	1%
Privatisation	11	*	3	1	-	2	3	3	1	3	-	*	1	3	8	3	4	10
	1%	-	2%	2%	-	3%	1%	2%	1%	3%	-	*	1%	1%	1%	2%	1%	1%
UK unions/ devolution/reform	10	3	3	1	2	1	-	2	2	3	1	*	1	2	10	-	4	14
	1%	2%	1%	2%	1%	1%	-	1%	1%	1%	1%	*	1%	1%	1%	-	1%	1%
				f														
Drug abuse	9	3	3	*	-	-	2	1	1	3	1	-	1	3	7	2	1	9
	1%	2%	1%	1%	-	-	1%	1%	1%	2%	*	-	1%	1%	1%	1%	*	1%
Nationalisation/ Government control of institutions	8	*	2	2	-	-	4	3	1	-	3	1	1	3	8	1	1	10
	1%	*	1%	3%	-	-	2%	2%	*	-	2%	1%	1%	1%	1%	*	*	1%
Pound/Exchange rate/Value of	5	2	-	-	-	-	-	-	2	1	2	-	1	2	5	-	3	6
	1%	1%	1%	-	-	-	-	-	1%	1%	1%	-	1%	1%	1%	-	1%	1%
Countryside/Rural life	4	1	-	-	-	-	2	2	-	-	*	1	2	-	4	-	1	4
	*	1%	-	-	-	-	1%	1%	-	-	*	1%	2%	-	1%	-	1%	*
													fg					
Animal welfare	4	-	1	-	-	-	2	2	2	-	*	-	2	-	4	-	2	4
	*	-	*	-	-	-	1%	1%	1%	-	*	-	2%	-	*	-	1%	*
													fg					
International trade/ trade deals	4	*	1	1	-	-	-	*	-	1	3	-	1	1	3	1	2	5
	*	*	1%	1%	-	-	-	*	-	*	2%	-	1%	*	*	1%	1%	*
											f							
Royal Family/ Monarchy	3	*	-	-	1	-	1	*	1	-	*	-	-	-	3	-	-	3
	*	*	-	-	1%	-	*	*	1%	-	*	-	-	-	*	-	-	*
Abortion	2	1	0	0	1	0	0	1	0	1	0	0	0	0	1	0	1	1
	*	*	-	-	*	-	-	*	-	*	-	-	-	-	*	-	*	*
Trade unions/ Strikes	1	-	1	-	-	-	-	-	1	-	-	-	-	-	1	-	-	1
	*	-	*	-	-	-	-	-	*	-	-	-	-	-	*	-	-	*
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Coronavirus/ pandemic diseases	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	60	13	15	-	6	8	10	10	5	8	10	10	8	19	48	8	16	65
	6%	8%	6%		4%	12%	6%	6%	3%	4%	7%	7%	3%	6%	6%	5%	6%	6%
MEAN NUMBER OF MENTIONS	2.94	2.99	3.3	3.31	2.82	3.28	2.66	2.76	2.96	3.07	2.96	3.08	3.06	2.97	2.93	3	3.06	2.98
	f	f	df	f		f												
STANDARD ERROR	0.05	0.12	0.13	0.2	0.09	0.15	0.08	0.1	0.07	0.11	0.11	0.1	0.09	0.07	0.05	0.13	0.09	0.05
ERROR VARIANCE	*	0.02	0.02	0.04	0.01	0.02	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	*	0.02	0.01	*
Don't know	55	11	18	2	4	6	12	18	17	14	15	6	12	35	45	10	25	89
	5%	7%	6%	4%	3%	12%	5%	11%	9%	7%	8%	3%	4%	10%	5%	7%	9%	9%
	dhie						jie	fghij										
Personal finances (NET)	402	57	106	18	64	35	112	69	70	78	53	60	64	197	330	77	129	391
	40%	34%	36%	32%	47%	70%	51%	41%	36%	37%	27%	31%	19%	54%	39%	51%	48%	39%
	dhe		d		de		ade									fde		

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f/ - g/h/i/j/ - a/b/c/d/e/f/ - g/h/i/j/ - a/b/c/d/e/f/ - g/h/i/j/ - a/b/c/d/e/f/ - g/h/i/j/ - a/b/c/d/e/f/ - g/h/i/j/
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type: GB Adults 18+
Fieldwork dates: 19th October - 23rd October 2016
Source: Ipsos (IN-QUAD)

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23 Oct 2026

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			
	TOTAL	MALE	FEMALE	18-24	25-34	35-44	45-54	55-64	65-74	75+	18-34	35-54	55-74	55+	AB	C1	C2	DE	ABC1	C2DE	UP TO 24999	25000-49999	50000 PLUS	
	(z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(v)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	(t)	(u)	UNWTD TOTAL
Unweighted Base	**1007**	515	470	90	139	177	175	160	145	121	229	352	305	426	270	458	107	172	728	279	105	149	342	1007
Weighted Base	**1007**	476	509	111*	172*	164	161	159	123*	117*	283	325	282	390	242	309	193*	264	551	456	129*	143*	308	1007
Improve	**139**	68	67	17	21	25	21	26	20	9	38	46	46	55	27	56	24	32	84	56	18	24	43	157
	14%	14%	13%	16%	12%	15%	13%	16%	16%	8%	14%	14%	16%	14% i	11%	18% zmq r	12%	12%	15% m	12%	14%	16%	14%	16%
Stay the same	**182**	90	89	22	29	26	35	28	17	25	50	61	45	71	61	53	25	43	114	68	25	18	73	195
	18%	19%	17%	19%	17%	16%	22%	18%	14%	22%	18%	19%	16%	18%	25% zno pr	17%	13%	16%	21% zn	15%	19%	12%	24% zt	19%
Get worse	**643**	299	333	65	112	106	98	103	81	78	177	204	184	262	144	186	142	171	330	313	79	99	180	615
	64% nqu	63%	65%	59%	65%	65%	61%	64%	66%	67%	63%	63%	65%	66%	60%	60%	74% zmn q	65%	60%	69% nq	61%	69%	58%	61%
EOI net	**-50%** nq u	-48%	-52%	-43%	-53%	-49%	-48%	-48%	-50%	-59%	-49%	-49%	-49%	-52%	-48%	-42%	-61% zm nq	-53%	-45%	-56% nq	-47%	-53%	-44%	-45%
Don't know	**42**	19	20	7	10	7	7	2	5	4	17	14	7	11	10	13	1	18	23	19	7	3	13	40
	4%	4%	4%	6%	6%	4%	4%	1%	4%	4%	6%	4%	3%	3%	4%	4%	1%	7% or	4%	4% o	5%	2%	4%	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 : 14th October - 22nd October 2026
Source : Ipsos (JN Q218)

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23 Oct 2026

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			
	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)	UNWTD TOTAL
Unweighted Base	**1007**	858	53	96	230	298	245	151	232	356	308	287	425	458	471	99	437	432	357	218	1007
Weighted Base	**1007**	871	49*	87*	239	313	264	140	229	315	295	352	336	541	461	139*	406	424	365	219	1007
Improve	**139**	123	5	11	36	36	31	23	34	32	37	58	61	58	69	19	52	63	46	31	157
	14%	14%	11%	12%	15%	11%	12%	17%	15%	10%	13%	17%	18%	11%	15%	14%	13%	15%	13%	14%	16%
	im												zm								
Stay the same	**182**	167	3	12	38	70	66	26	37	72	58	47	79	86	88	19	75	80	72	31	195
	18%	19%	7%	14%	16%	22%	25%	19%	16%	23%	20%	13%	24%	16%	19%	14%	18%	19%	20%	14%	19%
	k					b	zab			zk			zm								
							h														
Get worse	**643**	547	41	56	159	200	159	77	151	202	194	223	181	381	290	98	255	263	234	147	615
	64%	63%	82%	65%	67%	64%	60%	55%	66%	64%	66%	63%	54%	70%	63%	70%	63%	62%	64%	67%	61%
	gl		zae			f								zl							
			fg																		
EOI net	**-50%**	-49%	-72%	-52%	-52%	-52%	-49%	-38%	-51%	-54%	-53%	-47%	-36%	-60%	-48%	-57%	-50%	-47%	-52%	-53%	-45%
	gl		za			f								zl							
			efg																		
Don't know	**42**	34	-	8	5	7	7	14	7	9	6	24	15	16	15	3	24	18	14	10	40
	4%	4%	-	9%	2%	2%	3%	10%	3%	3%	2%	7%	4%	3%	3%	2%	6%	4%	4%	5%	4%
	j			zade				zabd				zj					z				
				f				efh													

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 : 14th October - 22nd October 2026
Source : Ipsos (JN Q218)

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ISSUES INDEX OCTOBER 2026 (PUBLIC - FINAL)

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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			
	TOTAL (z)	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)	CHILD IN HH	UNWTD TOTAL
Unweighted Base	**1007**	176	280	52	141	69	214	143	161	199	175	178	195	358	823	163	274	1007
Weighted Base	**1007**	168	245	51*	149*	68*	249	167*	168	209	158	150	104	464	839	152	307	1007
Improve	**139**	20	68	15	4	4	22	20	26	30	18	21	16	64	100	36	37	157
	14%	12%	28%	29%	3%	6%	9%	12%	16%	14%	12%	14%	15%	14%	12%	24%	12%	16%
	dw	d	za	zad												zw		
			def	ef														
Stay the same	**182**	28	64	15	7	11	49	20	22	39	42	32	22	85	164	17	58	195
	18%	17%	26%	30%	5%	16%	19%	12%	13%	19%	27%	21%	21%	18%	20%	11%	19%	19%
	dx	d	zd	d		d	d				zj				zx			
											k							
Get worse	**643**	117	103	20	138	51	155	116	115	129	93	96	62	302	543	90	205	615
	64%	70%	42%	38%	93%	74%	62%	70%	69%	62%	59%	64%	60%	65%	65%	59%	67%	61%
	bc	bc			za	bc	bc											
					bcef													
EOI net	**-50%**	-58%	-14%	-9%	-90%	-68%	-53%	-58%	-53%	-47%	-47%	-50%	-44%	-51%	-53%	-36%	-55%	-45%
	b	b			z	b	b											
	c	c			abcef	c	c											
Don't know	**42**	3	10	1	-	3	23	11	4	11	5	2	4	14	31	9	7	40
	4%	2%	4%	3%	-	4%	9%	6%	2%	5%	3%	1%	4%	3%	4%	6%	2%	4%
	dn		d			d	zad	n										

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 : 14th October - 22nd October 2026
Source : Ipsos (JN Q218)