ISSUES INDEX NOVEMBER 2026 (PUBLIC - FINAL)

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11 Nov 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 (aa)	FEMALE (ab)	18-24 (c)	25-34 (cd)	35-44 (ae)	45-54 (ff)	55-64 (ag)	65-74 (hi)	75+ (ii)	18-34 (ij)	35-54 (kk)	55-74 (ll)	55+ (ul)	AB (mn)	C1 (nn)	C2 (oo)	DE (pp)	ABC1 (qq)	C2DE (rr)	UP TO 24999 (ss)	25000-49999 (tt)	50000 PLUS (uu)	UNWTD TOTAL
UNWEIGHTED BASE	1526	726	800	171	169	172	200	203	210	201	297	372	411	412	299	304	235	178	603	413	303	218	331	1526
WEIGHTED BASE	**1025**	481	512	111*	176*	169	166	163	122	115*	287	335	285	401	249	316	197	263	565	460	123*	149	311	1025
	100%	47%	50%	11%*	17%*	16%	16%	16%	12%	11%*	28%	33%	28%	39%	24%	31%	19%	26%	55%	45%	12%*	15%	30%	100%
Immigration/ immigrants	**230**	107	116	17	41	37	28	35	33	37	59	65	68	105	38	62	67	83	100	130	29	33	49	206
	22% mqu	22%	23%	16%	24%	22%	17%	22%	27%	32% zcf zd	21%	19%	24%	26% acf	15%	20%	24%	32% zmn o	18%	28% zmn o	24%	22%	16%	20%
Inflation/Prices	**205**	79	122	30	38	35	40	30	16	16	68	76	46	61	53	63	48	41	116	89	23	35	69	208
	20% ahl v	16%	24% za	27% hil v	22%	21%	24% hv	18%	13%	14%	24% hlv	23% hv	16%	15%	21%	20%	25%	16%	21%	19%	19%	23%	22%	20%
Economy/Economic situation	**169**	105	61	11	24	32	39	31	21	10	35	71	52	62	54	54	33	28	108	61	14	24	75	180
	16% bio	22% zb	12%	10%	14%	19% i	24% acl jv	19% i	17%	9%	12%	21% acl j	18% iv	15% i	22% zor	17%	17%	11%	19% zor	13%	11%	16%	24% zs	18%
Defence/Foreign affairs/ International terrorism	**51**	28	24	1	7	5	7	11	9	12	7	12	21	32	18	16	5	13	33	18	8	5	16	60
	5% c	6%	5%	1%	4%	3%	4%	7% cl	8% cl	10% zcm k	3%	4%	7% acl	8% aclk	7%	5%	3%	5%	6%	4%	7%	3%	5%	6%
National health service/Hospitals/ Healthcare	**39**	11	27	3	6	3	10	4	4	9	9	9	13	8	17	7	11	5	15	19	21	5	4	7	35
	4% g	2%	5% g	3%	3%	2%	6%	3%	3%	8% e	3%	4%	3%	4% j	3%	4%	3%	6%	3%	4%	4%	2%	2%	3%
Pollution/ Environment/ Climate change	**35**	14	21	3	4	6	9	5	4	4	7	15	9	13	15	8	2	9	23	12	7	3	14	35
	3%	3%	4%	2%	3%	3%	5%	3%	4%	3%	3%	4%	3%	3%	6% zopr	3%	1%	4%	4% n	3%	6%	2%	5%	3%
Lack of faith in politics / politicians / assessment	**32**	22	7	2	5	9	4	5	4	2	7	13	9	11	9	9	-	14	18	14	2	5	8	31
	3% b	4% cb	1%	2%	3%	5%	2%	3%	3%	2%	2%	4%	3%	3%	4% o	3% n	-	5% or	3% o	3%	1%	4%	3%	3%
Poverty/Inequality	**31**	17	14	5	6	5	5	5	3	3	11	10	8	11	10	11	9	1	21	10	3	4	13	34
	3% b	4%	3%	4%	3%	3%	3%	3%	3%	2%	4%	3%	3%	3%	4% o	3% n	5% qr	*	4% n	2%	3%	3%	4%	3%
Unemployment/ Factory closure/ Lack of industry	**26**	12	10	4	8	3	6	3	-	2	12	9	3	5	8	10	6	1	19	7	2	6	8	29
	2% bo	3%	2%	4% b	5% hlv	2%	4%	2%	-	2%	4% hlv	3%	1%	1%	3% o	3% n	3%	*	3% zo	2%	1%	4%	3%	3%
Housing	**25**	10	15	6	8	5	2	4	-	1	14	7	4	5	2	8	10	6	10	15	3	3	5	20
	2% vo	4%	3%	5% hlv	4% h	3%	1%	3%	-	1%	5% zhlv	2%	1%	1%	1%	2%	5% m	2%	2%	3%	3%	2%	2%	2%
Morality/ individual behaviour/ Lifestyle	**14**	4	9	1	1	4	1	5	2	*	2	6	6	7	4	5	2	3	9	5	2	2	7	15
	1%	1%	2%	1%	*	3%	1%	3%	1%	*	1%	2%	2%	2%	2%	2%	1%	1%	2%	1%	2%	2%	2%	1%
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	**14**	5	9	1	3	5	-	1	3	2	4	5	4	6	1	4	3	6	5	10	1	5	3	12
	1% a	1%	2%	1%	2%	3%	-	*	2%	2%	1%	1%	1%	1%	*	1%	2%	2%	1%	2%	1%	4%	1%	1%
Education/Schools	**14**	7	7	3	2	3	2	1	2	1	5	5	3	4	5	3	3	3	8	6	-	1	3	14
	1%	1%	1%	2%	1%	2%	1%	*	2%	1%	2%	1%	1%	1%	2%	1%	2%	1%	1%	1%	-	1%	1%	1%
Taxation	**13**	9	3	2	4	4	-	1	1	-	7	4	2	2	2	5	4	1	7	6	*	-	4	14
	1%	2%	1%	2%	2%	2%	-	1%	1%	-	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	*	-	2%	1%
Petrol prices/Fuel	**10**	7	1	1	1	2	2	2	-	2	2	4	2	4	2	2	1	5	3	7	2	4	2	8
	1% bq	1%	*	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	*	1%	2%	1%	2%	2%	3%	1%	1%
Pensions/Social security/Benefits	**9**	5	3	-	1	-	-	2	4	2	1	-	6	8	2	2	1	3	4	5	3	-	2	10
	1%	1%	1%	-	1%	-	-	1%	3% zefj k	2% k	*	-	2% zk	2% zk	1%	1%	1%	1%	1%	1%	2%	-	1%	1%
Common Market/ Brexit/EU/Eurosec/ Euro	**6**	4	2	-	2	-	1	1	1	1	2	1	2	3	1	4	1	1	4	2	2	1	2	8
	1%	1%	*	-	1%	-	1%	1%	*	1%	1%	*	1%	1%	*	1%	1%	*	1%	*	2%	1%	1%	1%
Race relations	**6**	-	6	-	-	1	4	1	*	-	-	4	1	1	3	2	-	-	5	1	-	1	2	6
	1%	-	1% a	-	-	*	2% ai	1%	*	-	-	1%	*	*	1%	1%	-	-	1%	1%	-	1%	1%	1%
Population levels/ Overpopulation	**6**	2	3	2	1	-	-	1	*	1	3	-	2	2	2	3	1	-	4	1	2	2	1	6
	1%	*	1%	2% k	1%	-	-	1%	*	1%	1%	-	1%	1%	1%	1%	1%	-	1%	*	2%	1%	*	1%
Low pay/Minimum wage/Fair wages	**5**	1	4	1	1	-	1	1	-	-	4	1	1	1	1	2	-	3	3	3	1	-	1	5
	1%	*	1%	2% zkv	*	-	*	1%	-	-	1%	*	*	*	*	1%	-	1%	*	1%	1%	-	*	*
Food production/ farming	**5**	2	3	-	-	2	-	-	1	2	-	2	1	3	2	1	-	2	3	2	2	1	2	4
	*	*	1%	-	-	1%	-	-	1%	2%	-	1%	*	1%	1%	*	-	1%	*	2%	2%	*	1%	*
Nuclear weapons/ Nuclear war/ Disarmament	**4**	*	4	*	-	2	-	-	-	2	*	2	-	2	-	3	-	1	3	1	-	2	2	5
	*	*	1%	*	-	1%	-	-	-	2% zf	*	*	-	1%	-	1%	-	1%	*	*	-	2%	1%	*
Ageing population/ Social care for the elderly	**4**	1	3	-	1	1	1	1	-	1	1	1	1	1	2	1	-	1	3	1	1	1	-	5
	*	*	1%	-	1%	*	*	*	-	1%	*	*	*	*	1%	*	-	*	*	*	1%	1%	-	*
Transport/Public transport	**3**	1	2	-	1	2	-	-	-	-	1	2	-	-	2	1	-	-	3	-	-	1	-	2
	*	*	*	-	1%	1%	-	-	-	-	1%	*	-	-	1%	*	-	-	1%	-	-	1%	-	*
AI / Technology	**3**	1	2	-	-	1	-	1	*	1	-	1	1	2	1	1	1	-	2	1	-	-	2	4
	*	*	*	-	-	1%	-	*	*	1%	-	*	*	*	*	*	*	-	*	*	-	-	1%	*
Nationalisation/ Government control of institutions	**2**	-	2	-	-	-	-	2	-	-	-	-	2	2	-	-	-	2	-	2	2	-	-	1
	*	-	*	-	-	-	-	1% zk	-	-	-	-	1%	1%	-	-	-	1%	-	*	2% z	-	-	*
Mental health/ well-being	**2**	-	2	2	-	-	-	-	-	-	2	-	-	-	-	-	1	2	-	2	1	-	-	2
	*	-	*	2% zklu	-	-	-	-	-	-	1%	-	-	-	-	-	*	1%	-	1%	*	-	-	*
Childcare services / support for young people	**2**	2	-	-	-	-	-	2	-	-	-	-	2	2	2	-	-	-	2	-	-	-	1	2
	*	*	-	-	-	-	-	1% z	-	-	-	-	1%	1%	1%	-	-	-	*	-	-	-	*	*
Public services in general	**2**	1	1	1	-	-	1	1	-	-	1	1	1	1	1	-	-	1	1	1	-	-	2	3
	*	*	*	1%	-	-	*	*	-	-	*	*	*	*	*	-	-	*	*	*	-	-	1%	*
UK unions/ devolution/reform	**2**	2	-	-	-	-	-	-	2	-	-	-	2	2	-	-	-	2	-	2	2	-	-	1
	*	*	-	-	-	-	-	-	1% zk	-	-	-	1%	*	-	-	-	1%	-	*	1% z	-	-	*
Pound/Exchange rate/Value of pound	**2**	2	-	-	-	-	-	-	-	2	-	-	-	2	-	-	2	-	-	2	-	-	-	1
	*	*	-	-	-	-	-	-	-	1% z	-	-	-	*	-	-	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
Privatisation	**1**	1	-	-	1	-	-	-	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	1
	*	*	-	-	1%	-	-	-	-	-	*	-	-	-	*	-	-	-	*	-	-	-	-	*
Social media	**1**	1	-	-	-	-	-	1	-	-	-	-	1	1	-	1	-	-	1	-	-	1	-	1
	*	*	-	-	-	-	-	*	-	-	-	-	*	*	-	*	-	-	*	-	-	*	-	*
International trade/trade deals	**1**	1	-	-	-	-	-	-	1	-	-	-	1	1	-	1	-	1	-	1	1	-	-	1
	*	*	-	-	-	-	-	-	*	-	-	-	*	*	-	*	-	*	-	*	*	-	-	*
Local government/ Council tax	*	-	*	-	-	-	-	-	*	-	-	-	*	*	-	*	-	*	-	*	-	-	-	*
	*	-	*	-	-	-	-	-	*	-	-	-	*	*	-	*	-	*	-	*	-	-	-	*
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Drug abuse	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Coronavirus/ pandemic diseases	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	**22**	8	11	1	3	1	1	5	8	4	4	6	1	12	16	1	4	5	11	6	1	2	3	17
	2% kmo	2%	2%	1%	2%	*	*	3% k	6% zcef k	3% k	1%	*	*	4% zefk	4% zfk	1%	1%	3%	4% mo	1%	1%	2%	1%	2%
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
Don't know	**31**	11	18	11	6	4	4	4	2	2	17	7	6	7	1	20	6	4	21	10	4	2	5	28
	3% vm	2%	3%	10% zdef gtijklv	3%	2%	2%	2%	2%	1%	6% ziv	2%	2%	2%	1%	6% zmoo r	3%	1%	4% m	2%	3%	1%	2%	4%
Personal finances (NET)	**252**	104	141	39	46	42	48	38	19	20	85	90	57	77	66	77	59	51	143	109	30	43	84	255
	25% ahl v	22%	27%	35% agh liv	26%	25%	29% hil v	23%	16%	17%	30% hd v	27% hv	20%	19%	26%	24%	30% pr	19%	25%	24% p	24%	29%	27%	25%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b - j/k/l/m/n/o/p/q/r/s/t/u/v - z/m/n/o/p/q/r - z/s/t/u
Overlap formulae used. * small base
Respondent type : GB Adults 18+
Fieldwork dates : 4th November - 10th November 2026
Source : Ipsos (IN-Q2SB)

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ISSUES INDEX NOVEMBER 2026 (PUBLIC - FINAL)

11 Nov 2026

Table 2

Q_PLI01 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	ENG LAND	WALES	SCOT LAND	NORTH EXCL. SCOT LAND	MID LANDS INCL. WALES	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
	(c)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)	(o)	(p)	(q)	(r)	(s)	
UNWEIGHTED BASE	1021	849	54	117	211	112	325	175	225	339	231	224	429	546	476	117	428	427	364	231	1025
WEIGHTED BASE	1025	889	49*	87*	244	319	269	143	233	322	267	370	345	516	476	143*	406	447	368	210	1025
	100%	87%	5%*	8%*	24%	31%	26%	14%	23%	31%	26%	36%	34%	50%	46%	14%*	40%	44%	36%	21%	100%
Immieration/ immierants	230	198	7	25	68	74	67	13	50	81	38	93	44	142	87	22	121	95	87	48	206
	22%	22%	14%	29%	28%	23%	25%	9%	21%	25%	14%	25%	13%	27%	18%	15%	30%	21%	24%	23%	20%
	adn	e		#	ae	#	#		#	i		i		di			zno				
	n																				
Inflation/Prices	205	177	16	12	36	74	58	29	55	48	67	83	72	111	109	33	64	81	79	45	208
	20%	20%	33%	14%	15%	23%	21%	20%	24%	15%	25%	22%	21%	22%	23%	23%	16%	18%	22%	21%	20%
	dlo	d	odl			d			d		zl	i			o						
Economv/Economic situation	169	148	8	12	40	54	46	22	40	59	57	46	74	67	100	20	48	82	55	32	180
	16%	17%	17%	14%	16%	17%	17%	16%	17%	18%	21%	12%	21%	13%	21%	14%	12%	18%	15%	15%	18%
	kmo										zk		zm		zo						
Defence/Foreign affairs/ International terrorism	51	45	1	5	10	15	14	8	13	19	16	14	22	23	19	3	29	21	21	9	60
	5%	5%	2%	6%	4%	5%	5%	5%	6%	6%	6%	4%	6%	4%	4%	2%	7%	5%	6%	4%	6%
																	z				
National health service/Hospitals/ Healthcare	39	29	7	3	11	15	8	2	7	12	10	10	14	16	9	10	21	12	17	10	35
	4%	3%	14%	4%	4%	5%	3%	2%	3%	4%	4%	3%	4%	3%	2%	7%	5%	3%	5%	5%	3%
	an		zade			f										n	n				
			fgh																		
Pollution/ Environment/ Climate change	35	31	*	3	3	12	11	9	8	13	12	7	15	13	13	3	19	14	11	10	35
	3%	3%	1%	4%	1%	4%	4%	6%	3%	4%	5%	2%	4%	2%	3%	2%	5%	3%	3%	5%	3%
								d													
Lack of faith in politics / politicians / eovernment	32	25	*	7	4	6	6	11	4	11	4	15	8	17	14	6	11	16	10	6	31
	3%	3%	1%	8%	2%	2%	2%	8%	2%	3%	1%	4%	2%	3%	3%	5%	3%	4%	3%	3%	3%
				zade				zade													
				fh				fh													
Poverty/Inequality	31	25	3	2	7	8	4	7	7	10	9	10	16	13	16	5	10	18	9	4	34
	3%	3%	7%	3%	3%	2%	2%	5%	3%	3%	3%	3%	5%	2%	3%	4%	2%	4%	2%	2%	3%
						f							z								
Unemployment/ Factory closure/ Lack of industry	26	24	1	1	6	9	8	5	5	2	11	11	12	10	16	3	6	11	11	4	29
	3%	3%	2%	1%	3%	3%	3%	3%	2%	1%	4%	3%	4%	2%	3%	2%	1%	2%	3%	2%	3%
											t										
Housing	25	22	1	2	3	7	6	6	7	5	3	15	4	11	14	6	5	15	6	6	20
	2%	2%	2%	2%	1%	2%	2%	4%	3%	2%	1%	4%	1%	2%	3%	4%	1%	3%	1%	3%	2%
	p											j									
Morality/ Individual behaviour/ Lifestyle	14	14	-	*	4	5	5	4	1	7	4	3	11	2	8	-	6	7	6	2	15
	1%	2%	-	*	1%	2%	2%	3%	*	2%	1%	1%	3%	*	2%	-	2%	1%	2%	1%	1%
	m												zm								
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	14	13	1	-	7	2	1	4	1	3	2	9	5	6	4	5	6	11	2	2	12
	1%	2%	1%	-	3%	1%	1%	3%	*	1%	1%	2%	1%	1%	1%	3%	1%	2%	*	1%	1%
																		zl			
Education/Schools	14	12	-	1	2	1	1	4	5	2	3	8	9	4	6	3	5	4	5	4	14
	1%	1%	-	1%	1%	*	*	3%	2%	1%	1%	2%	3%	1%	1%	2%	1%	1%	1%	2%	1%
								e					zm								
Taxation	13	12	-	*	2	3	3	3	5	3	2	7	2	7	9	2	2	2	9	2	14
	1%	1%	-	*	1%	1%	1%	2%	2%	1%	1%	2%	1%	1%	2%	1%	*	*	2%	1%	1%
	s																		s		
Petrol orices/Fuel	10	10	-	1	6	1	1	1	2	2	5	2	4	4	4	4	3	6	2	2	8
	1%	1%	-	1%	2%	*	*	1%	1%	1%	2%	1%	1%	1%	1%	3%	1%	1%	1%	1%	1%
Pensions/Social securitv/Benefits	9	8	-	1	3	3	3	-	2	3	3	3	2	5	2	1	6	4	3	1	10
	1%	1%	-	1%	1%	1%	1%	-	1%	1%	1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%
Common Market/ Brexit/EU/Europe/ Euro	6	5	-	1	2	1	1	3	-	2	1	3	4	3	3	-	3	5	1	-	8
	1%	1%	-	1%	1%	*	*	2%	-	1%	*	1%	1%	1%	1%	-	1%	1%	*	-	1%
Race relations	6	5	-	1	1	2	2	2	-	1	2	1	4	2	4	-	1	4	2	-	6
	1%	1%	-	1%	*	1%	1%	1%	-	*	1%	1%	1%	*	1%	-	*	1%	1%	-	1%
Population levels/ Overpopulation	6	6	-	-	4	1	1	1	-	2	1	1	2	3	1	1	3	4	*	1	6
	1%	1%	-	-	2%	*	*	*	-	1%	*	*	1%	1%	*	1%	1%	1%	*	1%	1%
Low pay/Minimum wage/Fair wages	5	5	-	-	3	2	3	-	1	1	1	-	2	1	3	1	1	3	1	2	5
	1%	1%			1%	1%	1%		*	1%	*		1%	*	1%	1%	*	1%	*	1%	*
Food orodiction/ farmine	5	5	-	-	2	1	1	-	2	3	1	1	1	3	1	-	3	1	1	3	4
	*	1%	-	-	1%	*	*	-	1%	1%	*	*	*	1%	*	-	1%	*	*	2%	*
Nuclear weapons/ Nuclear war/ Disarmament	4	4	*	-	1	3	3	-	-	2	2	-	2	2	*	-	4	1	2	2	5
	*	*	1%	-	*	1%	1%	-	-	1%	1%	-	*	*	*	-	1%	*	*	1%	*
Ageing population/ Social care for the elderly	4	3	-	1	2	1	1	-	1	2	-	2	3	-	2	-	2	3	-	1	5
	*	*	-	1%	1%	*	*	-	*	1%	-	*	1%	-	*	-	*	1%	-	1%	*
Transport/Public transport	3	3	-	-	-	-	-	2	1	-	-	3	2	1	2	1	-	1	2	-	2
	*	*	-	-	-	-	-	1%	1%	-	-	1%	*	*	*	1%	-	*	*	-	*
AI / Technolosv	3	3	-	-	1	1	1	-	-	2	1	-	1	2	2	-	1	3	-	-	4
	*	*	-	-	1%	*	1%	-	-	1%	*	-	*	*	*	-	*	1%	-	-	*
Nationalisation/ Government control of institutions	2	2	-	-	-	-	-	-	2	-	-	2	-	2	2	-	-	-	-	2	1
	*	*	-	-	-	-	-	-	1%	-	-	1%	-	*	*	-	-	-	-	1%	*
Mental health/ well-beine	2	2	-	-	-	2	2	-	-	2	-	1	-	2	-	-	2	1	-	2	2
	*	*	-	-	-	1%	1%	-	-	*	-	*	-	*	-	-	1%	*	-	1%	*
Childcare services / support for young people	2	2	-	-	-	1	1	1	-	1	1	-	2	-	2	-	-	2	-	-	2
	*	*	-	-	-	*	*	1%	-	*	*	-	1%	-	*	-	-	*	-	*	*
Public services in general	2	2	-	-	-	1	1	1	1	1	1	1	2	-	2	-	-	2	-	-	3
	*	*	-	-	-	*	*	1%	*	*	*	*	1%	-	*	-	-	*	-	-	*
UK union/ devolution/reform	2	-	-	2	-	-	-	-	-	2	-	-	-	2	-	2	-	-	-	2	1
	*	-	-	2%	-	-	-	-	-	1%	-	-	-	*	-	1%	-	-	-	1%	*
				zade																	
				fh																	
Pound/Exchange rate/Value of pound	2	2	-	-	-	2	2	-	-	2	-	-	-	2	-	-	2	-	2	-	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
Privatisation	1	1	-	-	1	-	-	-	-	-	1	-	-	1	-	1	-	1	-	-	1
	*	*	-	-	*	-	-	-	-	-	*	-	-	*	-	1%	-	*	-	-	*
Social media	1	1	-	-	-	-	-	-	1	-	-	1	-	1	1	-	-	-	-	1	1
	*	*	-	-	-	-	-	-	*	-	-	*	-	*	*	-	-	-	-	*	*
International trade/trade deals	1	1	-	-	1	-	-	-	-	1	-	-	1	-	1	-	-	1	-	-	1
	*	*	-	-	*	-	-	-	-	*	-	-	*	-	*	-	-	*	-	-	*
Local eovernment/ Council tax	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-	1
	*	*	-	-	*	-	-	-	-	*	-	-	*	-	-	-	*	-	*	-	*
Roval Family/ Monarchv	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Drue abuse	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countrvside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Coronavirus/ pandemic diseases	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	22	18	2	2	3	6	4	-	10	11	1	9	3	16	7	8	7	4	16	2	17
	2%	2%	4%	2%	1%	2%	2%	-	4%	3%	1%	2%	1%	3%	2%	5%	2%	1%	4%	1%	2%
	hi		e						zae	i				i		n			zsu		
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
Don't know	31	27	1	3	12	6	5	6	4	6	9	10	3	23	13	3	15	13	13	5	38
	3%	3%	2%	4%	5%	2%	2%	4%	2%	2%	3%	3%	1%	4%	3%	2%	4%	3%	3%	2%	4%
	l													l							
Personal finances (NET)	212	218	20	15	51	85	66	37	64	62	82	95	94	130	132	43	77	108	91	53	255
	21%	24%	40%	17%	21%	27%	24%	26%	28%	19%	31%	26%	27%	25%	28%	30%	19%	24%	25%	25%	25%
	to		zac								zl				o	n					
			d																		
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/e/h - z/i/j/k - z/l/m - z/n/o/a/a/r - z/s/t/u
Overlap formulae used. * small base: ** very small base (under 30) inelisible for sie testine
Respondent tvoe : GB Adults 18+
Fieldwork dates : 4th November - 10th November 2026
Source : Ipsos (IN 0218)

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Table 3

Q.PoS1 What would you say is the most important issue facing Britain today?

BASE: ALL ADULTS AGED 18+

		PARTY PREFERENCE (NOT VI)						IMD QUANTILES					SECTOR WORKING IN		ETHNIC			
	TOTAL	CON SERV ATIVE	LAB OUR	LIB ERAL DEMO CRAT	REFOR M UK	GREEN PARTY	NONE	1	2	3	4	5	PUBLI C	PRI VATE	WHITE	BME	CHILD IN HH	UNWTD TOTAL
UNWEIGHTED BASE	1025	148	282	51	147	98	212	159	179	186	178	166	171	389	810	199	296	1025
WEIGHTED BASE	1025	137	296	49*	164	97*	223	174	178	195	171	148	105	479	846	161	267	1025
	100%	13%	29%	5%*	16%	9%*	22%	17%	17%	19%	17%	14%	10%	47%	83%	16%	26%	100%
Immigration/ immigrants	230 22% bc exza	28 20% ba	28 11% e	4 8%	92 56% aab cef	2 2%	45 20% ba	53 31% am	37 21%	42 22%	33 19%	32 22%	9 9%	91 19% o	209 25% ix	21 13%	45 16%	206 20%
Inflation/Prices	205 20% d	26 19%	67 26% ad	10 20%	20 12%	24 24% d	46 21%	27 16%	41 23%	43 22%	28 16%	29 20%	25 24%	108 23%	168 20%	34 21%	77 27%	208 20%
Economy/Economic situation	169 16% d	33 24% cd f	50 19% d	10 20%	14 9%	17 17%	33 15%	22 13%	28 16%	31 16%	28 22%	30 20%	21 20%	92 19%	130 15%	36 22% zw	51 18%	180 18%
Defence/Foreign affairs/ International terrorism	51 5% do	10 7% d	16 6% d	6 13% zdf	2 1%	3 4%	10 4%	9 5%	8 4%	8 4%	13 8%	6 4%	5 4%	15 3%	45 5%	5 3%	10 3%	60 6%
National health service/Hospitals/ Healthcare	39 4%	3 2%	13 5%	3 7%	3 2%	6 6%	7 3%	6 3%	5 3%	10 5%	8 5%	4 3%	5 4%	14 3%	37 4%	2 1%	7 2%	35 3%
Pollution/ Environment/ Climate change	35 3% d	3 2%	8 3%	1 2%	1 *	16 17% zab cdf	4 2%	5 3%	7 4%	6 3%	6 3%	8 5%	4 4%	10 2%	29 3%	3 2%	11 4%	35 3%
Lack of faith in politics / politicians / government	32 3%	3 2%	4 2%	1 1%	5 3%	2 2%	9 4%	3 2%	6 3%	8 4%	9 5%	2 1%	4 4%	16 3%	21 3%	10 6% zw	8 3%	31 3%
Poverty/Inequality	31 3%	1 *	10 4% d	2 3% d	- -	11 12% zab df	5 2%	3 2%	5 3%	3 1%	5 3%	10 7% zl	6 6% z	14 3%	28 3%	2 1%	6 2%	34 3%
Unemployment/ Factory closure/ Lack of industry	26 2%	3 2%	8 3%	3 6%	4 3%	4 4%	4 2%	6 3%	4 2%	6 3%	2 1%	3 2%	3 3%	16 3%	17 2%	7 4%	12 4%	29 3%
Housing	26 2%	3 2%	10 4%	- -	1 1%	3 4%	8 4%	6 3%	7 4% m	7 4%	3 *	3 1%	2 2%	14 4%	17 2%	8 5% zw	10 3%	29 2%
Morality/ Individual behaviour/ Lifestyle	14 1%	-	8 3% z	-	1 1%	-	5 2%	4 2%	2 1%	1 *	2 1%	3 2%	1 1%	7 1%	11 1%	2 1%	5 2%	15 1%
Crime/Law & order/ Violence/ Vandalism/Antisocial (yob) behaviour	14 1% w	8 6% zbd ef	3 1%	- -	- -	- -	2 1%	6 3%	4 2%	2 1%	1 *	1 *	4 4% zn	4 1%	8 1%	6 4% zw	6 2%	12 1%
Education/Schools	14 1%	- -	3 1%	2 4% ad	- -	2 2%	4 2%	2 1%	3 1%	2 1%	2 1%	2 1%	2 2%	7 2%	12 1%	2 1%	4 1%	14 1%
Taxation	13 1%	1 1%	- -	2 5% b	4 3% b	2 2%	3 1%	* *	1 1%	2 1%	1 1%	3 2%	1 1%	8 2%	11 1%	2 1%	4 2%	14 1%
Petrol prices/Fuel	10 1%	1 1%	1 *	- -	2 1%	- -	2 1%	4 3%	- -	3 2%	- -	1 *	- -	7 2%	6 1%	3 2%	3 1%	8 1%
Pensions/Social security/Benefits	9 1%	2 2%	2 1%	- -	2 1%	- -	1 *	* *	2 1%	1 1%	1 1%	2 1%	* *	3 1%	7 1%	1 1%	1 *	10 1%
Common Market/ Brexit/EU/Eurosec/ Euro	6 1%	1 *	3 1%	- -	1 1%	1 1%	- -	1 *	1 *	2 1%	1 1%	2 1%	- -	3 1%	5 1%	1 1%	2 1%	8 1%
Race relations	6 1%	- -	2 1%	- -	- -	2 2%	2 1%	1 1%	- -	1 *	2 1%	- -	1 1%	3 1%	6 1%	- -	2 1%	6 1%
Population levels/ Overpopulation	6 1%	- -	- -	- -	2 1%	2 2%	2 1%	- -	2 1%	2 1%	1 *	- -	- -	1 *	6 1%	- -	2 1%	6 1%
Low pay/Minimum wage/Fair wages	5 1%	- -	- -	1 2% b	1 2%	- -	1 *	- -	1 1%	- -	2 1%	2 1%	1 1%	3 1%	5 1%	- -	1 *	5 *
Food production/ Farming	5 *	1 1%	1 1%	- -	- -	- -	2 1%	1 *	1 *	2 1%	1 1%	- -	- -	1 *	4 *	1 *	2 1%	4 *
Nuclear weapons/ Nuclear war/ Disarmament	4 *	1 1%	1 *	- -	- -	- -	2 1%	- -	- -	1 *	2 1%	1 1%	* *	1 *	4 *	* *	1 *	5 *
Ageing population/ Social care for the elderly	4 *	2 1%	- -	1 2% bf	- -	- -	- -	1 1%	1 *	1 *	1 *	1 1%	1 1%	1 *	2 *	2 1%	1 *	5 *
Transport/Public transport	3 *	- -	- -	2 3% zbd f	- -	- -	- -	- -	3 2% z	- -	- -	- -	- -	3 1%	3 *	- -	- -	2 *
AI / Technology	3 *	1 1%	2 1%	- -	- -	- -	- -	1 *	* *	1 *	- -	1 *	1 1%	1 *	2 *	1 *	- -	4 *
Nationalisation/ Government control of institutions	2 *	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	2 1% z	- -	- -	2 *	2 *	- -	- -	1 *
Mental health/ well-being	2 *	- -	2 1%	- -	- -	- -	1 *	1 *	- -	- -	- -	2 1% z	- -	- -	2 *	1 *	- -	2 *
Childcare services / support for vouna people	2 *	- -	2 1%	- -	- -	- -	- -	- -	- -	- -	1 1%	1 1%	- -	2 *	2 *	- -	- -	2 *
Public services in general	2 *	- -	1 1%	1 1%	- -	- -	- -	- -	1 *	- -	- -	1 1%	2 2% zn	- -	1 *	1 *	1 *	3 *
UK union/ devolution/reform	2 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 1% z	- -	- -	2 *	2 *	- -	- -	1 *
Pound/Exchange rate/Value of sound	2 *	2 1% z	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	2 *	- -	- -	1 *
Median	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Privatisation	1 *	- -	1 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	1 1% zn	- -	1 *	- -	1 *	1 *
Social media	1 *	1 1%	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	1 *	- -	- -	1 *
International trade/trade deals	1 *	- -	1 *	- -	- -	- -	- -	- -	- -	- -	1 *	- -	- -	1 *	1 *	- -	- -	1 *
Local government/ Council tax	* *	- -	- -	- -	* *	- -	- -	- -	- -	- -	- -	- -	- -	- -	* *	- -	- -	1 *
Royal Family/ Monarchy	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Animal welfare	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Drug abuse	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Countryside/Rural life	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Trade unions/ Strikes	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Coronavirus/ pandemic diseases	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	22 2%	1 1%	5 2%	- -	2 2%	1 1%	11 5% z	2 1%	2 1%	5 2%	3 2%	2 1%	1 1%	13 3%	18 2%	4 2%	4 1%	17 2%
MEAN NUMBER OF MENTIONS	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Don't know	31 3% g	2 2%	5 2%	1 3%	3 2%	1 1%	15 7% zbd	8 5% n	7 4% g	2 1%	7 4%	1 *	5 4%	11 2%	21 2%	9 5%	12 4%	38 4%
Personal finances (NET)	252 25% d	29 21%	78 26% zd	12 25%	25 15%	35 36% za d	53 24%	35 20%	47 27%	49 25%	34 20%	61 28%	32 30%	121 27%	208 25%	39 24%	87 32%	255 25%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/b/c/d/e/f - a'g/h/i - a'j/k/l/m/n - a'o/p/q/r - a'r/t/u/v - a'w/x
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 4th November - 10th November 2026
Source : Ipsos (IN Q2:18)

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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					HH INCOME			
		MALE	FEMALE	18-24	25-34	35-44	45-54	55-64	65-70	71+	AB	C1	C2	DE	ABC1	C2DE	UP TO 20000	20001-35000	50000PLUS
UNWEIGHTED BASE	1000	503	497	116	187	168	166	163	122	78	239	316	197	248	555	445	128	148	311
WEIGHTED BASE	1000	481	532	115*	176*	168	166	163	122*	100	239	316	197	248	555	445	128*	148	311
	100%	47%	53%	11%*	17%*	16%	16%	16%	12%*	10%	24%	31%	19%	25%	55%	45%	11%*	15%	31%
Immigration/Asylum/Channel/Small boats	381	male	male	48	67	64	64	64	46	28	91	114	80	97	205	177	44	54	108
	38%	38%	38%	28%	38%	37%	39%	40%	38%	28%	38%	36%	40%	39%	37%	40%	34%	36%	35%
	c/d/e						d	a/d	c			e	e/w	e/w					
Cost of living/Inflation/Recession	379	male	male	46	66	64	64	64	46	28	91	114	80	97	205	177	44	54	108
	38%	36%	39%	40%	37%	38%	39%	39%	38%	28%	38%	36%	41%	39%	37%	40%	34%	36%	35%
	by			b				d			by								
Economy/Economic situation	330	170	160	18	42	52	75	59	42	33	61	126	101	116	188	142	50	52	128
	33%	35%	29%	16%	24%	31%	45%	36%	34%	29%	25%	39%	51%	47%	34%	32%	39%	35%	41%
	cd	z					a/d	a/d	d			a/d	a/d						
Defence/Foreign affairs/ International terrorism	197	100	85	6	26	27	29	43	30	29	28	56	74	38	53	33	22	30	62
	19%	21%	17%	6%	14%	16%	17%	26%	24%	29%	12%	17%	38%	15%	10%	7%	17%	20%	20%
	d			c	c	c	d	a/d	a/d	a/d	c	d	a/d	a/d					
National health service/Hospitals/	178	85	111	10	22	31	30	35	25	26	32	62	60	84	127	51	28	48	102
	17%	18%	21%	9%	13%	18%	18%	21%	20%	26%	13%	19%	31%	34%	23%	11%	22%	32%	33%
	acf		ac					d	d	d			a/d	a/d					
Housing	169	86	82	22	36	28	23	27	9	6	54	63	27	25	90	79	19	18	48
	16%	18%	16%	20%	19%	16%	12%	16%	8%	5%	19%	19%	13%	10%	16%	18%	15%	12%	15%
	cdf			adf	fgi			adf			adf								
Lack of faith in politics / politicians / assessment	133	68	65	5	16	28	15	25	13	12	21	43	38	30	61	51	16	19	38
	13%	14%	9%	4%	9%	17%	9%	15%	11%	10%	7%	13%	19%	11%	11%	12%	12%	13%	12%
	bc	ab				d		d				d	d	d	c				
Education/Schools	109	48	61	8	23	19	23	15	11	2	31	51	26	27	78	31	16	8	66
	11%	10%	11%	7%	13%	11%	14%	9%	9%	2%	13%	16%	13%	11%	14%	7%	12%	5%	21%
	cd				d		b				b				b				b
Unemployment/ factory closure/	108	47	56	10	18	20	16	16	7	13	32	36	23	16	59	39	11	17	32
	10%	10%	11%	9%	10%	12%	10%	10%	6%	13%	13%	11%	12%	6%	11%	9%	9%	11%	10%
Crime/Law & order/ Violence/ Vandalism/Antisocial/Lawlessness/ behaviour	108	47	52	11	21	18	19	20	11	15	26	37	25	20	63	45	18	29	21
	10%	10%	10%	10%	12%	11%	11%	12%	9%	15%	11%	12%	13%	8%	11%	10%	14%	19%	7%
	d																		
Pollution/ Environment/ Climate	102	41	56	11	14	16	25	16	7	11	25	42	22	13	67	35	12	7	40
	10%	9%	11%	10%	8%	10%	15%	10%	6%	9%	9%	13%	8%	5%	12%	8%	9%	5%	13%
	adf						e/f												
Taxation	91	47	44	10	22	21	10	17	5	6	31	31	22	28	62	50	11	12	32
	9%	10%	8%	10%	12%	12%	6%	10%	4%	5%	13%	9%	8%	7%	10%	12%	7%	9%	8%
	fmop							e/f											
Poverty/Inequality	77	36	39	12	16	11	12	15	5	5	29	23	21	25	28	28	12	10	55
	8%	7%	8%	11%	9%	6%	7%	9%	4%	4%	12%	7%	7%	10%	5%	6%	9%	7%	18%
	ef							h							ef	ef			
Abortion/Anti-Abortion/Late-term Abortion/Pro-Choice/Pro-Life	71	na	na	n	n	na	na	**	n	n	na	na	na	na	**	**	n	**	na
	7%	8%	6%	8%	3%	10%	5%	8%	10%	7%	8%	7%	10%	9%	9%	7%	4%	7%	8%
	f					f			a/ef				a/ef						
Air / Technology	51	29	21	1	10	11	9	8	4	8	11	19	12	20	13	15	13	9	29
	5%	6%	4%	1%	6%	6%	5%	5%	4%	7%	4%	6%	6%	8%	5%	3%	10%	6%	9%
	f					f				f	f	f	f						
Morality/ Individual behaviour/ Lifestyle	49	18	30	5	11	12	7	6	5	4	15	19	11	15	33	16	12	12	25
	5%	4%	6%	4%	6%	7%	4%	4%	4%	4%	6%	6%	6%	6%	6%	4%	9%	8%	8%
			f			f					f	f	f	f	f				f
Common Market/ News/Old/Business/ Euro	46	27	16	-	2	5	5	16	7	7	2	10	22	12	29	7	5	5	21
	abc	abc	abc					abc	abc	abc					abc	abc	abc	abc	abc
	d	d						a/d/e	d	d					a/d				
								fg							g				
Race relations	40	16	23	4	7	6	8	6	2	5	10	16	8	6	24	16	9	17	6
	4%	3%	5%	3%	4%	5%	5%	4%	2%	5%	4%	5%	4%	3%	4%	4%	7%	11%	2%
															g	g			
Petrol prices/Fuel	39	23	16	4	2	9	10	10	2	3	6	18	12	15	30	24	7	8	12
	4%	5%	3%	3%	1%	5%	6%	6%	2%	3%	3%	6%	6%	6%	5%	5%	5%	5%	4%
	e							d											
Public services in general	38	14	25	5	4	9	5	5	1	9	13	15	15	10	28	25	10	11	5
	4%	3%	5%	5%	2%	5%	3%	6%	4%	1%	5%	4%	5%	4%	5%	6%	8%	7%	2%
								d											
Childcare services / support for	35	16	19	2	6	2	12	9	1	3	7	15	11	13	26	24	11	8	10
	3%	3%	4%	2%	3%	1%	7%	6%	1%	2%	3%	6%	6%	5%	5%	5%	6%	5%	3%
							defi/	fg				d	g	g					
Ageing populations/ Social care for the elderly	30	10	20	2	1	11	3	7	1	4	3	10	8	12	22	9	2	7	25
	3%	2%	5%	2%	1%	7%	2%	5%	*	3%	1%	4%	4%	5%	4%	2%	1%	5%	8%
	ghi		g			defi/		fg				defi/	g	g					
Low pay/Minimum wage/Poor	25	14	11	7	8	10	3	2	-	-	16	13	2	2	5	5	3	3	14
	3%	3%	2%	7%	5%	6%	2%	1%	-	-	5%	4%	1%	1%	1%	1%	2%	2%	4%
	fehi			defi/	fgi	defi/					ehi/	fgi							
Nuclear weapons/ Nuclear wars/	23	7	16	*	7	2	2	3	4	4	7	5	7	11	5	10	-	8	15
	2%	1%	3%	*	4%	1%	1%	2%	3%	3%	2%	1%	3%	3%	1%	2%	-	6%	5%
Local government/ Council tax	18	9	7	-	2	1	5	4	1	4	2	6	5	5	2	5	7	3	7
	2%	2%	1%	-	1%	1%	3%	2%	1%	4%	1%	2%	2%	2%	1%	2%	4%	1%	2%
						defi/													
Social media	16	8	7	2	2	7	2	3	-	-	4	9	3	3	9	7	1	5	10
	1%	1%	1%	2%	1%	4%	1%	2%	-	-	1%	3%	1%	1%	1%	1%	1%	3%	3%
						defi/													
Transport/Public transport	16	7	9	2	6	2	5	1	-	-	8	7	1	1	2	3	2	4	10
	2%	1%	2%	2%	4%	1%	3%	1%	-	-	3%	2%	*	*	1%	1%	2%	2%	3%
				v	fg		fg				fg	v							
Nationalisation/ Government	15	9	7	-	5	3	6	2	-	-	9	7	7	-	1	1	9	5	10
	2%	2%	1%	-	-	2%	3%	1%	-	-	2%	3%	2%	*	2%	1%	3%	3%	3%
							abi												
Population levels/ Overpopulation	15	5	10	2	5	-	1	1	1	5	6	1	2	7	2	4	2	7	6
	2%	1%	2%	2%	3%	-	*	*	*	5%	3%	*	1%	2%	1%	2%	1%	5%	2%
International trade/trade deals	14	10	4	2	2	6	1	1	1	1	4	7	2	1	2	1	3	5	6
	1%	2%	1%	2%	1%	3%	1%	1%	*	1%	1%	2%	1%	1%	1%	1%	2%	3%	2%
Mental health/ well-being	14	1	12	3	2	-	3	5	-	1	4	3	5	1	4	4	2	4	3
	1%	*	2%	2%	1%	-	2%	3%	-	1%	1%	1%	2%	1%	2%	1%	1%	3%	1%
			de					defi/											
Please tell me	11	*	*	*	-	-	1	1	-	*	*	*	*	*	1	-	1	3	6
	1%	1%	1%	1%	0%	1%	1%	1%	-	1%	2%	1%	*	1%	1%	-	1%	3%	3%
																		defi/	
Privatisation	11	3	7	-	2	1	1	2	-	-	7	2	2	2	1	6	-	4	7
	1%	*	1%	-	1%	*	*	1%	-	-	3%	1%	1%	1%	*	3%	-	3%	4%
					de														
Food production/ Farming	9	6	3	-	-	2	1	*	2	2	-	5	2	2	6	3	-	4	4
	1%	1%	1%	-	-	1%	*	*	1%	2%	-	2%	1%	1%	1%	1%	-	2%	1%
Countryside/Rural life	9	-	9	1	3	-	-	-	-	1	3	-	-	5	6	3	-	2	-
	1%	-	1%	1%	2%	-	-	-	-	1%	1%	-	-	*	1%	*	-	1%	-
Coronavirus/ pandemic diseases	6	4	1	-	-	1	1	-	-	-	1	4	-	-	5	1	1	3	1
	*	1%	-	-	-	1%	1%	-	-	-	*	1%	-	-	1%	*	*	1%	*
UK union / devolution/reform	6	3	1	-	-	-	1	3	1	-	-	3	2	-	2	2	2	2	3
	*	1%	*	-	-	-	1%	2%	*	-	-	1%	1%	-	1%	*	*	1%	*
								ehi											
Animal welfare	3	*	-	-	-	-	-	1	1	-	-	1	1	-	-	2	-	-	-
	*	1%	-	-	-	-	-	2%	1%	-	-	*	1%	1%	-	*	-	-	-
Pound/Exchange rate/Value of	3	3	-	-	-	1	-	-	2	-	1	-	2	-	-	1	2	-	-
	*	1%	-	-	-	1%	-	-	1%	-	*	-	*	-	1%	-	*	-	-
Abortion	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Animal welfare	2	-	2	-	1	1	-	-	-	1	1	1	-	-	2	-	-	-	2
	*	-	*	-	1%	1%	-	-	-	*	*	*	-	-	1%	-	-	-	*
															f				
Asylum seekers/ Refugees	1	*	-	-	-	-	-	-	*	-	-	-	*	-	*	-	-	*	-
	*	*	-	-	-	-	-	-	1%	-	-	-	*	-	*	-	-	*	-
Other	71	32	35	7	6	11	9	15	13	10	13	18	29	10	27	21	10	11	17
	7%	7%	7%	6%	3%	7%	6%	9%	11%	9%	5%	5%	15%	5%	5%	5%	8%	7%	5%
	fm								efi/				a/d	a/d					
MEAN NUMBER OF MENTIONS	2.98	2.97	3.02	2.69	2.85	3.03	3.03	3.27	2.86	2.75	2.75	3.18	3.08	2.98	3.14	2.88	2.87	3	3
								efhi/											
STANDARD ERROR	0.04	0.06	0.06	0.08	0.1	0.15	0.1	0.1	0.1	0.1	0.07	0.09	0.07	0.09	0.04	0.07	0.1	0.12	0.1
ERROR VARIANCE	*	*	*	0.01	0.02	0.02	0.01	0.01	0.01	0.01	*	0.01	0.01	*	0.01	*	0.02	0.02	*
Don't know	35	19	17	25	17	13	8	11	12	11	13	14	14	24	13	22	13	8	13
	3%	4%	3%	22%	9%	9%	5%	8%	8%	10%	5%	4%	7%	10%	2%	5%	10%	6%	4%
	efghi			i/def	g	efi			efg	efghi									
Personal finances/NET	456	202	236	56	89	83	70	79	46	35	100	150	120	100	108	120	56	74	138
	46%	42%	44%	49%	50%	49%	42%	48%	37%	35%	42%	48%	61%	40%	49%	27%	44%	50%	44%
	bc							bc				bc	bc		bc				
Miscellaneous/ Not listed	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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

Overlap formulae used. * small base

Respondent type - GB Adults 18+

Fieldwork dates - 8th November - 10th November 2026

Source - Ipsos (IN-Q218)

ISSUES INDEX NOVEMBER 2026 (PUBLIC - FINAL)

11 Nov 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	SCDT LAND	NORTH EXCL. SCDT LAND	WALES MID LANDS INCL.	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
UN WEIGHTED BASE	1025	865	53	107	233	312	259	153	220	359	322	328	424	456	470	117	438	450	364	211	1025
WEIGHTED BASE	1025	865	49*	87*	244	319	269	163	233	322	267	370	365	516	476	147*	405	447	368	210	1025
	100%	84%	5%	9%	24%	31%	26%	16%	23%	31%	26%	36%	36%	50%	46%	14%	39%	44%	36%	20%	100%
Immigration/ immigrants	381	325	21	35	106	119	98	34	87	135	78	138	95	216	161	48	172	158	143	79	369
	37%	37%	42%	41%	43%	37%	37%	24%	37%	42%	29%	37%	28%	42%	34%	34%	42%	35%	39%	38%	36%
	efi	e	e	e	ae	e	e		e	ci				ci			ei				
Inflation/Prices	379	326	21	30	84	132	111	51	81	98	110	148	126	198	192	55	132	152	144	84	374
	37%	37%	42%	35%	35%	42%	41%	32%	35%	31%	41%	40%	34%	38%	40%	38%	32%	34%	39%	40%	36%
	bc									k	j	j			dr						
Economy/Economic situation	323	287	14	22	74	98	84	57	72	114	107	89	132	143	169	36	117	164	93	66	316
	31%	32%	28%	26%	30%	31%	31%	40%	31%	35%	40%	24%	38%	28%	36%	25%	29%	37%	25%	31%	33%
	kmz							ac		k	ek		zm		z			dr			
Defence/Foreign affairs/ International terrorism	187	165	8	14	35	51	44	35	52	67	57	52	81	74	82	15	89	75	81	31	207
	18%	19%	16%	16%	14%	16%	16%	24%	22%	21%	21%	14%	24%	14%	17%	11%	22%	17%	22%	15%	20%
	bmc							ai		k	k		zm				mn				
National health service/Hospitals/ Healthcare	178	149	14	14	39	63	49	20	42	65	54	45	75	78	74	25	78	67	71	40	181
	17%	17%	28%	17%	16%	20%	18%	14%	18%	20%	20%	12%	22%	15%	16%	18%	19%	15%	19%	19%	18%
	k		e							k	k		zm								
Housing	129	118	2	10	36	37	35	17	29	34	31	57	37	73	69	26	35	51	50	28	109
	13%	13%	4%	11%	15%	12%	13%	12%	13%	11%	12%	15%	11%	14%	14%	18%	9%	12%	13%	13%	11%
	ai														ai	ai					
Lack of faith in politics / politicians / government	115	97	3	15	21	26	24	26	26	35	26	47	35	55	65	14	36	47	45	22	110
	11%	11%	5%	17%	9%	8%	9%	18%	11%	11%	10%	13%	10%	11%	14%	10%	9%	11%	12%	11%	11%
				aef				aef													
Education/Schools	109	96	7	6	24	35	28	18	27	23	33	40	52	47	58	12	40	44	44	21	105
	11%	11%	14%	7%	10%	11%	10%	12%	12%	7%	12%	11%	15%	9%	12%	8%	10%	10%	12%	10%	10%
	i												zm								
Unemployment/ Factory closure/ Lack of industry	104	90	6	9	25	32	27	13	25	35	31	31	40	57	51	14	39	44	40	20	105
	10%	10%	11%	10%	10%	10%	10%	9%	11%	11%	12%	8%	12%	11%	11%	10%	9%	10%	11%	10%	10%
Crime/Law & order/ Violence/ Vandalism/Antisocial /yob) behaviour	103	99	1	2	34	25	23	13	28	32	21	46	36	54	43	16	45	49	38	14	100
	10%	11%	3%	2%	14%	8%	9%	9%	12%	10%	8%	12%	10%	10%	9%	11%	11%	11%	11%	7%	10%
		abe			bd			bd													
Pollution/ Environment/ Climate	100	89	4	7	12	36	32	21	24	32	31	26	40	40	45	10	44	47	28	24	102
	10%	10%	8%	8%	5%	11%	12%	15%	10%	10%	11%	7%	12%	8%	9%	7%	11%	11%	8%	12%	10%
	d	d				d	d	d													
Taxation	91	80	6	6	31	25	19	9	21	24	24	38	27	55	55	8	28	27	47	17	77
	9%	9%	12%	7%	13%	8%	7%	6%	9%	7%	9%	10%	8%	11%	12%	5%	7%	6%	13%	8%	8%
	k														bd				ik		
Poverty/Inequality	77	63	5	9	19	18	13	17	14	18	20	33	36	35	37	13	27	42	21	14	90
	8%	7%	10%	10%	8%	6%	5%	12%	6%	5%	8%	9%	10%	7%	8%	9%	7%	9%	6%	7%	9%
								eaf					k								
Pensions/Social security/Benefits	72	61	2	8	17	21	19	7	19	32	19	18	30	30	29	8	35	34	21	16	81
	7%	7%	5%	10%	7%	7%	7%	5%	8%	10%	7%	5%	9%	6%	6%	5%	9%	8%	6%	8%	8%
										ek											
AI / Technology	51	43	2	6	6	15	14	8	15	16	22	13	19	25	23	8	20	21	19	11	50
	5%	5%	4%	6%	3%	5%	5%	6%	6%	5%	8%	4%	6%	5%	5%	5%	5%	5%	5%	5%	5%
											dk										
Morality/ Individual behaviour/ Lifestyle	49	46	2	2	7	14	12	11	15	14	16	19	26	15	26	5	18	24	16	10	49
	5%	5%	4%	2%	3%	4%	4%	8%	7%	4%	6%	5%	7%	3%	5%	4%	4%	5%	4%	5%	5%
	m												zm								
Common Market/ Brexit/EU /Europe/ Euro	41	34	3	4	10	14	11	6	7	18	9	13	16	22	21	-	21	22	16	4	47
	4%	4%	6%	4%	4%	4%	4%	4%	3%	6%	3%	4%	5%	4%	4%	-	5%	5%	4%	2%	5%
																	n				
Race relations	40	34	2	4	7	11	9	11	7	8	13	17	17	16	23	3	14	21	16	3	41
	4%	4%	4%	5%	3%	3%	3%	8%	3%	3%	5%	5%	5%	3%	5%	2%	3%	5%	4%	2%	4%
								ai													
Petrol prices/Fuel	39	33	2	4	15	10	8	4	5	12	16	10	10	25	17	6	16	23	10	6	36
	4%	4%	3%	5%	6%	3%	3%	3%	2%	4%	6%	3%	3%	5%	4%	4%	4%	5%	3%	3%	4%
Public services in general	38	34	-	4	5	10	10	6	14	11	12	15	20	18	20	8	10	12	14	12	37
	4%	4%	-	4%	2%	3%	4%	4%	6%	3%	4%	4%	6%	3%	4%	5%	2%	3%	4%	6%	4%
													zm								
Childcare services / support for young people	35	31	2	2	11	8	7	7	6	11	14	8	10	20	21	2	13	15	13	7	33
	3%	4%	3%	3%	5%	3%	3%	5%	3%	4%	5%	2%	3%	4%	4%	1%	3%	3%	4%	4%	3%
Ageing population/ Social care for the elderly	34	30	1	4	5	10	9	3	13	13	11	4	23	7	22	2	10	20	10	4	32
	3%	3%	1%	4%	2%	3%	4%	2%	6%	4%	6%	1%	7%	1%	5%	1%	2%	4%	3%	2%	3%
	km									k	jk		zm								
Low pay/Minimum wage/Fair wages	31	29	2	-	9	11	9	-	11	13	4	11	12	9	14	12	5	11	6	13	22
	3%	3%	4%	-	4%	4%	4%	-	5%	4%	2%	3%	3%	2%	3%	8%	1%	3%	2%	6%	2%
	mp	e	e		e	e	e		e							zop				zst	
Nuclear weapons/ Nuclear war/ Disarmament	23	20	1	1	5	7	7	3	6	8	6	4	11	11	8	2	12	6	10	6	24
	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%	1%	3%	2%	2%	2%	3%	1%	3%	3%	2%
Local government/ Council tax	18	16	-	3	7	3	3	1	5	7	3	4	4	12	7	1	9	4	9	5	16
	2%	2%	-	3%	3%	1%	1%	1%	2%	2%	1%	1%	1%	2%	2%	1%	2%	1%	3%	2%	2%
Social media	14	14	1	1	5	4	4	2	5	3	4	5	7	6	11	1	2	11	3	1	15
	2%	2%	1%	1%	1%	2%	2%	3%	2%	1%	3%	2%	2%	2%	2%	1%	1%	2%	1%	1%	1%
										*											
Transport/Public transport	16	16	-	-	1	5	5	4	6	1	6	8	4	10	6	6	5	9	6	1	13
	2%	2%	-	-	1%	1%	2%	3%	3%	*	2%	2%	1%	2%	1%	4%	1%	2%	2%	*	1%
																n					
Nationalisation/ Government control of institutions	15	13	-	2	3	4	4	2	5	6	2	6	4	11	9	-	7	5	6	4	14
	2%	2%	-	2%	1%	1%	2%	1%	2%	2%	1%	2%	1%	2%	2%	-	3%	1%	2%	2%	1%
Population levels/ Overpopulation	15	14	-	1	8	2	2	2	2	6	2	1	3	12	2	1	12	7	5	3	12
	2%	2%	-	1%	3%	1%	1%	2%	1%	2%	1%	*	1%	2%	*	1%	3%	1%	1%	2%	1%
	kn				zn												zn				
International trade/trade deals	14	12	-	1	4	1	1	2	5	2	1	8	3	9	6	2	6	7	3	3	11
	1%	1%	-	2%	2%	*	*	1%	2%	1%	*	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%
Mental health/ well-beine	14	13	-	1	3	4	4	2	4	5	1	5	6	7	5	2	7	6	2	6	13
	1%	1%	-	1%	1%	1%	2%	1%	2%	1%	*	1%	2%	1%	1%	2%	2%	1%	*	3%	1%
																				t	
Drug abuse	11	11	-	-	3	1	1	3	4	1	-	9	2	3	3	-	8	6	3	2	8
	1%	1%	-	-	1%	*	*	2%	2%	*	-	2%	1%	1%	1%	-	2%	1%	1%	1%	1%
												ef									
Privatisation	11	7	4	-	1	6	2	1	3	2	6	2	3	8	3	4	4	4	7	-	7
	1%	1%	7%	-	*	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	3%	1%	1%	2%	-	1%
			zecd			f															
			efah																		
Food production/ farming	9	9	-	-	2	2	2	1	3	4	3	2	2	5	2	-	6	1	2	4	9
	1%	1%	-	-	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	-	1%	*	1%	2%	1%
																				s	
Countryside/Rural life	5	5	-	-	3	1	1	-	1	1	-	3	4	1	3	-	2	4	-	1	4
	*	1%	-	-	1%	*	*	-	*	*	-	1%	1%	*	2%	-	1%	1%	-	*	*
Coronavirus/ pandemic diseases	4	4	-	-	-	3	3	1	-	-	1	3	1	3	4	-	1	4	-	-	3
	*	*	-	-	-	1%	1%	1%	-	-	*	1%	*	1%	1%	-	*	1%	-	-	*
UK union/ devolution/reform	4	2	-	2	1	-	-	-	1	4	*	-	1	3	*	2	2	1	1	2	5
	*	*	-	3%	*	-	-	-	*	1%	*	-	*	*	*	1%	*	*	*	1%	*
	s			zaef						f											
Royal Family/ Monarchy	3	3	-	-	1	1	1	-	-	-	1	1	-	3	3	-	-	-	3	-	2
	*	*	-	-	1%	*	1%	-	-	-	1%	*	-	1%	1%	-	-	-	1%	-	*
Pound/Exchange rate/Value of pound	3	3	-	-	-	3	3	-	-	2	1	-	-	2	1	-	2	-	3	-	2
	*	*	-	-	-	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
Animal welfare	2	2	-	-	-	1	1	1	-	-	2	-	1	1	1	-	1	2	-	-	2
	*	*	-	-	-	*	*	1%	-	-	1%	-	*	*	*	-	*	*	-	-	*
Trade unions/ Strikes	1	1	-	-	-	-	-	-	1	1	-	-	1	-	-	-	1	1	-	-	1
	*	*	-	-	-	-	-	-	*	*	-	-	*	-	-	-	*	*	-	-	*
Other	71	59	8	4	11	25	17	8	24	26	12	24	19	43	25	13	32	22	19	11	67
	7%	7%	16%	5%	4%	8%	6%	5%	10%	8%	5%	6%	5%	8%	5%	9%	8%	5%	11%	5%	7%
	s		zecd			f			ad										m		
			efgi																		
MEAN NUMBER OF MENTIONS	2.66	3	2.92	2.78	2.93	2.9	2.9	3.09	3.12	2.99	3.1	2.84	3.14	2.95	3.03	2.78	2.97	2.93	3.05	2.93	2.94
	bcd										k		zm								
STANDARD ERROR	0.04	0.05	0.13	0.11	0.09	0.07	0.09	0.12	0.09	0.07	0.08	0.07	0.07	0.06	0.06	0.1	0.06	0.06	0.07	0.08	0.04
ERROR VARIANCE	*	*	0.02	0.01	0.01	0.01	0.01	0.01	0.01	*	0.01	*	*	*	*	0.01	*	*	0.01	0.01	*
Don't know	91	80	4	7	30	28	24	14	12	27	13	41	12	63	31	16	43	44	31	15	94
	9%	9%	8%	8%	12%	9%	9%	10%	5%	8%	5%	11%	3%	12%	7%	11%	11%	10%	8%	7%	9%
	bn				k									d							
Personal finances (NET)	455	392	26	37	108	150	124	61	99	121	128	175	158	232	222	68	165	195	161	99	455
	44%	44%	52%	43%	44%	47%	46%	42%	43%	38%	48%	47%	44%	45%	47%	48%	41%	44%	44%	47%	44%
	i										i	i									
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h - z1/i/k - z/l/m - z/n/o/a/a/r - z/s/t/u
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent base : GB Adults 18+
Fieldwork dates : 4th November - 10th November 2026
Source : Ipsos I/N Q2181

Return to Index

ISSUES INDEX NOVEMBER 2026 (PUBLIC - FINAL)

11 Nov 2026

Table 6

Q.Pol1,Q2 What do you see as the main/other important issues facing Britain today?

BASE: ALL ADULTS AGED 18+

		PARTY PREFERENCE (NOT VI)						IMD QUINTILES					SECTOR WORKING IN		ETHNIC			
	TOTAL (a)	CON SERV ATIVE (d)	LAB OUR (b)	LIB EMN DEMO CRAT (c)	REFOR M UK (d)	GREEN PARTY (e)	NONE (f)	1 (f)	2 (g)	3 (h)	4 (m)	5 (n)	PUBLI C (o)	PRI VATE (p)	WHITE (w)	BME (x)	CHILD IN HH	UNWTD TOTAL
UNWEIGHTED BASE	1626	338	312	71	147	98	212	339	335	344	321	160	321	309	810	199	294	1626
WEIGHTED BASE	1635	137	260	68*	164	97*	223	172	178	193	173	148	105	479	846	163	287	1025
	100%	13%	25%	1%*	16%	1%*	22%	17%	17%	19%	17%	14%	10%	47%	83%	16%	28%	100%
Immigration/ immigrants	**381** **23%** bc eda	64 47% ab cef	50 19% e	6 11%	133 81% cab cef	7 8%	72 32% bc e	76 44%	62 35%	65 34%	65 38%	53 36%	26 25%	173 36% o	343 41% ox	37 23%	84 29%	369 36%
Inflation/Prices	**379** **23%** ag	69 51% ef	114 44% ef	15 22%	61 38%	38 39%	68 31%	61 35%	72 41% m	81 42% m	49 28%	51 34%	39 37%	188 39%	305 36%	71 43%	126 45%	374 36%
Economy/Economic situation	**323** **21%** a	61 45% ef g	96 37% ef	19 28% g	35 21%	29 30%	57 26%	52 30%	46 26%	60 31%	67 39% m	55 37% m	38 36%	157 33%	268 32%	50 31%	86 30%	336 33%
Defence/Foreign affairs/ International terrorism	**187** **18%** d	37 27% ad f	50 19% d	15 22% ad f	16 10%	19 20%	34 15%	24 14%	33 19%	32 16%	40 23%	29 19%	18 17%	73 15%	163 19%	21 13%	43 15%	207 20%
National health service/Hospitals/ Healthcare	**178** **17%**	24 17%	50 19%	14 28% d	22 14%	16 16%	36 16%	23 13%	31 18%	38 20%	31 18%	24 16%	20 19%	73 15%	157 19%	20 12%	38 13%	181 18%
Housing	**129** **12%**	12 9%	37 14% c	2 3%	14 8%	18 19% ac d	33 15%	22 13%	28 15%	32 17%	17 10%	13 9%	12 11%	75 16% z	106 13%	21 13%	47 16%	109 11%
Lack of faith in politics / politicians / government	**115** **11%** b	19 14%	19 7%	5 10%	17 10%	9 9%	27 12%	14 8%	19 11%	27 14%	24 14%	16 11%	10 10%	62 13%	88 10%	25 15%	25 9%	110 11%
Education/Schools	**109** **11%** d	10 7%	36 14% ad	8 17% ad	9 6%	11 12%	24 11%	22 13%	14 8%	17 9%	18 10%	17 12%	11 11%	53 11%	88 10%	19 11%	43 15%	105 10%
Unemployment/ Factory closure/ Lack of industry	**104**	13	23	5	17	11	18	19	13	20	20	18	11	50	78	23	34	105
	6%	9%	11%	10%	11%	11%	8%	11%	7%	10%	11%	12%	10%	10%	9%	14%	12%	10%
Crime/Law & order/ Violence/ Vandalism/Antisocial/ yobs/ behaviour	**103** **10%** b	16 11%	26 10%	6 13%	21 13%	5 5%	23 10%	21 12% h	26 15% h	23 12% h	14 8%	5 4%	15 15% ik	61 9%	83 10%	19 12%	26 9%	100 10%
Pollution/ Environment/ Climate change	**100** 6% d	10 7%	10 4% d	6 9% d	5 3%	30 31% cdf	13 6%	14 8%	12 7%	13 7%	23 13%	23 15% ek l	11 10%	39 8%	85 10%	11 7%	27 10%	102 10%
Taxation	**91** **9%** b	11 8%	20 8%	3 5%	22 13%	12 12%	18 8%	10 6%	16 9%	16 8%	15 9%	16 11%	6 4%	52 11% o	74 9%	15 9%	24 8%	77 8%
Poverty/Inequality	**77** **8%** d	5 4%	23 9% d	5 11% d	6 3%	20 21% adc df	11 5%	14 8%	14 8%	9 4%	12 7%	18 12% df	16 15% ow	30 6%	65 8%	11 7%	18 6%	90 9%
Pensions/Social security/Benefits	**72** **7%**	18 13% cdf	15 6%	1 3%	18 11% f	6 6%	8 4%	15 9%	14 8%	11 6%	10 6%	14 9%	6 6%	29 6%	61 7%	10 6%	17 6%	81 8%
AI / Technology	**51** **5%** d	6 4%	24 9% ad	4 8% d	1 1%	6 6% d	9 4%	6 4%	10 6%	11 6%	5 3%	12 8%	5 5%	23 5%	42 5%	7 4%	19 6%	50 5%
Morality/ Individual behaviour/ Lifestyle	**49** **5%**	6 4%	14 5%	3 5%	8 5%	3 3%	14 6%	9 5%	11 6%	10 5%	5 3%	7 5%	4 4%	27 6%	40 5%	7 4%	14 5%	49 5%
Common Market/ Brexit/EU/Europe/ Euro	**41** **4%** f	6 4%	20 8% cf	1 2%	6 3%	2 2%	2 1%	7 4%	7 4%	9 5%	10 6%	7 5%	2 2%	15 3%	35 4%	4 3%	9 3%	47 5%
Race relations	**40** **4%** d	2 2%	12 5% d	5 11% cdf	1 *	10 10% cdf	8 4%	7 4%	7 4%	6 3%	7 4%	6 4%	2 2%	23 5%	32 4%	6 4%	10 3%	41 4%
Rental prices/Cost	**34**	3	16	-	8	4	3	13	4	6	5	4	4	16	27	11	13	36
	4%	2%	6% f	-	5%	4%	1%	8% jk	1%	4%	3%	3%	3%	4%	3%	7%	4%	4%
Public services in general	**38** **4%**	3 2%	11 4%	5 9% adf	3 2%	4 4%	10 5%	3 2%	5 3%	4 2%	7 4%	6 4%	5 5%	23 5%	30 4%	8 5%	10 3%	37 4%
Childcare services / support for young people	**35** **3%** a	1 *	14 5% a	2 4%	6 4%	4 4%	7 3%	3 2%	5 3%	5 3%	11 6%	8 6%	3 3%	10 4%	33 4%	3 2%	12 4%	33 3%
Ageing population/ Social care for the elderly	**34** **3%** f	5 3%	12 5% f	4 9% adf	5 3%	1 1%	2 1%	2 1%	4 2%	8 4%	8 5%	10 6% gi	3 3%	18 4%	29 3%	5 3%	12 4%	32 3%
Low pay/Minimum wage/Fair wages	**31** **3%**	1 1%	11 4%	1 2%	7 4%	* *	9 4%	6 3%	4 2%	11 6%	5 3%	2 1%	4 4%	17 4%	25 3%	6 4%	18 6%	22 2%
Nuclear weapons/ Nuclear war/ Disarmament	**23** **2%**	5 4%	2 2%	2 3%	2 1%	3 3%	5 2%	1 *	6 3%	6 3%	4 2%	4 3%	4 4%	7 1%	20 2%	2 1%	5 2%	24 2%
Social movement/ Group/Gay	**18**	3	1	-	4	5	5	4	-	4	3	3	-	9	13	3	5	16
	1%	3%	*	-	3%	5%	2%	1%	-	1%	1%	1%	-	2%	2%	2%	1%	2%
Social media	**16**	1	6	-	-	3	5	1	5	4	3	3	3	8	6	6	3	15
	2%	1%	3% ad	-	-	3%	1%	*	3%	*	2%	3%	1%	2%	1%	3% a	1%	1%
Transport/Public transport	**16**	1	7	2	-	2	2	4	6	1	2	1	-	10	10	5	4	13
	2%	1%	3%	3% d	-	2%	1%	2%	3%	1%	1%	1%	-	2%	1%	3%	2%	1%
Nationalisations/ Government control of institutions	**15**	-	7	2	-	-	1	5	4	*	3	1	-	9	14	1	2	14
	2%	-	3%	4% ad	-	-	*	3%	2%	*	2%	*	-	2%	2%	1%	1%	1%
Population levels/ Overpopulation	**15**	1	2	-	4	2	2	5	3	4	2	-	-	2	11	-	3	12
	2% d	1%	1%	-	2%	2%	1%	3%	2%	2%	1%	-	-	*	2%	-	1%	1%
International trade/trade deals	**14** **1%**	1 *	2 1%	4 8% adf	1 1%	-	5 2%	2 1%	5 3%	1 *	4 2%	2 *	-	7 2%	10 2%	-	3 1%	11 1%
Mental health/ well-being	**14** **1%**	2 2%	7 2%	1 2%	1 *	-	3 1%	1 1%	2 1%	4 2%	2 1%	3 2%	1 1%	4 1%	11 1%	1 1%	5 2%	13 1%
Drug abuse	**11**	1	1	-	-	1	4	1	2	3	1	-	-	3	7	3	1	8
	1%	1%	1%	-	-	1%	2%	1%	1%	2%	1%	-	-	1%	1%	2%	1%	1%
Globalisation	**11**	3	1	-	1	-	4	3	1	1	-	3	3	4	8	3	4	7
	1%	2%	*	-	1%	-	2% abd f	2%	1%	1%	-	2%	3%	1%	1%	2%	1%	1%
Food production/ farming	**9**	1	3	1	-	1	2	1	1	3	3	-	1	2	8	1	4	9
	1%	1%	1%	3%	-	1%	1%	*	*	1%	1%	-	1%	*	1%	*	1%	1%
Countryside/Rural life	**5**	1	3	-	-	1	1	1	-	3	-	1	-	3	5	-	-	4
	*	1%	1%	-	-	1%	*	*	-	1%	-	1%	-	1%	1%	-	-	*
Coronavirus/ pandemic diseases	**4**	1	0	-	-	-	-	1	-	-	2	-	-	1	1	4	1	3
	*	*	1%	-	-	-	-	1%	-	-	2%	-	-	*	*	2% ew	*	*
UK union/ devolution/reform	**4**	-	2	-	-	-	-	-	-	1	1	-	*	2	4	-	-	5
	*	-	1%	-	-	-	-	-	-	*	2% j	-	*	*	*	-	-	*
Royal Family/ Monarchy	**3**	1	-	-	-	-	-	1	-	-	-	-	-	3	3	-	-	2
	*	1%	-	-	-	-	-	1%	-	-	-	-	-	1%	*	-	-	*
Pound/Exchange rate/Value of pound	**3**	2	-	-	1	-	-	-	-	2	1	-	-	1	3	-	-	2
	*	1%	-	-	1%	-	-	-	-	1%	1%	-	-	*	*	-	-	*
Median	**2**	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
Animal welfare	**2**	-	1	-	-	1	-	-	1	-	-	1	-	1	2	-	-	2
	*	-	*	-	-	1%	-	-	1%	-	-	1%	-	*	*	-	-	*
Trade unions/ Strikes	**1**	-	1	-	-	-	-	-	-	-	-	1	-	-	1	-	-	1
	*	-	*	-	-	-	-	-	-	-	-	*	-	-	*	-	-	*
Other	**74**	6	18	4	13	6	16	9	10	12	10	6	3	33	63	8	14	67
	5%	4%	7%	6%	8%	6%	7%	5%	6%	6%	6%	4%	3%	7%	7%	5%	5%	7%
MEAN NUMBER OF MENTIONS	2.38 f	2 f	2.15 f	2.16 f	2.9	3	2.69	2.96	2.92	3.01	3.03	2.99	2.78	2.68	2.99	2.88	2.91	2.94
STANDARD ERROR	**0.04**	0.09	0.09	0.19	0.1	0.12	0.09	0.12	0.09	0.09	0.11	0.1	0.09	0.06	0.05	0.1	0.08	0.04
ERROR VARIANCE	*	0.01	0.01	0.04	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	0.01	*	*	0.01	0.01	*
Don't know	**91** **5%** ew	4 3%	19 7%	2 4%	12 7%	3 3%	43 19% ia bcde	21 12%	23 13% mn	12 6%	10 6%	8 5%	9 8%	35 7%	63 7%	25 16% ew	32 11%	96 9%
Personal finances (NET)	**455** **44%** fm	52 38%	132 51% ea f	20 41%	72 44%	51 53% f	80 36%	78 45%	82 46%	93 48% m	60 35%	67 45%	53 51%	214 45%	373 44%	78 48%	144 50%	455 44%
Northern Ireland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Proportions/Means: Columns Tested (5% risk level) - a/b/c/d/e/f - s/g/h/i - j/jk/l/m/n - o/p/q/qr - r/s/t/u/v - z/aa/a
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 4th November - 10th November 2026
Source : Ipsos UK Q2/20

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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	**1025**	525	468	135	141	140	160	188	152	107	276	300	340	447	259	449	141	176	708	317	104	159	331	1025
Weighted Base	**1025**	481	512	111*	176*	169	166	163	122	115*	287	335	285	401	249	316	197	263	565	460	123*	149	311	1025
Improve	**134**	67	64	14	25	12	28	21	21	13	40	40	41	54	46	44	15	28	91	43	11	25	56	148
	13%	14%	12%	13%	14%	7%	17%	13%	17%	11%	14%	12%	15%	14%	19%	14%	7%	11%	16%	9%	9%	17%	18%	14%
	eor						ek		e			e	e		zop				zor				zs	
															r									
Stay the same	**160**	82	77	17	22	30	24	29	17	21	39	53	46	67	52	50	25	33	103	57	19	21	60	176
	16%	17%	15%	16%	12%	18%	14%	18%	14%	18%	14%	16%	16%	17%	21%	16%	13%	12%	18%	12%	16%	14%	19%	17%
															zpr				zr					
Get worse	**684**	313	347	75	116	118	107	108	84	74	191	225	192	266	142	208	155	180	350	334	89	99	190	657
	67%	65%	68%	68%	66%	70%	64%	66%	69%	64%	67%	67%	67%	66%	57%	66%	79%	68%	62%	73%	72%	66%	61%	64%
	mqu															mq	zmn	m		zmq				
																	q							
EOI net	**-54%**	-51%	-55%	-55%	-51%	-63%	-47%	-53%	-52%	-53%	-53%	-55%	-53%	-53%	-38%	-52%	-71%	-57%	-46%	-63%	-64%	-49%	-43%	-50%
	mq															mq	zm	m		zm				
	u																nq			q				
Don't know	**47**	20	23	4	13	10	8	5	1	7	17	17	6	13	9	13	3	23	22	25	4	3	6	44
	5%	4%	5%	4%	7%	6%	5%	3%	1%	6%	6%	5%	2%	3%	3%	4%	1%	9%	4%	6%	3%	2%	2%	4%
	hlu				hl	h				h	hl	h		hl				zmoq		o				
																		r						

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 : 4th November - 10th November 2026
Source : Ipsos (JN Q218)

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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	**1025**	865	53	107	233	312	259	153	220	359	271	328	424	456	470	117	438	450	364	211	1025
Weighted Base	**1025**	889	49*	87*	244	319	269	143	233	322	267	370	345	516	476	143*	406	447	368	210	1025
Improve	**134**	118	10	6	31	52	42	18	26	40	32	53	67	55	70	17	47	68	47	18	148
	13%	13%	20%	7%	13%	16%	16%	13%	11%	12%	12%	14%	19%	11%	15%	12%	11%	15%	13%	9%	14%
			c			c							zm					u			
Stay the same	**160**	146	2	12	28	57	55	29	35	51	58	46	70	65	71	22	67	77	49	34	176
	16%	16%	4%	14%	11%	18%	20%	20%	15%	16%	22%	12%	20%	13%	15%	15%	16%	17%	13%	16%	17%
	bm	bd				b	zbd	bd			zk		zm								
							e														
Get worse	**684**	584	32	68	176	196	164	88	156	223	169	248	193	378	320	94	270	277	258	149	657
	67%	66%	65%	79%	72%	62%	61%	61%	67%	69%	63%	67%	56%	73%	67%	66%	66%	62%	70%	71%	64%
	efl			zae	aef									zl					s		
	s			fg																	
EOI net	**-54%**	-52%	-45%	-72%	-59%	-45%	-45%	-49%	-56%	-57%	-51%	-53%	-36%	-63%	-53%	-54%	-55%	-47%	-57%	-62%	-50%
	ef			za	ae									zl					s		
	ls			efg	f																
Don't know	**47**	41	5	1	9	14	8	8	16	8	9	23	15	18	15	10	23	25	14	9	44
	5%	5%	11%	1%	4%	4%	3%	6%	7%	3%	3%	6%	4%	4%	3%	7%	6%	6%	4%	4%	4%
	in		cf			f			c			i									

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 : 4th November - 10th November 2026
Source : Ipsos (JN Q218)

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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	**1025**	148	282	51	147	98	212	159	179	186	178	166	171	389	810	199	266	1025
Weighted Base	**1025**	137	260	48*	164	97*	223	172	178	193	173	148	105	479	846	163	287	1025
Improve	**134**	8	75	8	3	13	22	18	27	31	21	14	15	69	108	24	31	148
	13%	6%	29%	17%	2%	13%	10%	10%	15%	16%	12%	10%	14%	14%	13%	15%	11%	14%
	ad		za	ad		d	d											
			def															
Stay the same	**160**	17	71	10	6	14	32	23	34	25	29	30	19	64	127	30	46	176
	16%	13%	27%	21%	4%	15%	14%	13%	19%	13%	17%	20%	18%	13%	15%	19%	16%	17%
	d	d	za	d		d	d											
			def															
Get worse	**684**	107	99	29	152	63	156	123	111	128	112	101	65	331	579	94	195	657
	67%	78%	38%	60%	93%	65%	70%	71%	62%	66%	65%	68%	62%	69%	68%	58%	68%	64%
	bx	zb		b	za	b	b								zx			
		c			bcef													
EOI net	**-54%**	-72%	-10%	-43%	-91%	-52%	-60%	-61%	-47%	-50%	-53%	-59%	-48%	-55%	-56%	-43%	-57%	-50%
	b	z		b	z	b	b								z			
	x	bc			abcef										x			
Don't know	**47**	4	15	1	3	7	14	9	5	9	11	3	6	15	31	15	15	44
	5%	3%	6%	3%	2%	7%	6%	5%	3%	5%	6%	2%	6%	3%	4%	9%	5%	4%
	w															zw		

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 : 4th November - 10th November 2026
Source : Ipsos (JN Q218)