



Ipsos MORI

POLITICAL MONITOR

September
2017



September 2017

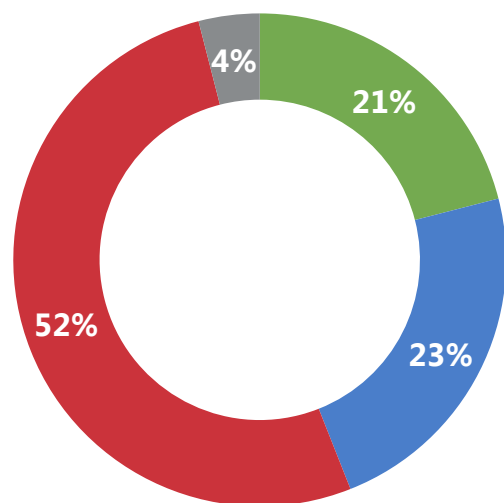
ECONOMIC OPTIMISM



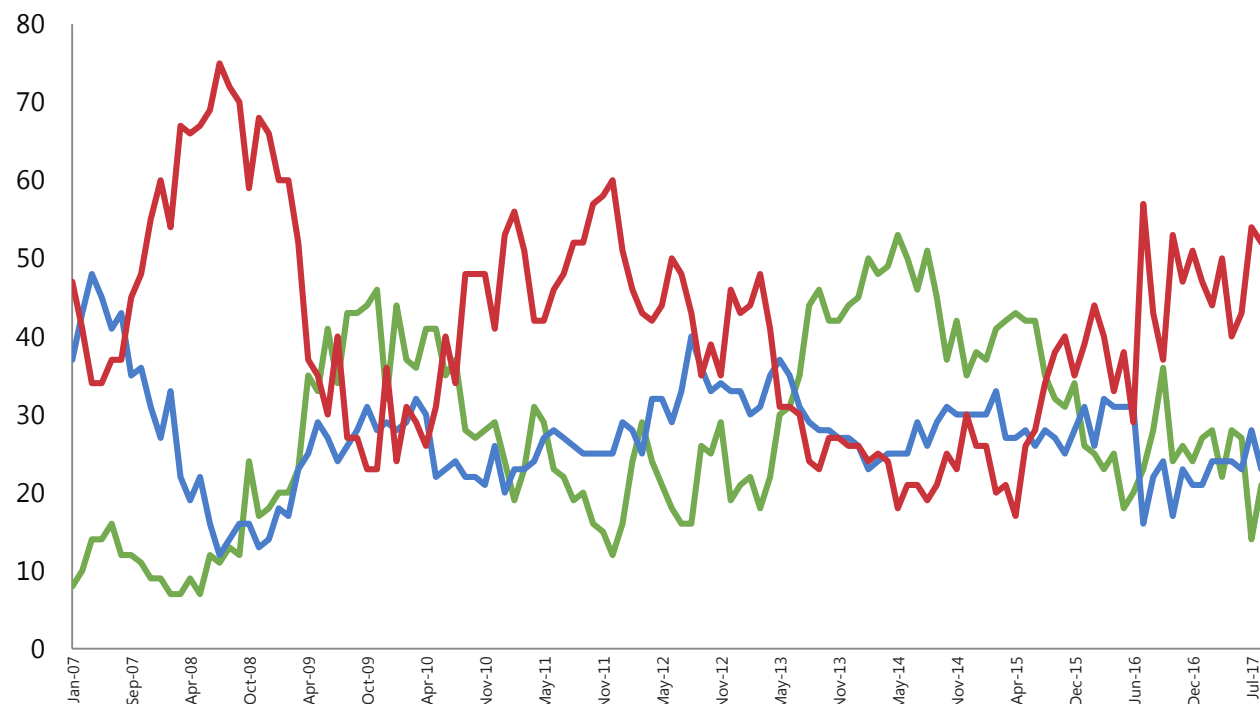
Economic Optimism Index

DO YOU THINK THAT THE GENERAL ECONOMIC CONDITION OF THE COUNTRY WILL IMPROVE, STAY THE SAME OR GET WORSE OVER THE NEXT 12 MONTHS?

September 2017



IMPROVE	21%
STAY THE SAME	23%
GET WORSE	52%
DON'T KNOW	4%
EOI = -31	



Base: 1,023 British adults 18+, 15th – 18th September 2017

Source: Ipsos MORI Political Monitor



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Economic Optimism has been on downward trend since 2014

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: c.1,000 British adults each month

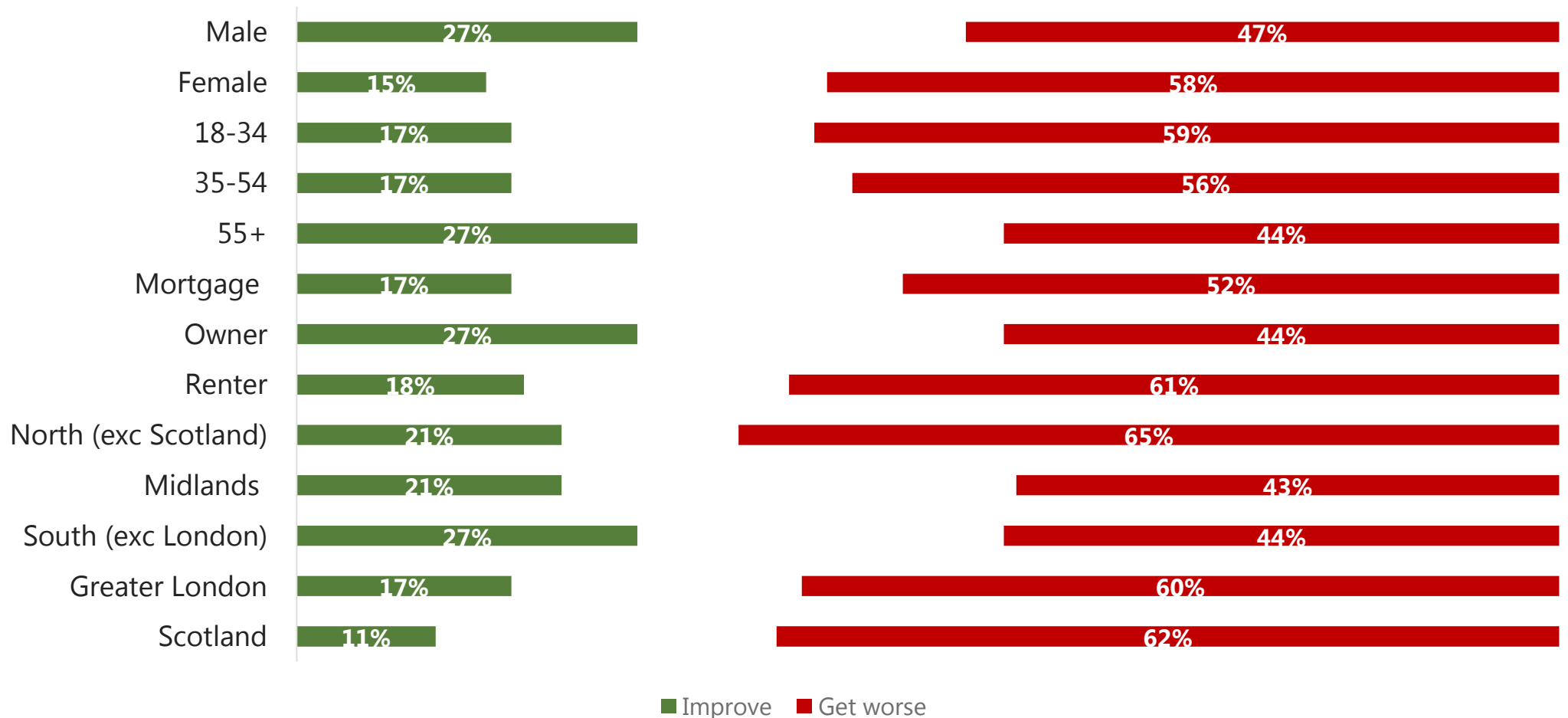
Source: Ipsos MORI Political Monitor



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Men, homeowners, over 55's and Midlands/South are less pessimistic

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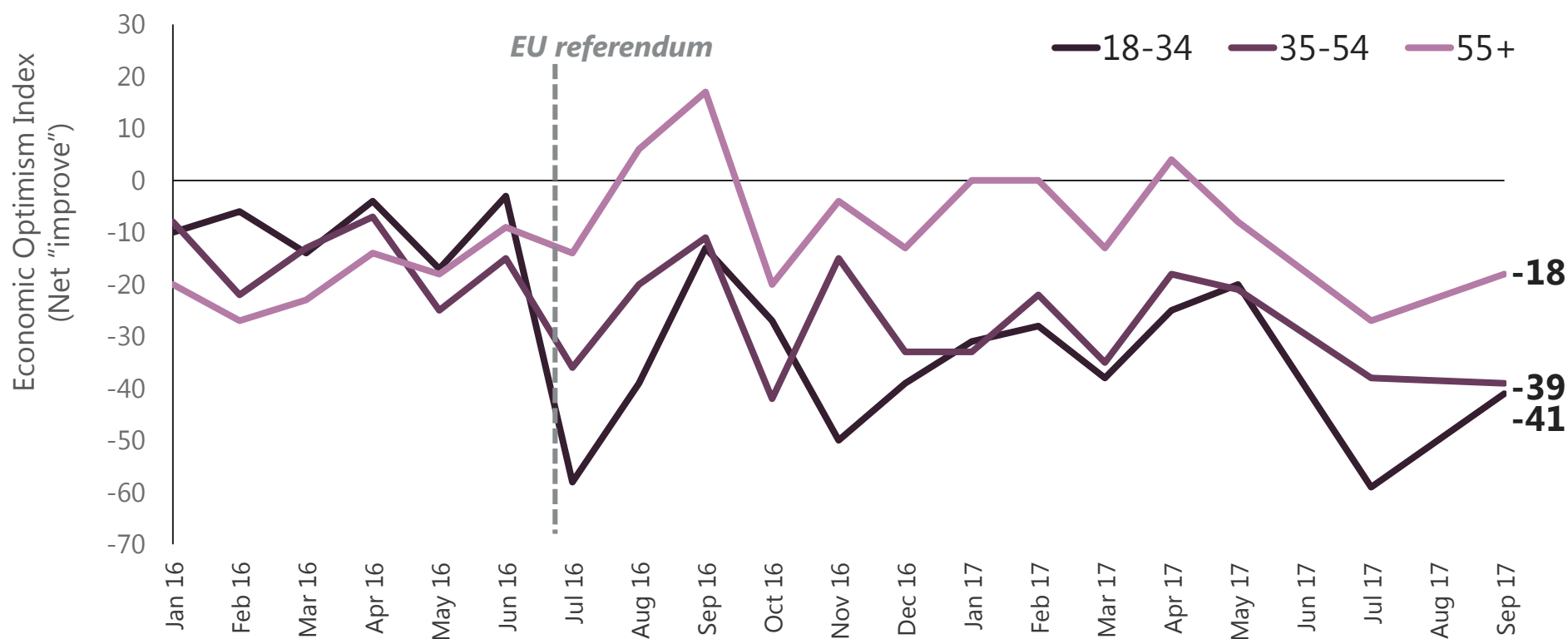
Source: Ipsos MORI Political Monitor



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Age gap in economic optimism since EU referendum continues

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Base: c. 1,000 British adults 18+ per month



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