

Ipsos UK State of the economy polling

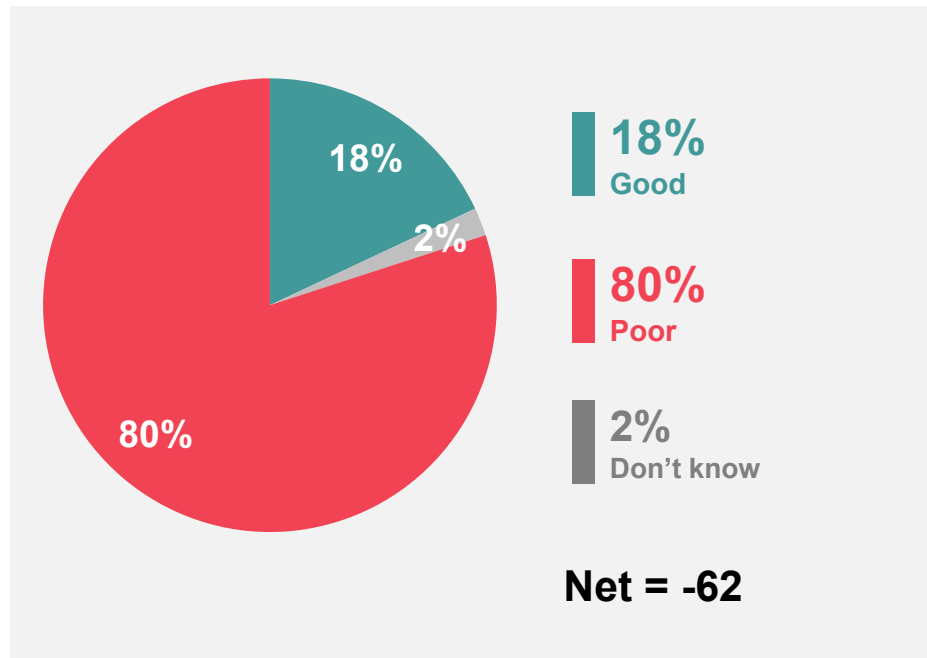
September 2022



Perceptions of the British economy: Trend

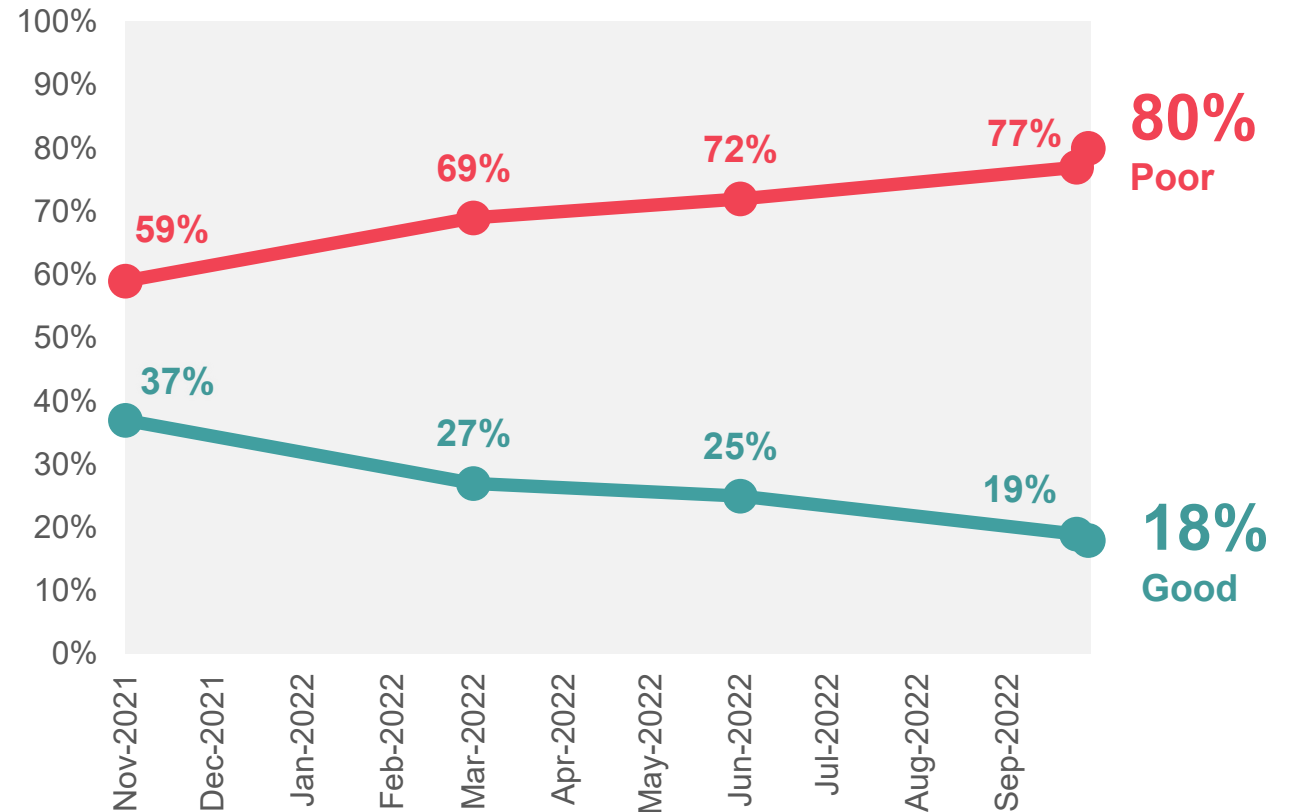
How would you describe the current state of the British economy? Would you say it is...?

September 2022



Base: 1,000 Online British adults aged 18-75, 28-29 September 2022

November 2021 – September 2022

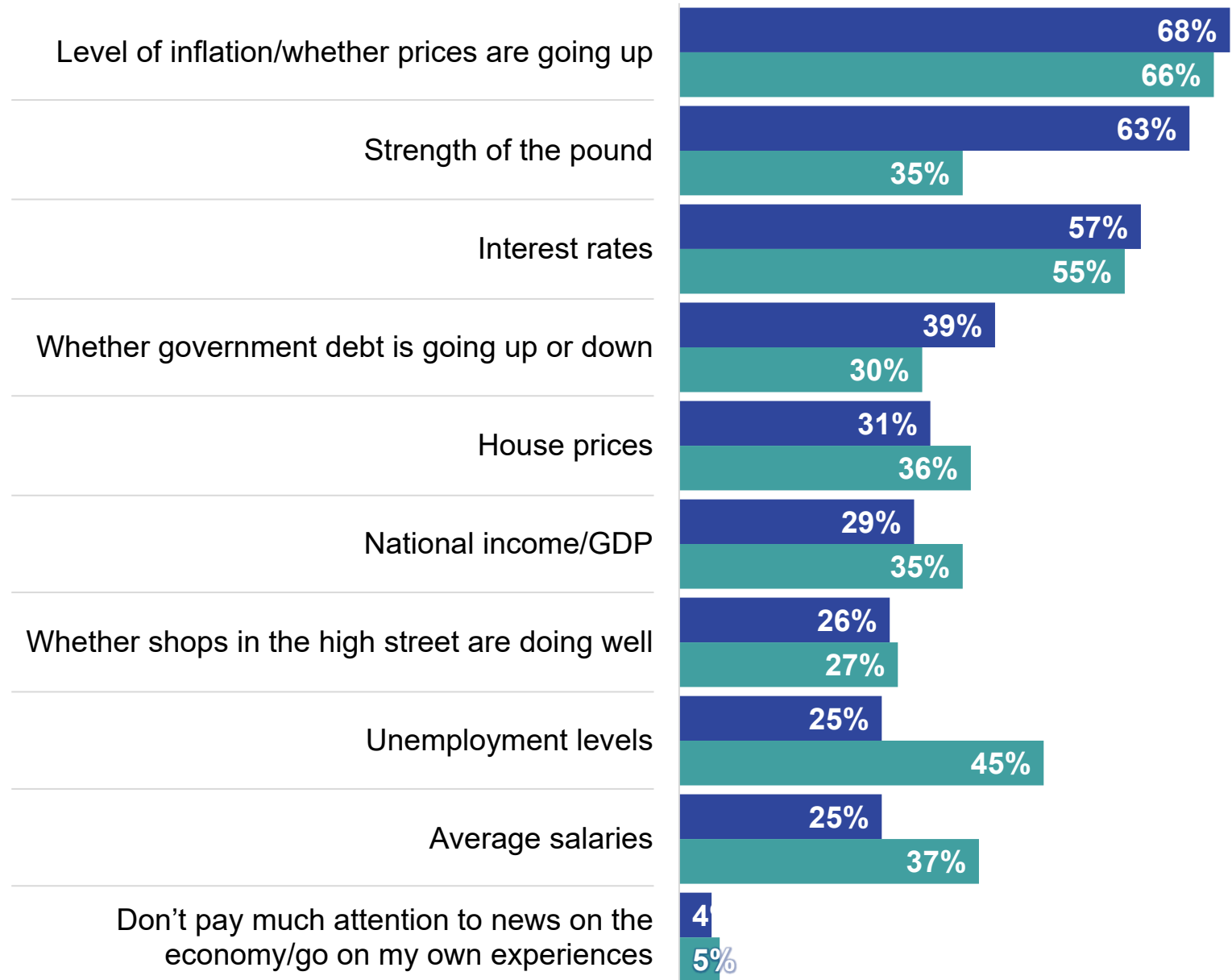


What drives perceptions of the economy?

When you hear about the state of the economy in the news, what specific types of information most influence your view of how the economy is doing?

September 2022

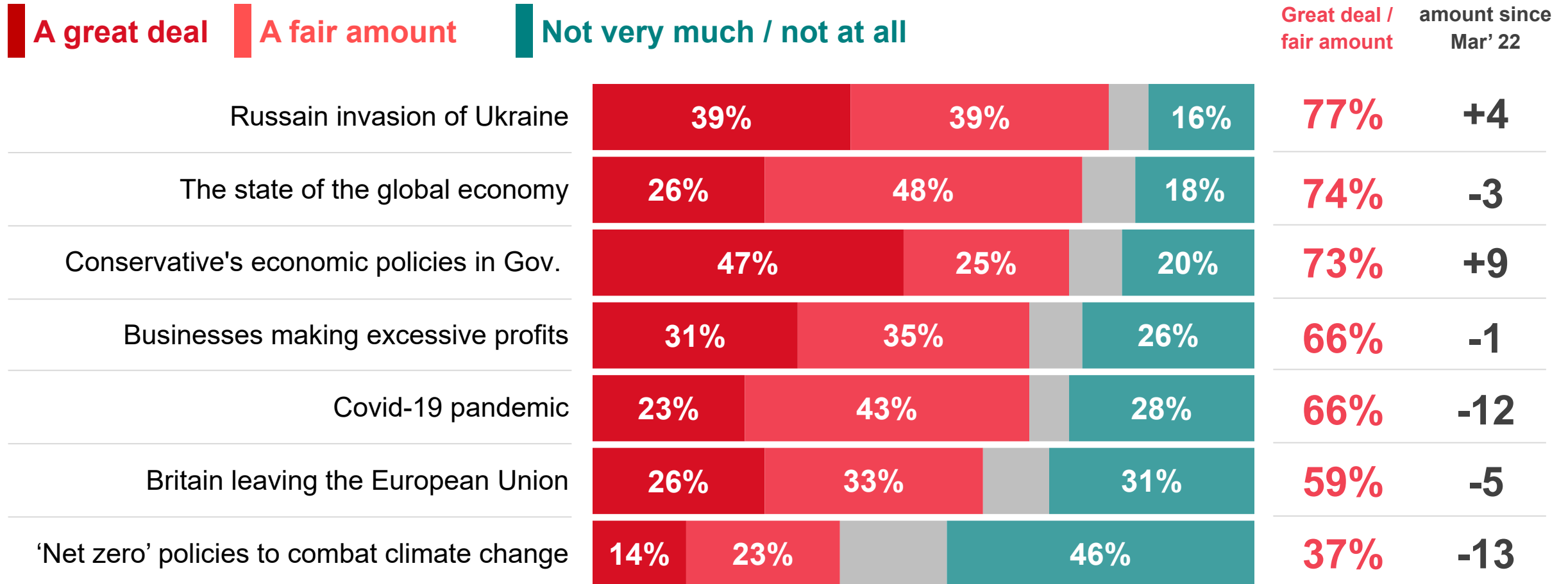
August 2022



Base: 1,000 Online British adults aged 18-75, 28-29th September 2022

What factors contribute to Britain's rising cost of living?

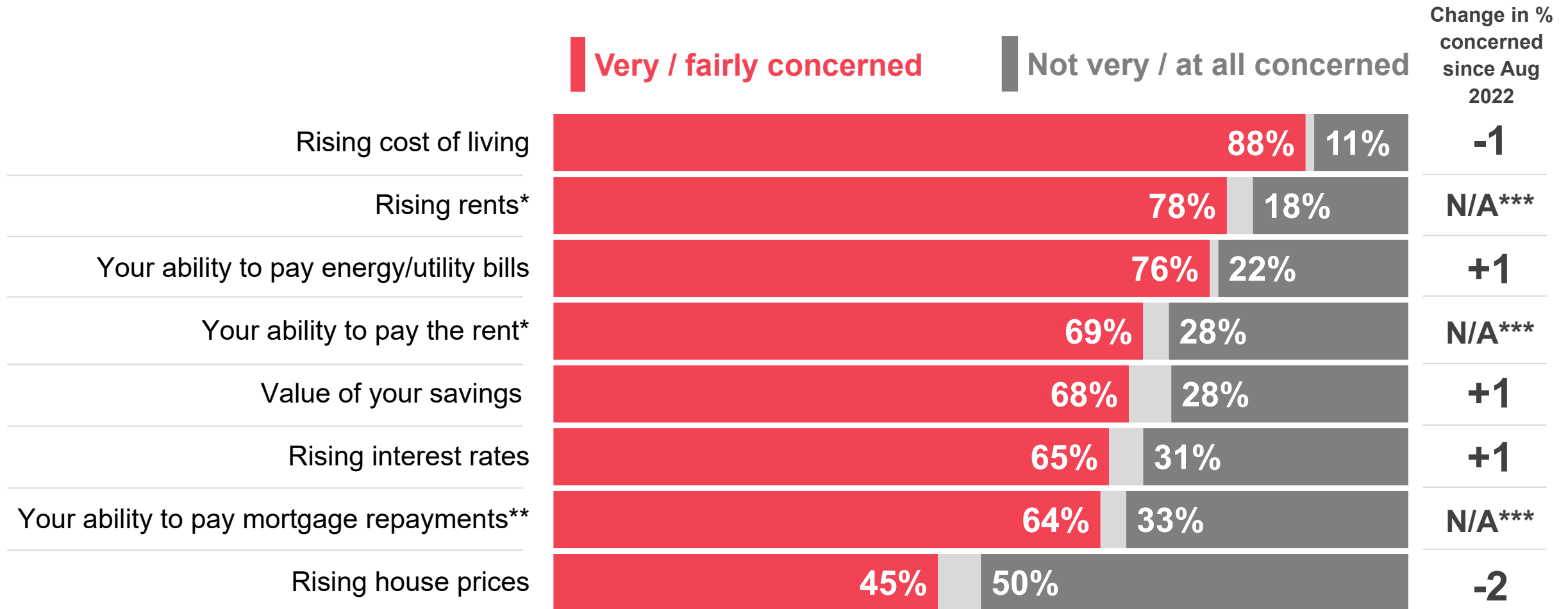
How much, if at all, do you think each of the following are contributing to the rising cost of living in Britain today?



Base: 1,000 Online British adults aged 18-75, 28-29th September 2022

Concerns around the cost of living

How concerned, if at all, are you with each of the following at the moment?



Base: 1,000 Online British adults aged 18-75, 28-29 September 2022

* Figures shown here are among current renters (266 in sample)

** Figures shown here are among current mortgage holders (322 in sample)

*** These question were not asked in August 2022

Mini budget: Impact on different people

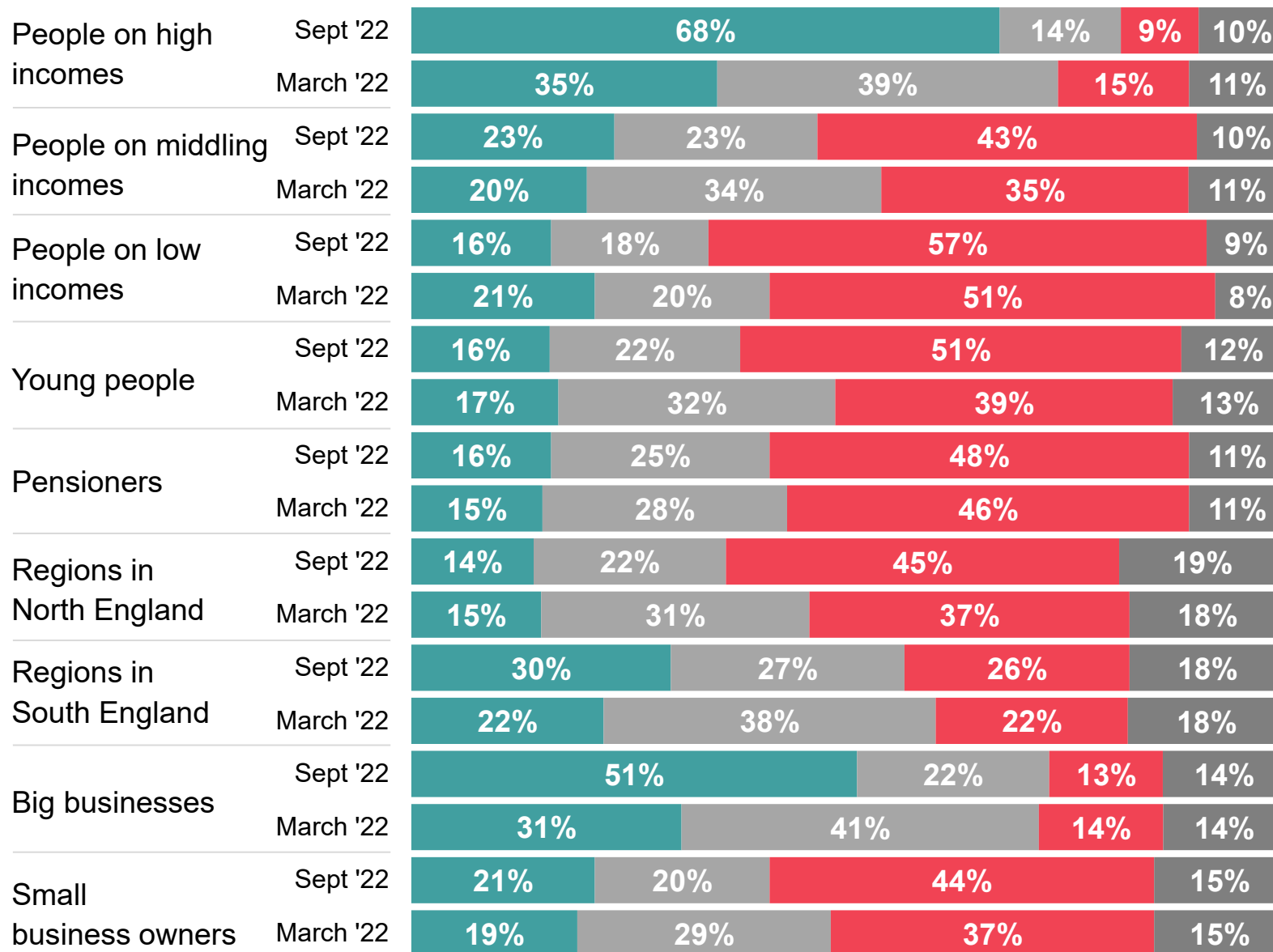
Thinking about the recent economic policies announced by Chancellor of the Exchequer Kwasi Kwarteng last week, to what extent, if at all, do you think it will be a good or bad thing for each of the following, or will it make no difference?

A good thing

No difference

A bad thing

Don't know



Base: 1,000 Online British adults aged 18-75, 28-29 September 2022.* Question wording for March 2022 was 'And thinking about the Spring Statement announced by Chancellor of the Exchequer Rishi Sunak this week, to what extent, if at all, do you think it will be a good or bad thing for each of the following, or will it make no difference?'

More than half of Britons think Kwarteng is doing a bad job as Chancellor – including nearly half of 2019 Conservative voters

To what extent, if at all, do you think Kwasi Kwarteng has been doing a good job or a bad job, in his role as Chancellor of the Exchequer?

Good job **Neither a good or bad job** **Bad job** **Don't know**

Among all



Among 2019 Conservative party voters



Among 2019 Labour party voters



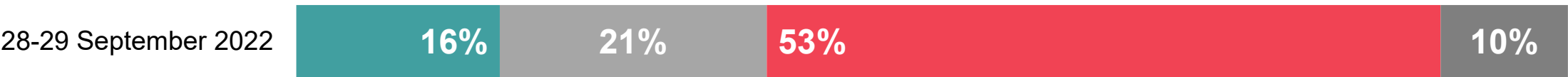
Base: 1,000 Online British adults aged 18-75, 28-29¹ September 2022, including 2019 Conservative party voters (311) and 2019 Labour party voters (218)

Kwarteng's ratings are worse than those achieved by Sunak as Chancellor

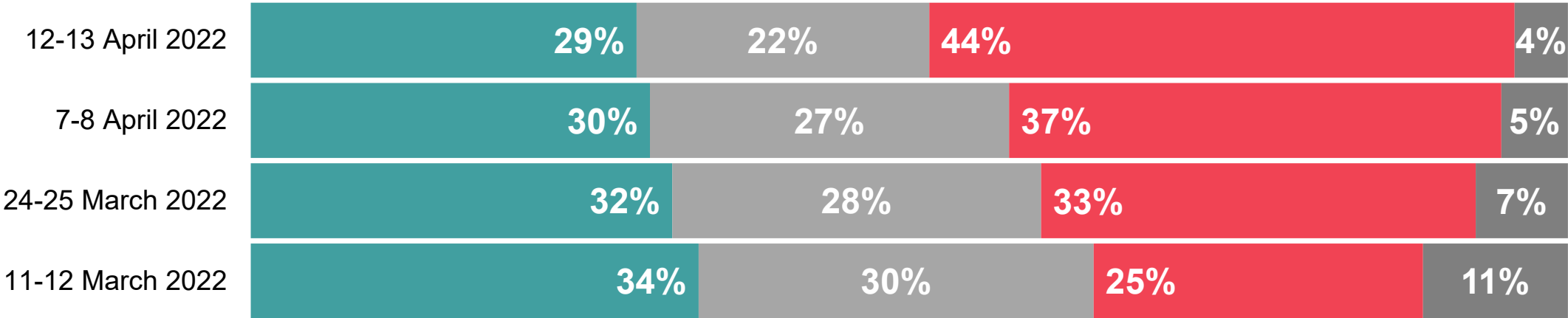
To what extent, if at all, do you think Kwasi Kwarteng has been doing a good job or a bad job, in his role as Chancellor of the Exchequer?

Good job **Neither a good or bad job** **Bad job** **Don't know**

Kwasi Kwarteng



Rishi Sunak



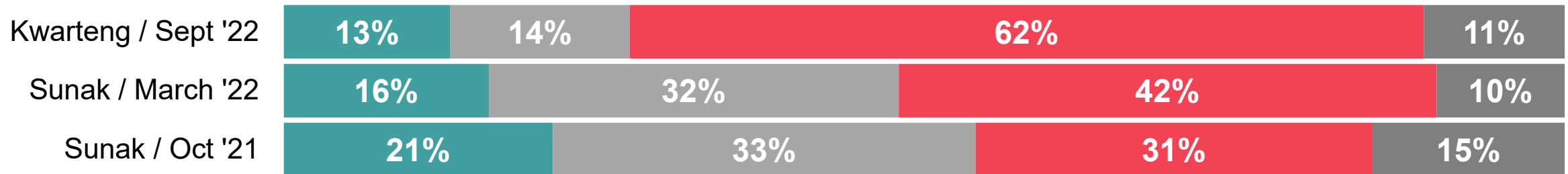
Base: 1,000 Online British adults aged 18-75, 28-29 September 2022

Three in five think Kwarteng has changed Britain's economy for the worse

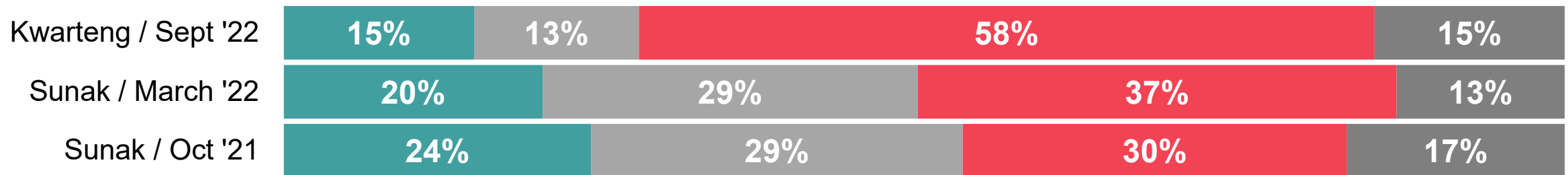
From what you've seen or heard, if anything, about Kwasi Kwarteng since he became Chancellor of the Exchequer do you think he...?

Better **No difference** **Worse** **Don't know**

... has changed Britain's economy for?



... will change Britain's economy for?



Base: 1,000 Online British adults aged 18-75, 28-29 September 2022

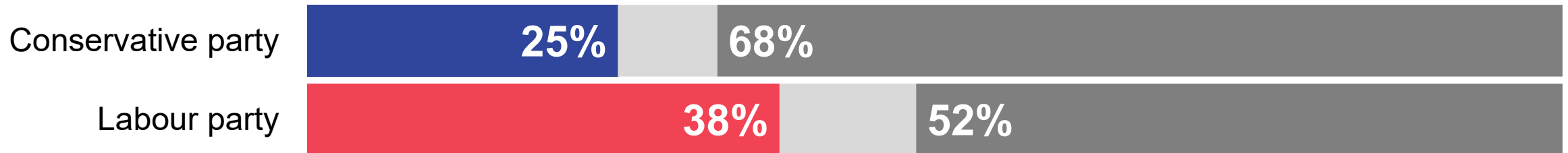
Two in three are not confident that the Conservatives have a good long-term economic plan or can provide Britain with strong and stable leadership

How confident, if at all are, you that [INSERT PARTY] ...?

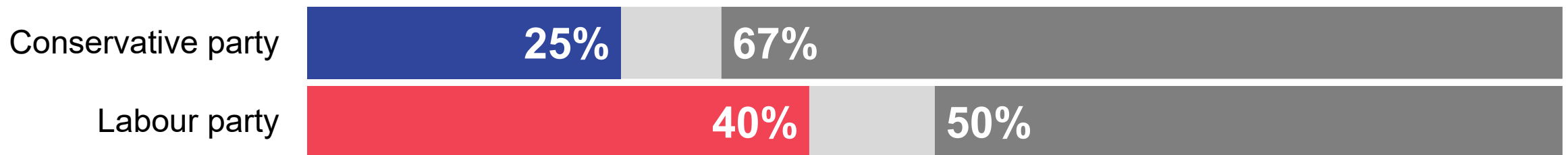
Confident

Not confident

... have a good long-term economic plan for Britain?



... can provide Britain with strong and stable leadership?



Base: 1,000 Online British adults aged 18-75, 28-29 September 2022

Ipsos UK

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