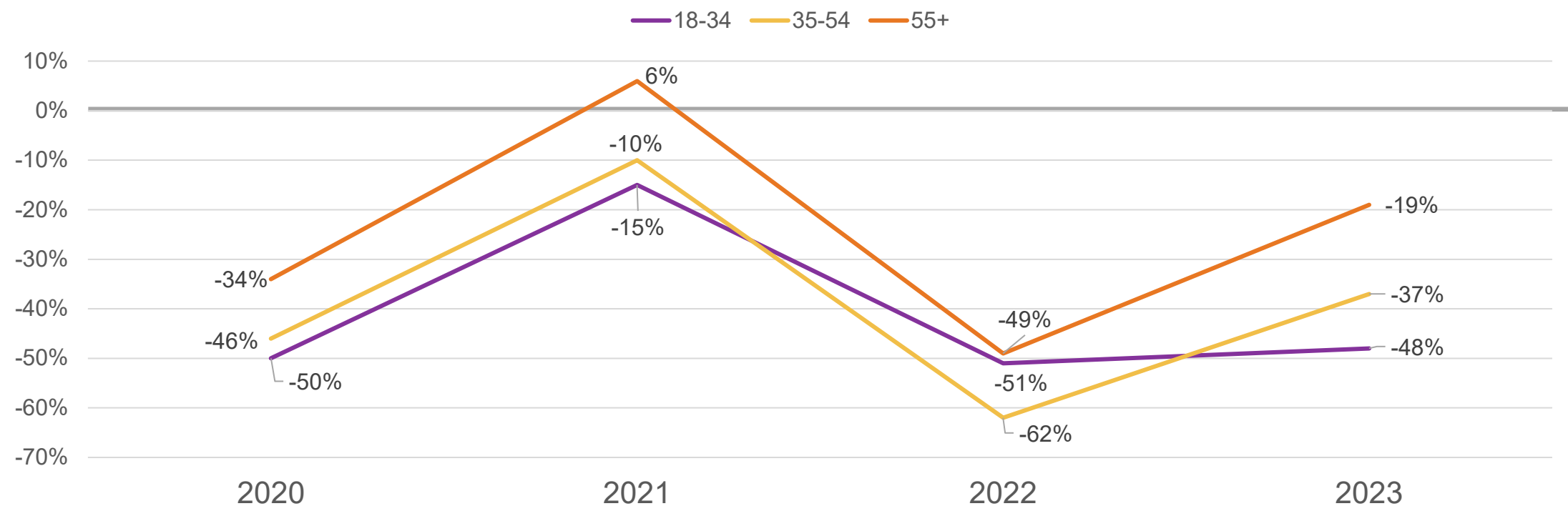


ECONOMIC OPTIMISM 2020-2023

March 2024

Economic Optimism: 2020-2023 by age

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



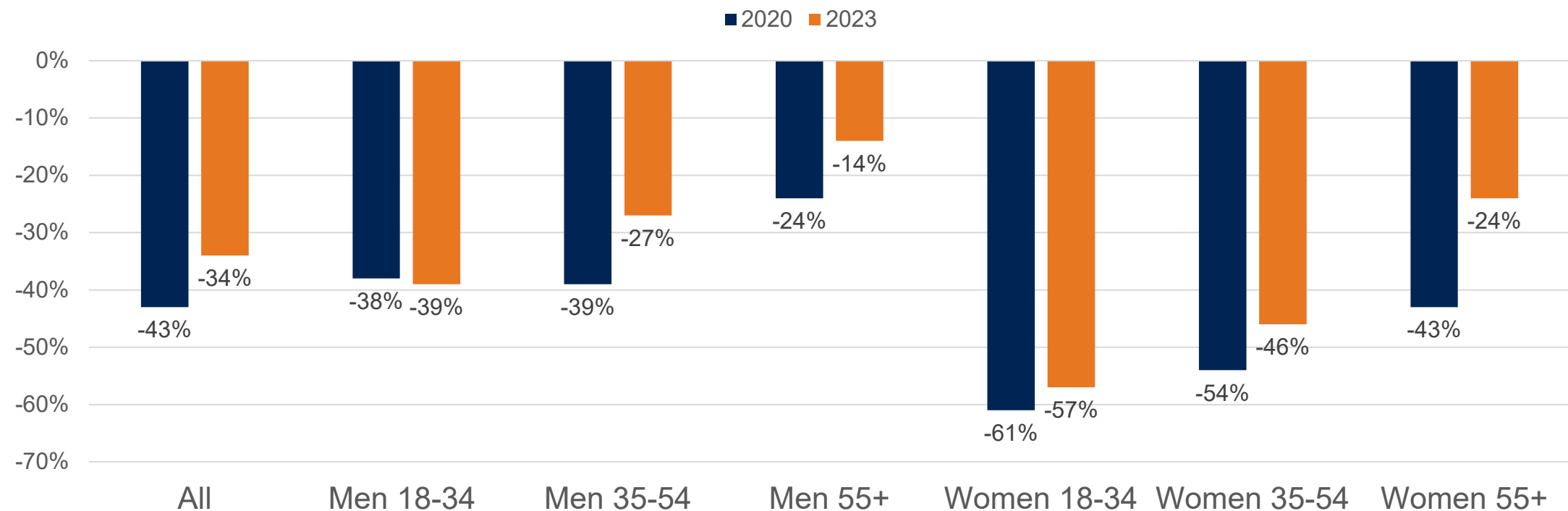
Base: British adults aged 18+ 2020 (7,129), 2021 (9,343), 2022 (10,201), 2023 (10,129)
18-34: 2020 (1,621), 2021 (2,333), 2022 (2,622), 2023 (2,416)
35-54: 2020 (2,224), 2021 (2,982), 2022 (3,376), 2023 (3,324)
55+ : 2020 (3,284), 2021 (4,028), 2022 (4,203), 2023 (4,389)

Source: Ipsos Political Monitor



Economic Optimism: 2020 vs 2023 by age + gender

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



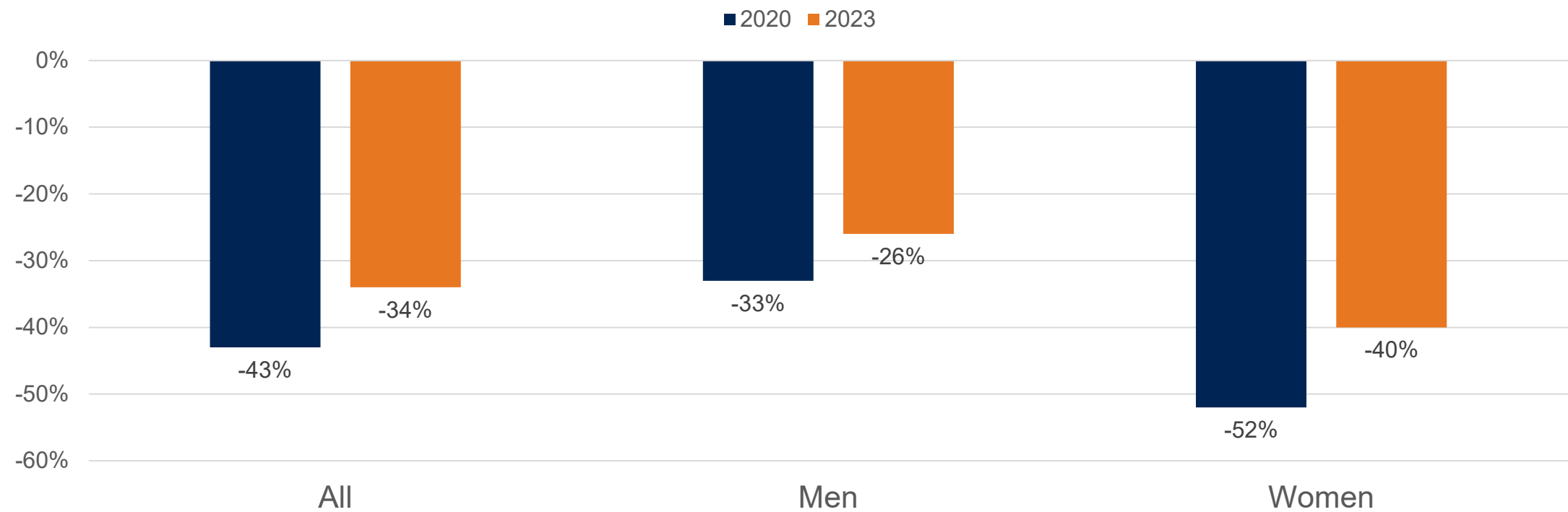
Base: British adults aged 18+ 2020 (7,129), 2021 (9,343), 2022 (10,201), 2023 (10,129)
18-34: Men 2020 (748), 2023 (1,152). Women 2020 (857), 2023 (1,179)
35-54: Men 2020 (1,127), 2023 (1,625). Women 2020 (1,090), 2023 (1,655)
55+ : Men 2020 (1,532), 2023 (2,130). Women 2020 (1,744), 2023 (2,231)

Source: Ipsos Political Monitor



Economic Optimism: 2020 vs 2023 by gender

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: British adults aged 18+ 2020 (7,129), 2023 (10,129)
Men: 2020 (3,407), 2023 (4,907)
Women: 2020 (3,691), 2023 (5,065)

Source: Ipsos Political Monitor

