

# IPSOS POLITICAL MONITOR

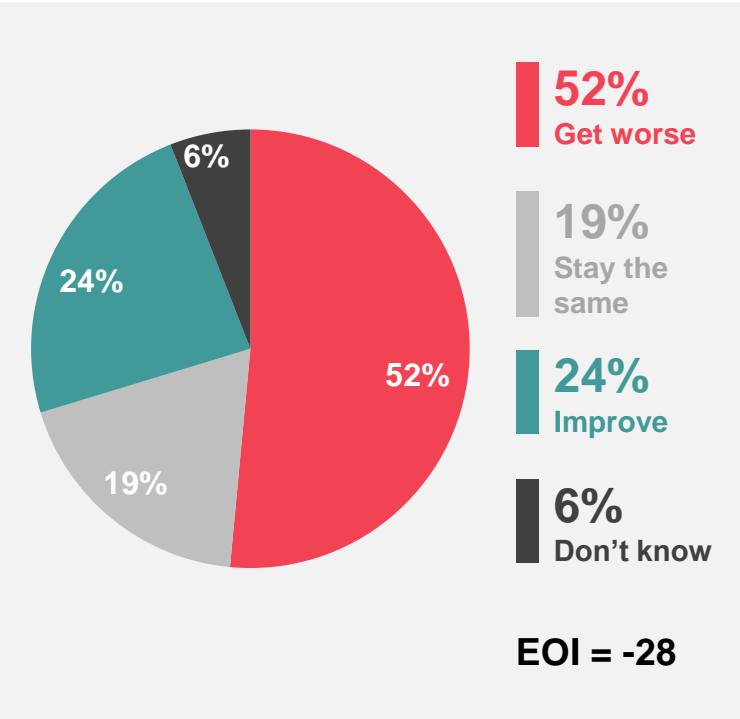
February 2024

# THE ECONOMY

# Economic Optimism Index

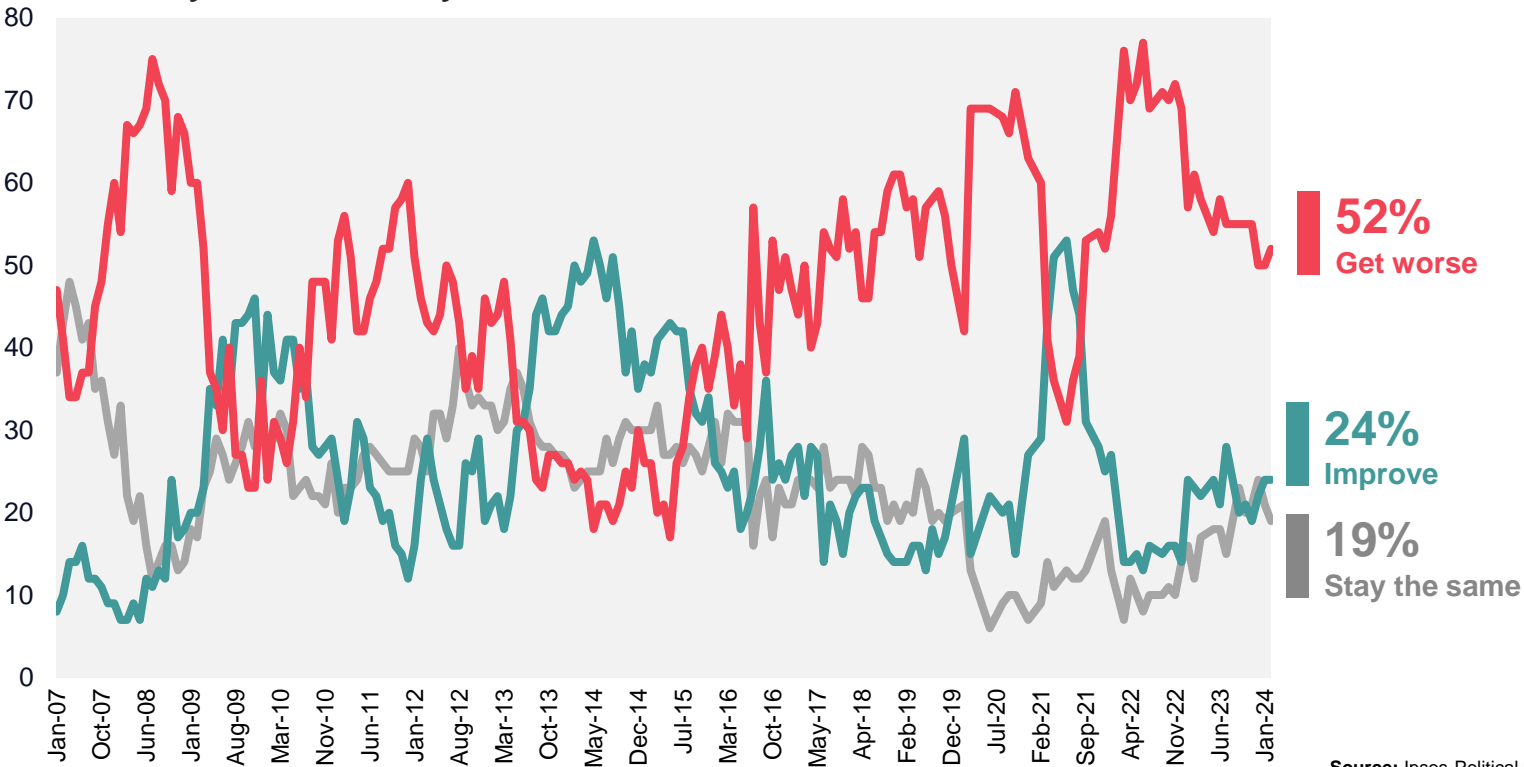
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

February 2024



Base: 1,004 British adults 18+, 21-28 February 2024.

February 2007 – February 2024

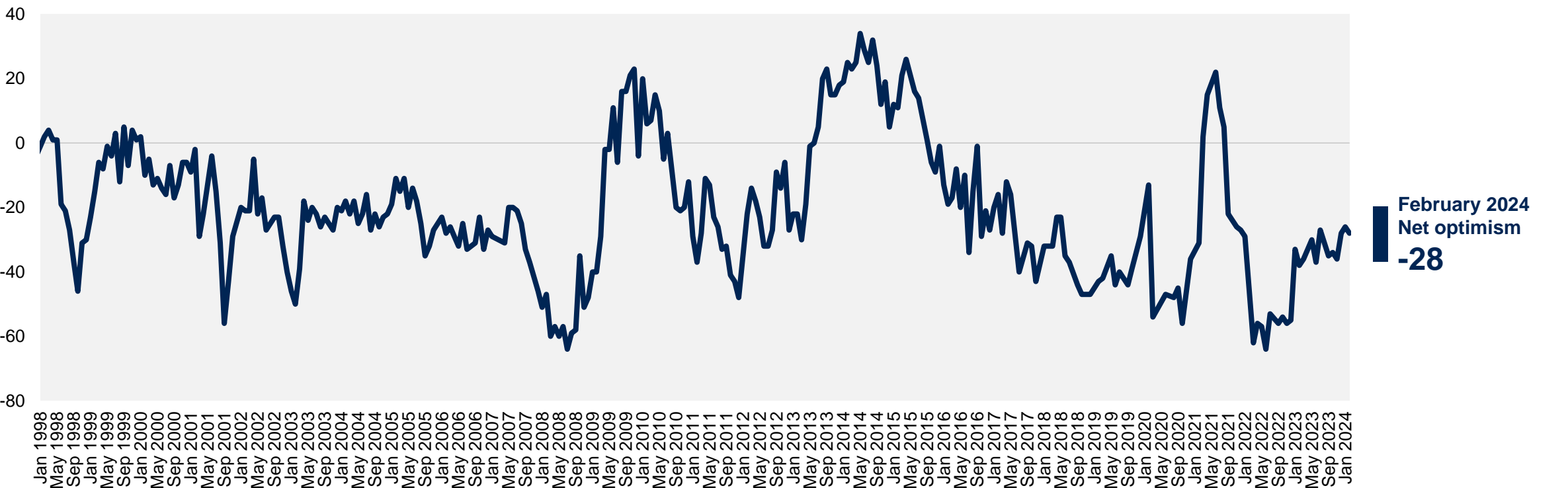


Source: Ipsos Political Monitor



# Economic Optimism Index (1998-2024)

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



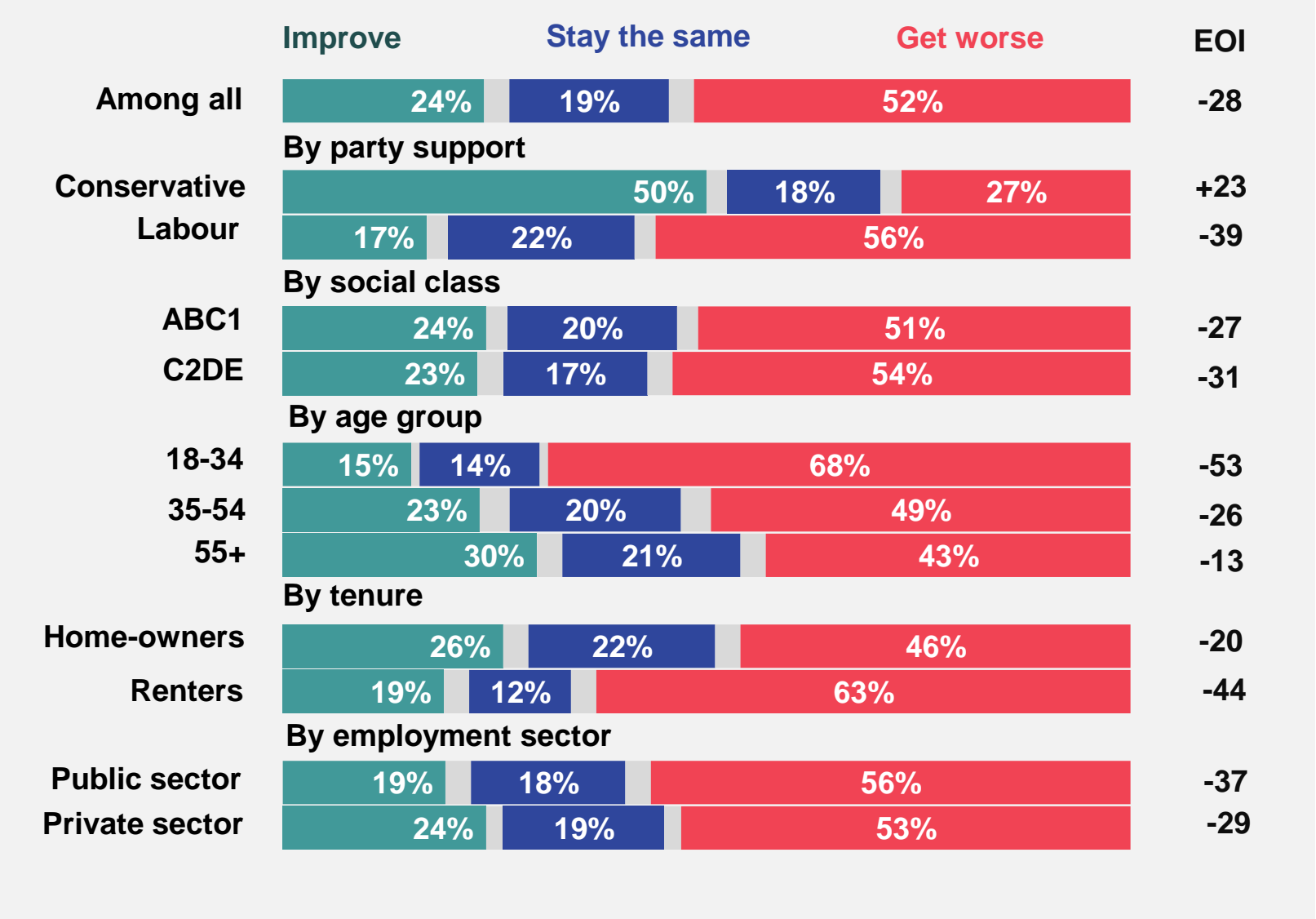
Base: c.1,000 British adults 18+ each month

Source: Ipsos Political Monitor



# How do public feel about the future of the 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: 1,004 British adults 18+, 21-28 February 2024, including Conservative supporters (176), Labour supporters (327), ABC1 (635), C2DE (369), 18-34 (237), 35-54 (323), 55+ (444), Home owners (691), Renters (288).

\* Economic optimism (EOI) is calculated by subtracting the percentage who say the economy will get worse, from the percentage who say it will improve.

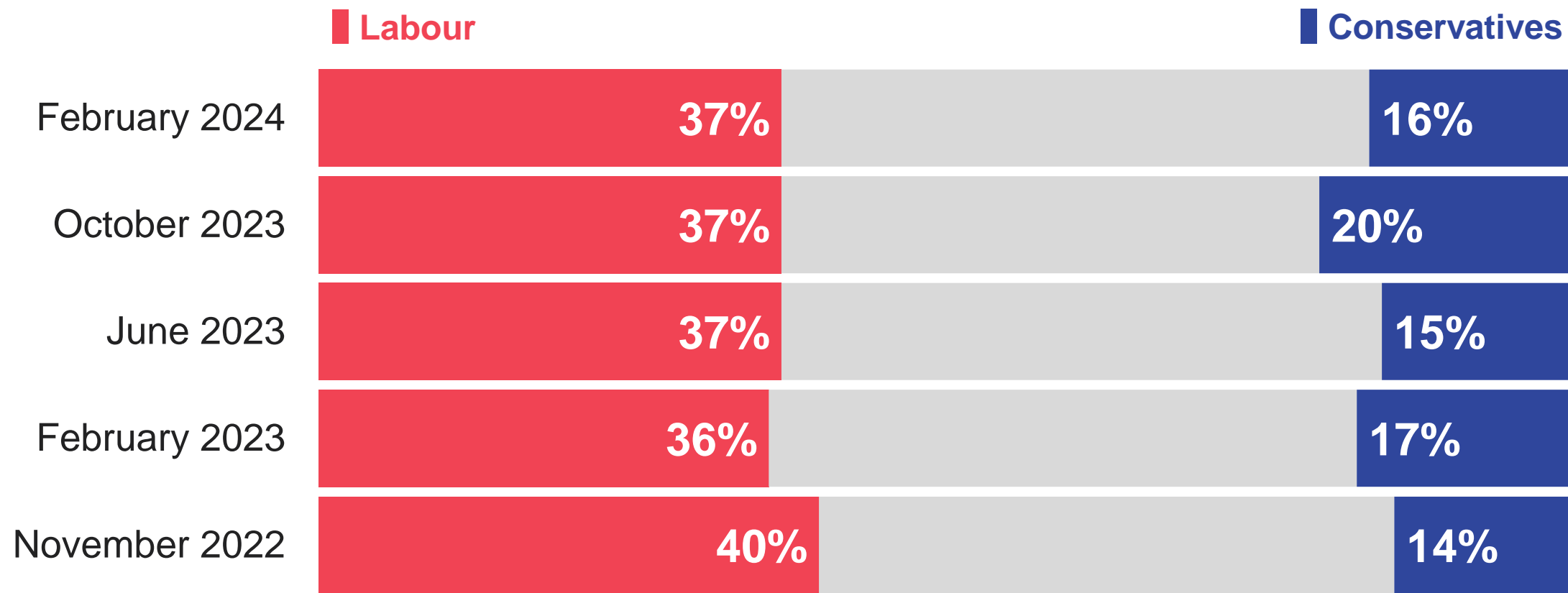




# ISSUES FOR THE NEXT GENERAL ELECTION

# Best party on reducing the cost of living: 2022-2024

Which party do you think has the best policies on reducing the cost of living, the Conservatives, Labour, Liberal Democrats or some other party?



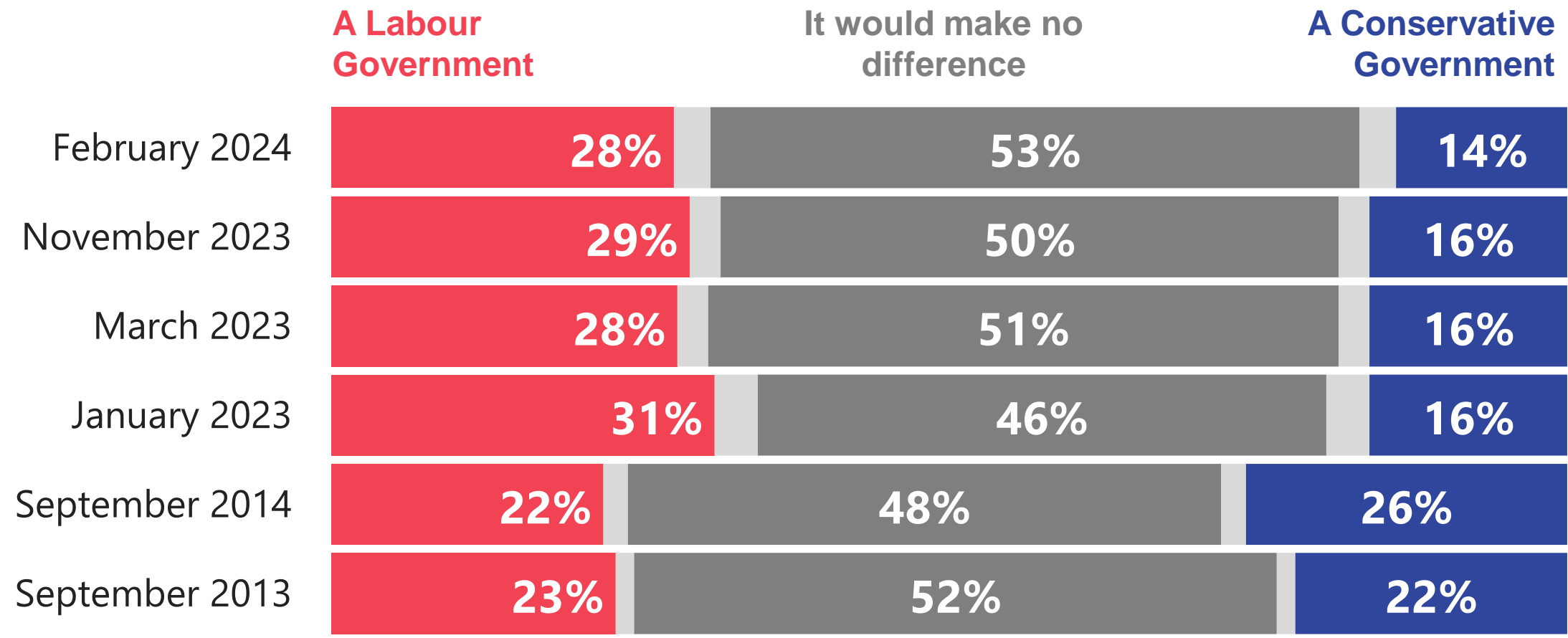
Base: 1,004 British adults 18+, 21-28 February 2024

Source: Ipsos Political Monitor



# Who would you be better off under? Conservatives vs. Labour

Do you think you and your family would be better off under a Conservative government or a Labour government, or do you think it would make no difference?



Base: 1,004 British adults 18+, 21-28 February 2024



# Has the cost of living crisis reached its peak?

Some people say that the impact of the cost of living crisis in Britain has already reached its peak and things will slowly begin to recover. Others disagree and say that the worst is still to come. Which of these statements is closest to your opinion?

The impact of the crisis has  
already reached its peak

The worst is  
still to come

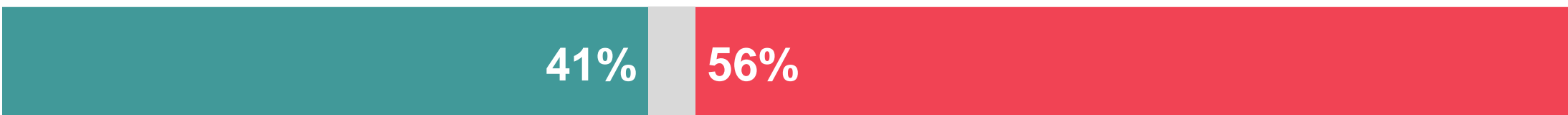
February 2024



January 2023



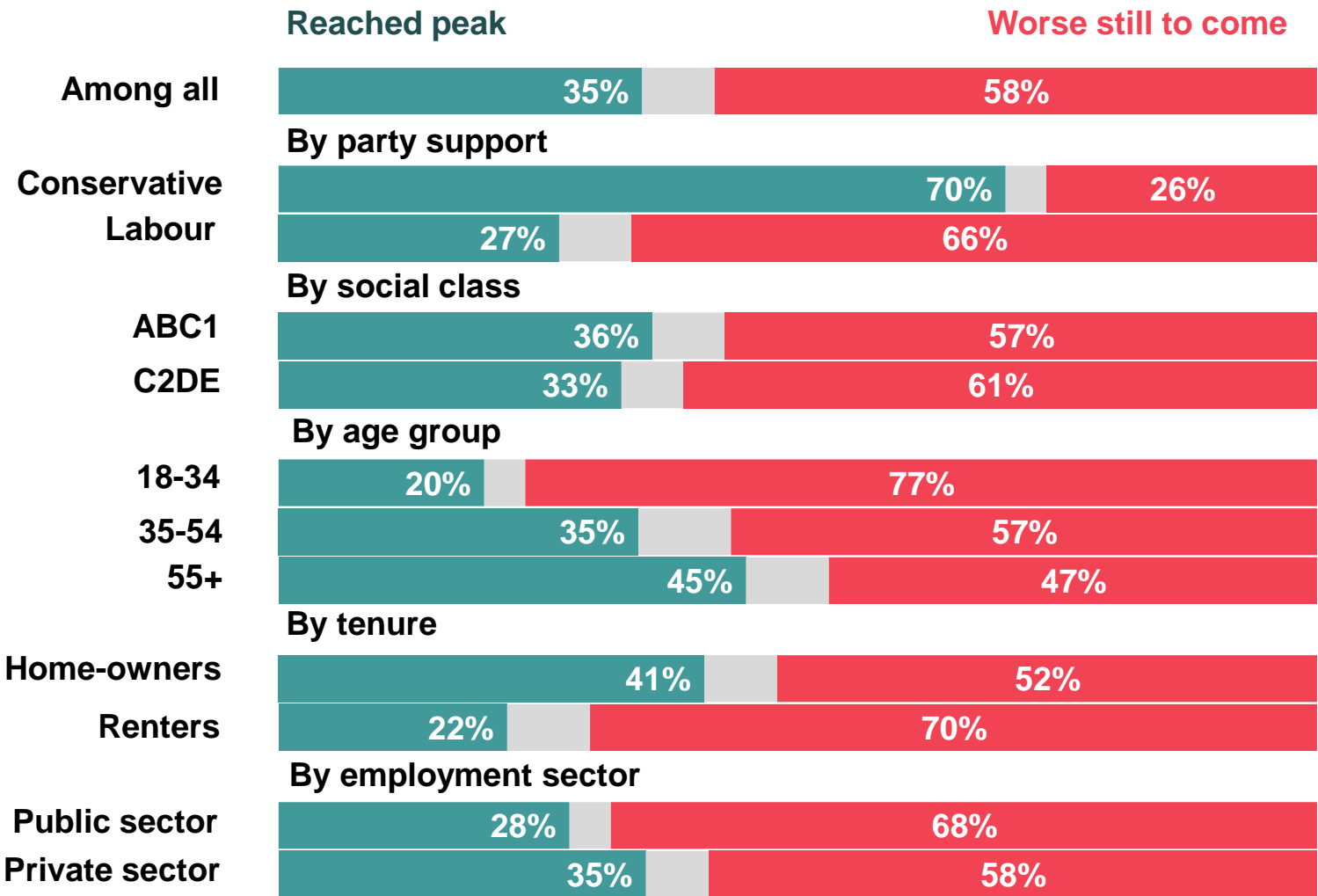
March 2012\* (asked about economic crisis)



**Base:** 1,004 British adults 18+, 21-28 February 2024. \* In March 2012, the question asked was: Some people say that the impact of the economic crisis in Britain has already reached its peak and things will slowly begin to recover. Others disagree and say that the worst is still to come. Which of these statements is closest to your opinion?

# Has the cost of living crisis reached its peak?

Some people say that the impact of the cost of living crisis in Britain has already reached its peak and things will slowly begin to recover. Others disagree and say that the worst is still to come. Which of these statements is closest to your opinion?



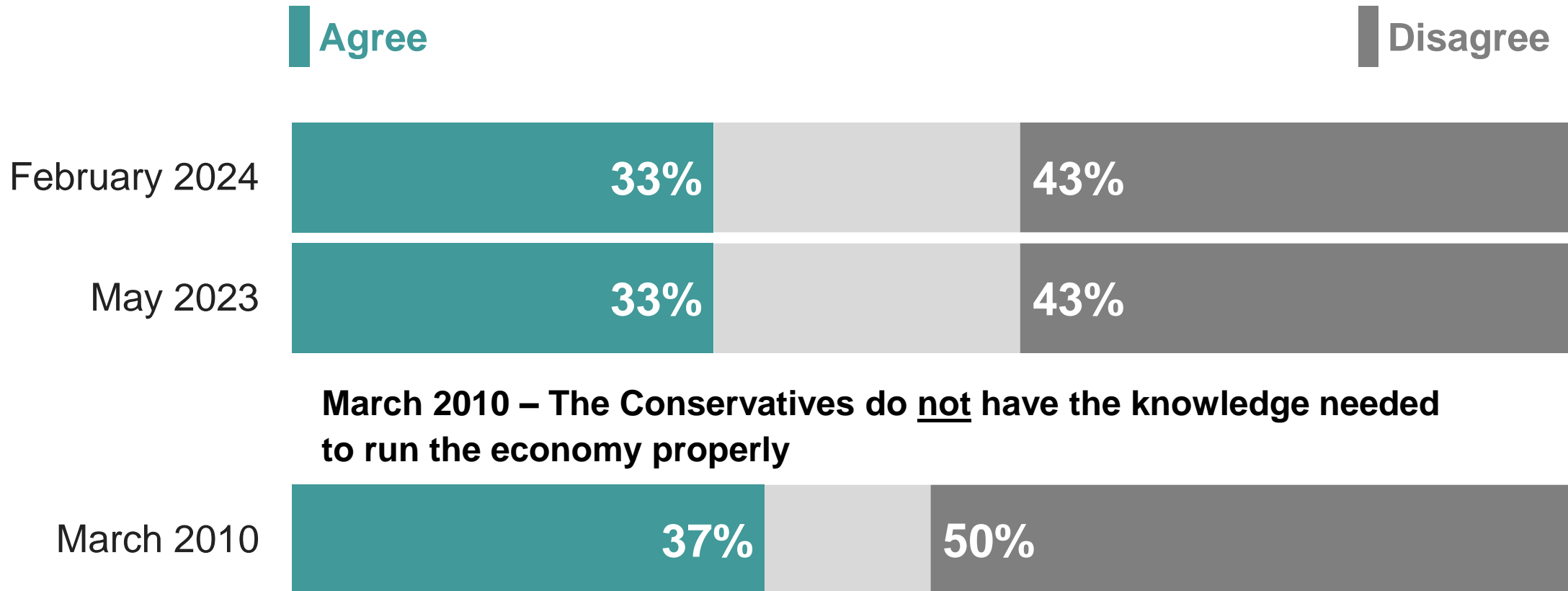
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# Do Labour / Conservatives have the knowledge needed to run the economy?

To what extent, if at all, do you agree or disagree with the following?

**Labour do not have the knowledge needed to run the economy properly**



**March 2010 – The Conservatives do not have the knowledge needed to run the economy properly**

Base: 1,004 British adults 18+, 21-28 February 2024

Source: Ipsos Political Monitor





## **February 2024 Political Monitor**

### **For more information**

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