

Ipsos Economy polling

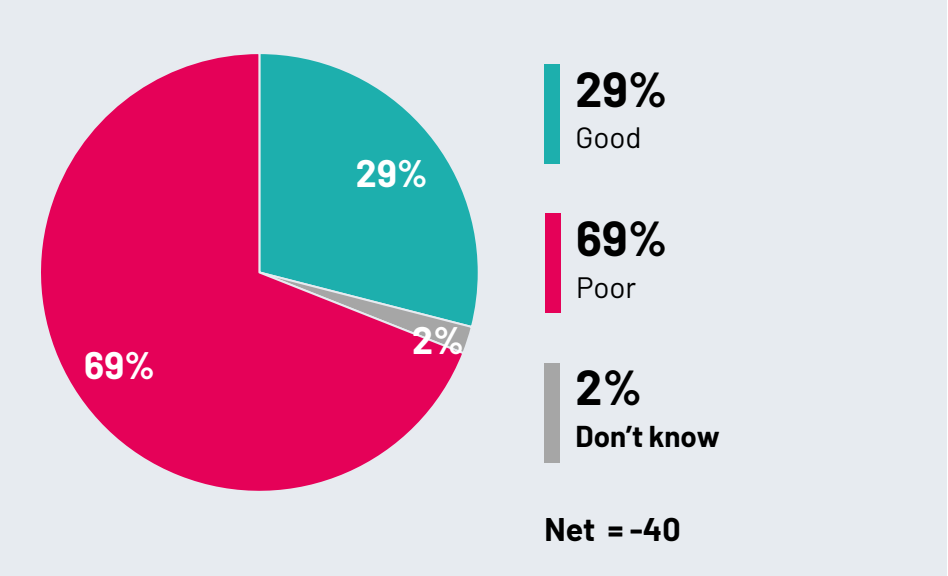
August 2024



Perceptions of the British economy: Trend

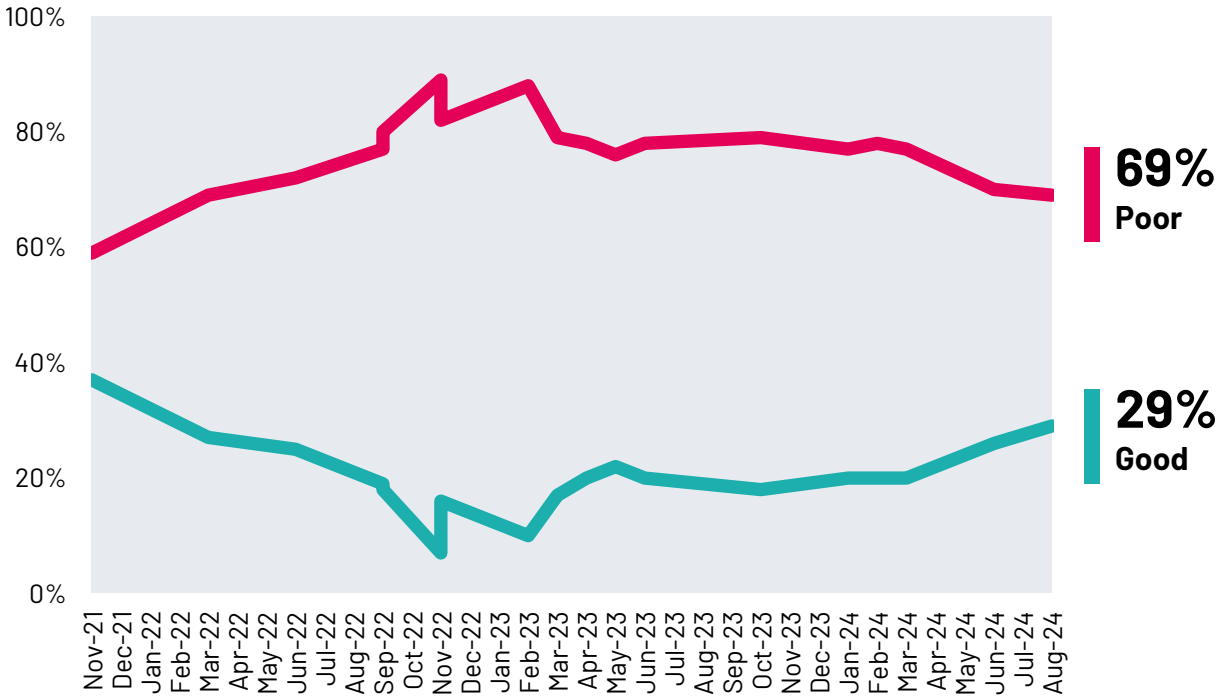
How would you describe the current state of the British economy? Would you say it is...?

August 2024



Base: 1,088 Online British adults aged 18-75, 23-26 August 2024.
* Note – when this question was asked in June 2024 the sample was 18+

November 2021 – August 2024

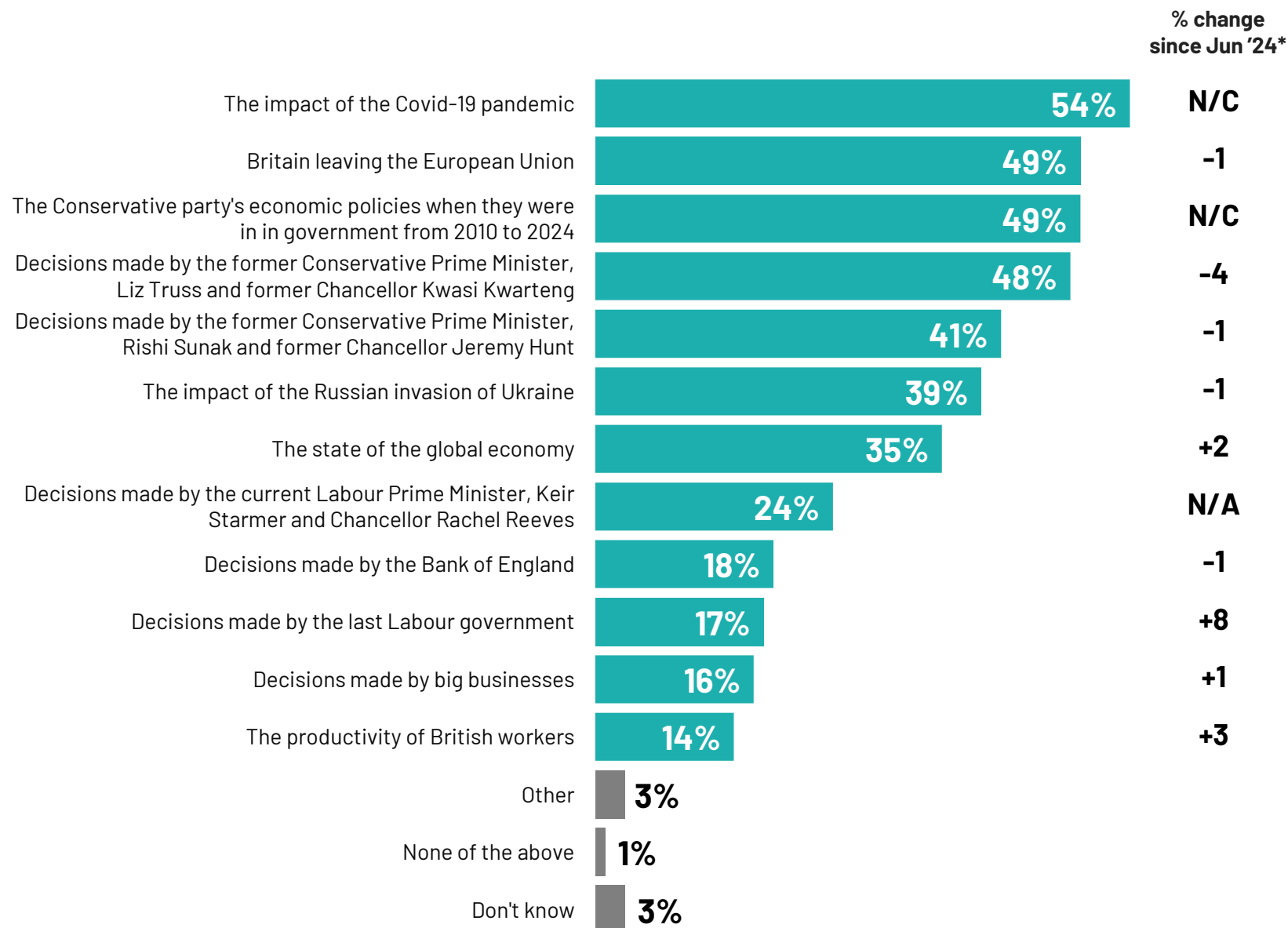


Those saying the economy is in poor shape are most likely to blame Covid, Brexit, the Conservatives' policies in government since 2010 and the policies of Liz Truss and Kwasi Kwarteng

Which of the following, if any, would you say have contributed MOST to the British economy currently being in a POOR state?
Please pick as many as apply.

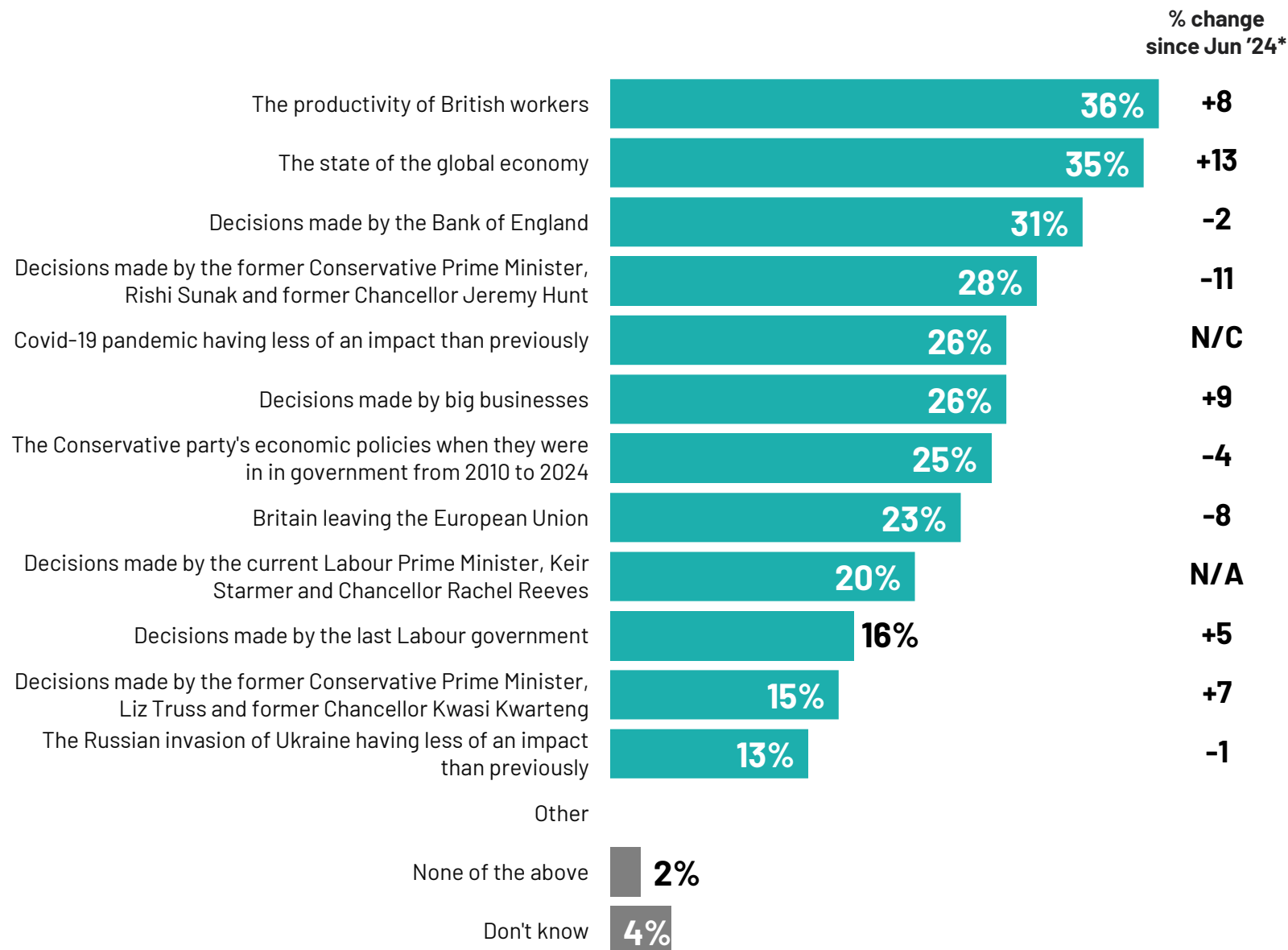
Base: 735 Online British adults 18-75 who described the British economy as being in a poor state, 23-26 August 2024.

* Note – when this question was asked in June 2024 the sample was 18+



Among those who think the economy is in a good state, around a third say it is due to the productivity of British workers, and the state of the global economy

Which of the following, if any, would you say have contributed MOST to the British economy currently being in a GOOD state?
Please pick as many as apply.



Base: 334 Online British adults 18+ who described the British economy as being in a good state, 23-26 August 2024.

* Note – when this question was asked in June 2024 the sample was 18+

Three in five say that inflation is what most influences their view on how the economy is doing, with around half saying interest rates

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?

Base: 1,088 Online British adults aged 18-75, 23-26 August 2024

		% change since Feb '24
Level of inflation/whether prices are going up	60%	-2
Interest rates	48%	-2
Strength of the pound	34%	-1
Unemployment levels	33%	+2
Average salaries	33%	+4
House prices	32%	-2
Whether shops in the high street are doing well	32%	N/C
National income/GDP	31%	N/C
Whether government debt is going up or down	31%	+4
Don't pay much attention to news on the economy/go on my own experiences	5%	-1

The public are more inclined to think things will get worse rather than better across a range of areas

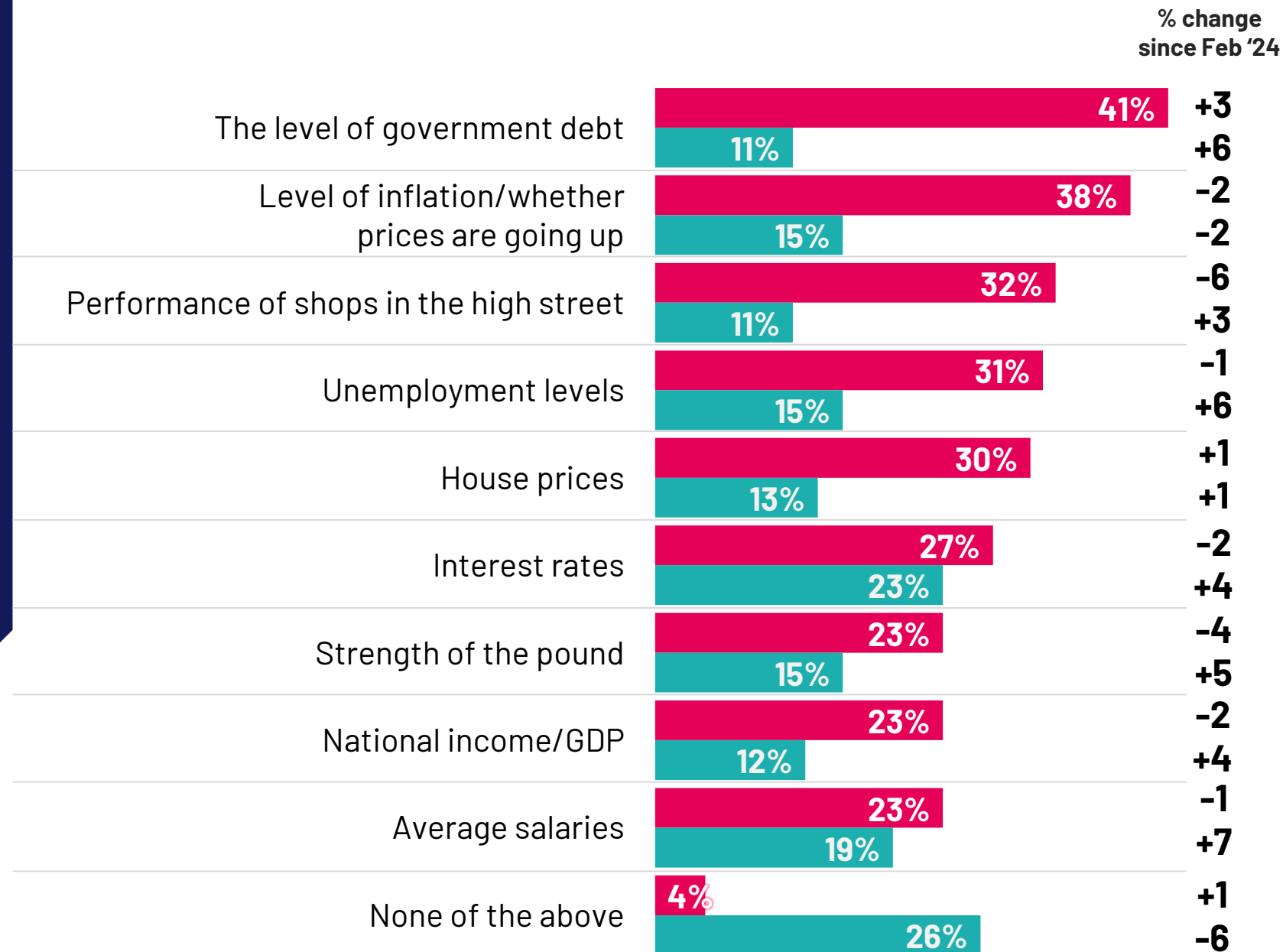
And which of the following, if any, do you think will get ... over the next six months?

Please select all that apply.

Get worse

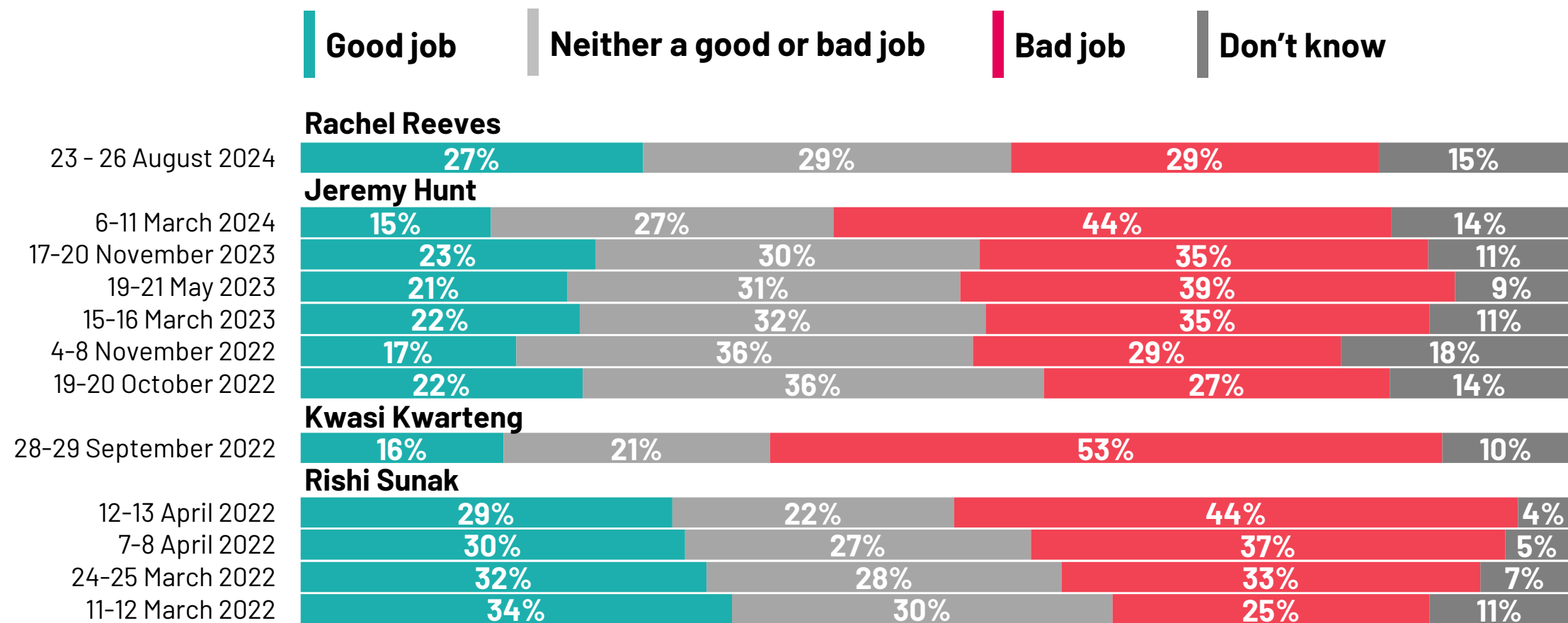
Get better

Base: 1,088 Online British adults aged 18-75, 23-26 August 2024



The public are divided over how Rachel Reeves has been doing as Chancellor of the Exchequer

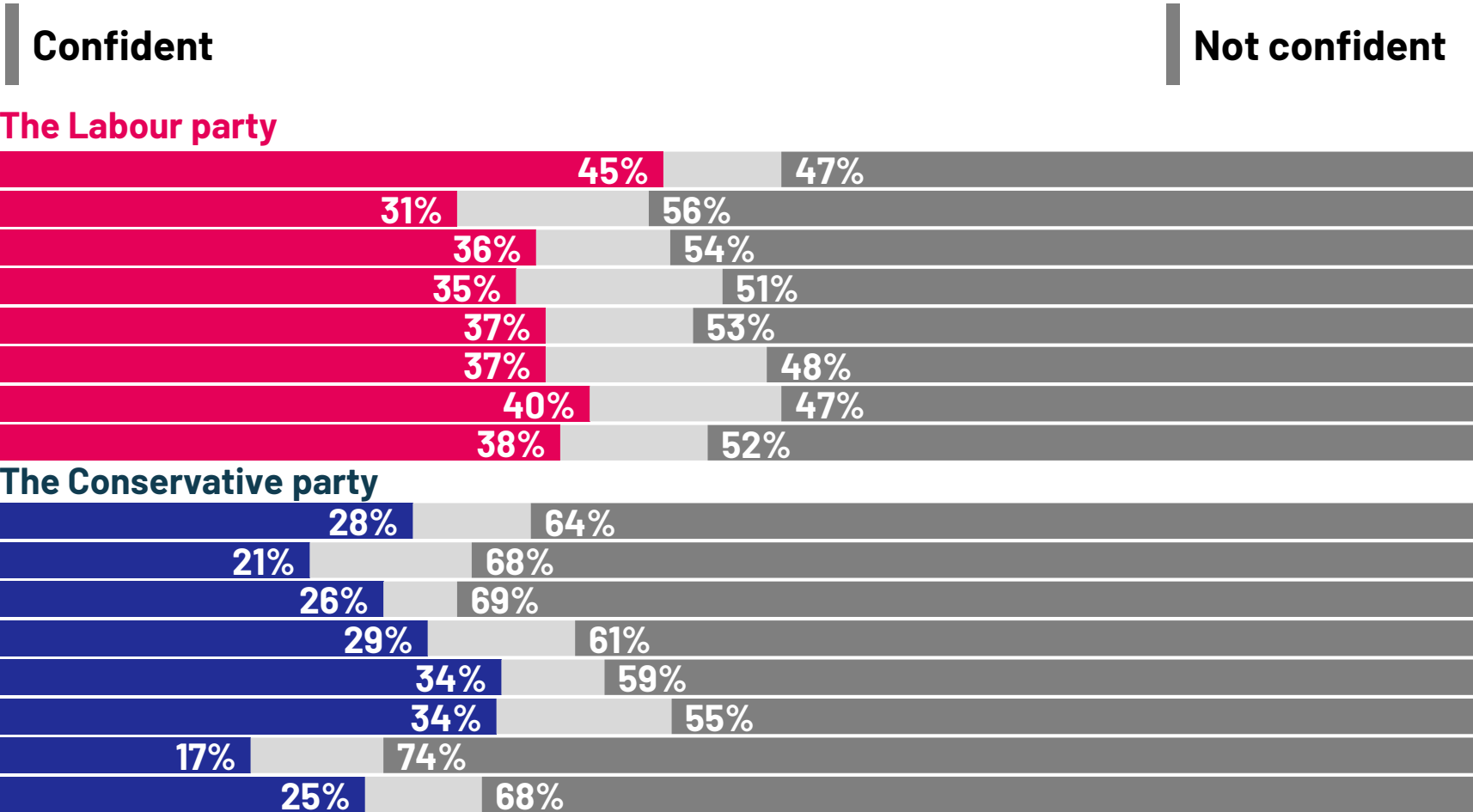
To what extent, if at all, do you think Rachel Reeves has been doing a good job or a bad job, in her role as Chancellor of the Exchequer?



Base: 1,088 Online British adults 18-75, 23 - 26 August 2024

The public are more confident Labour have a good long-term economic plan for Britain than before the recent General Election.

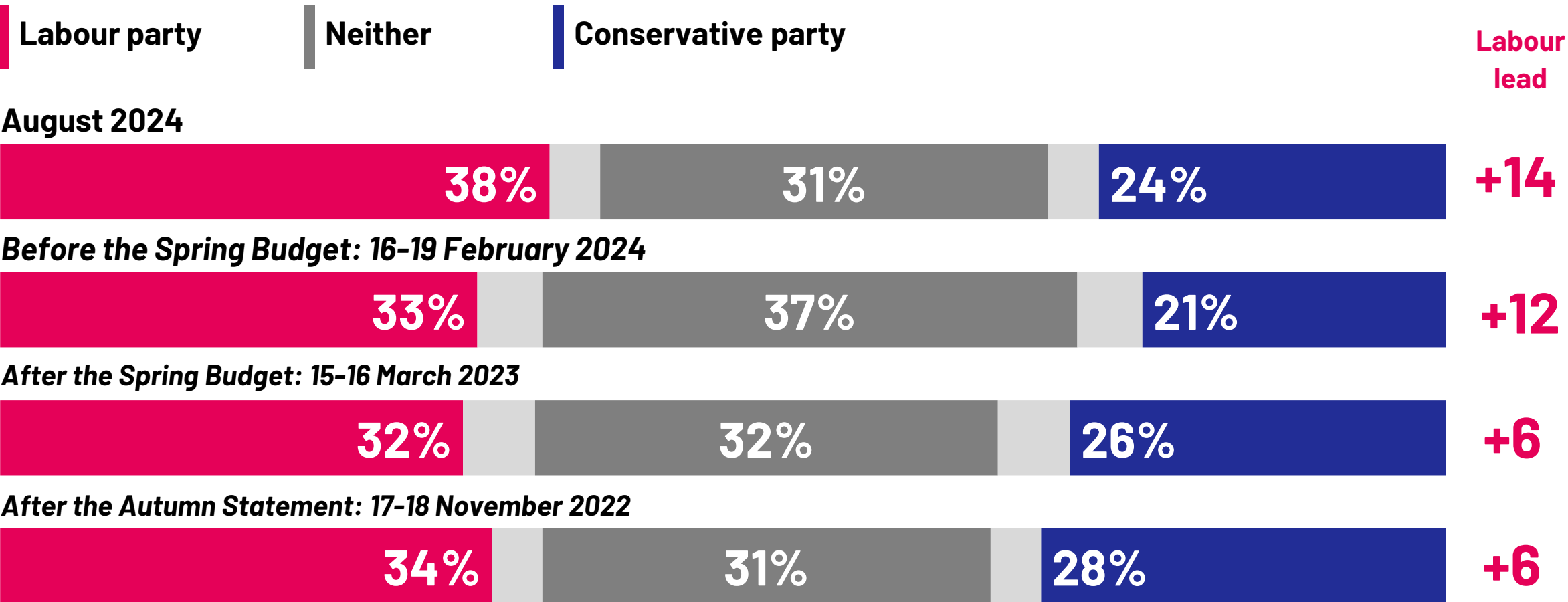
How confident, if at all are, you that ... have a good long-term economic plan for Britain?



Base: 1,088 Online British adults 18-75, 23 - 26 August 2024

Labour remain more trusted than the Conservatives to manage Britain's economy

Which party, if either, do you trust most to manage Britain's economy?

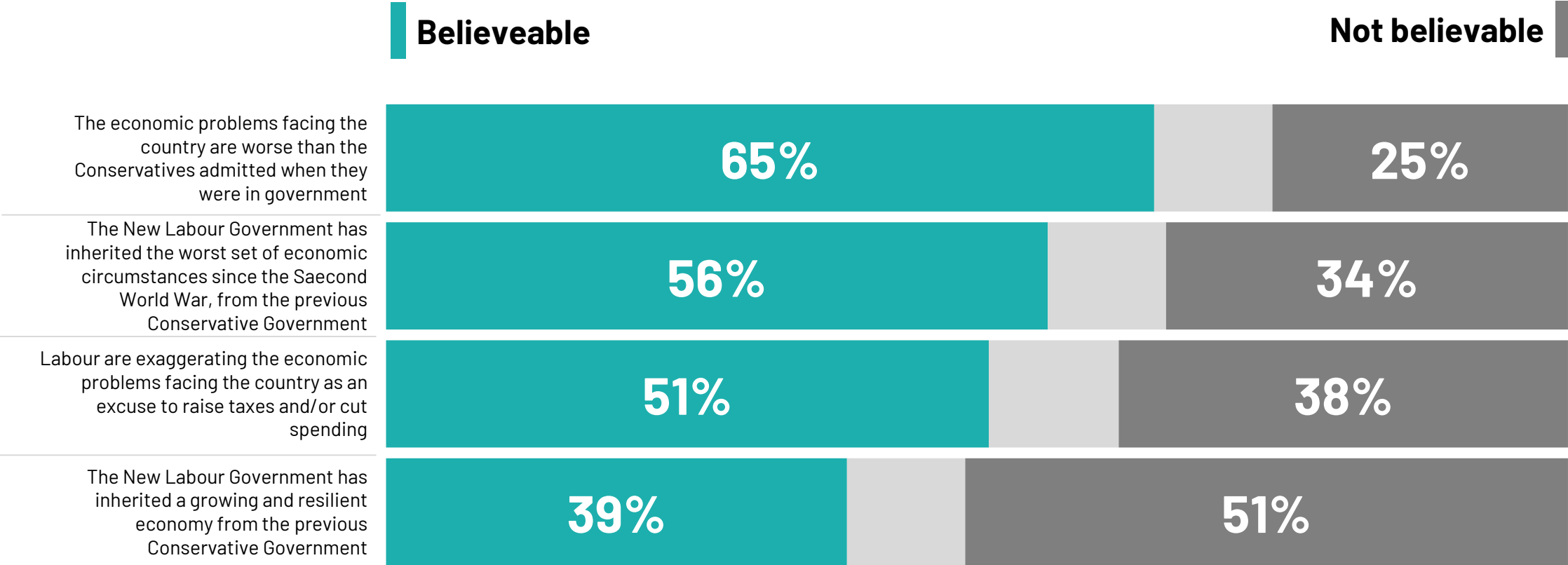


Base: 2,155 Online British adults 18-75, 16 - 19 February 2024



Almost two-thirds think it is believable that the economic problems facing the country are worse than the Conservatives admitted when they were in government

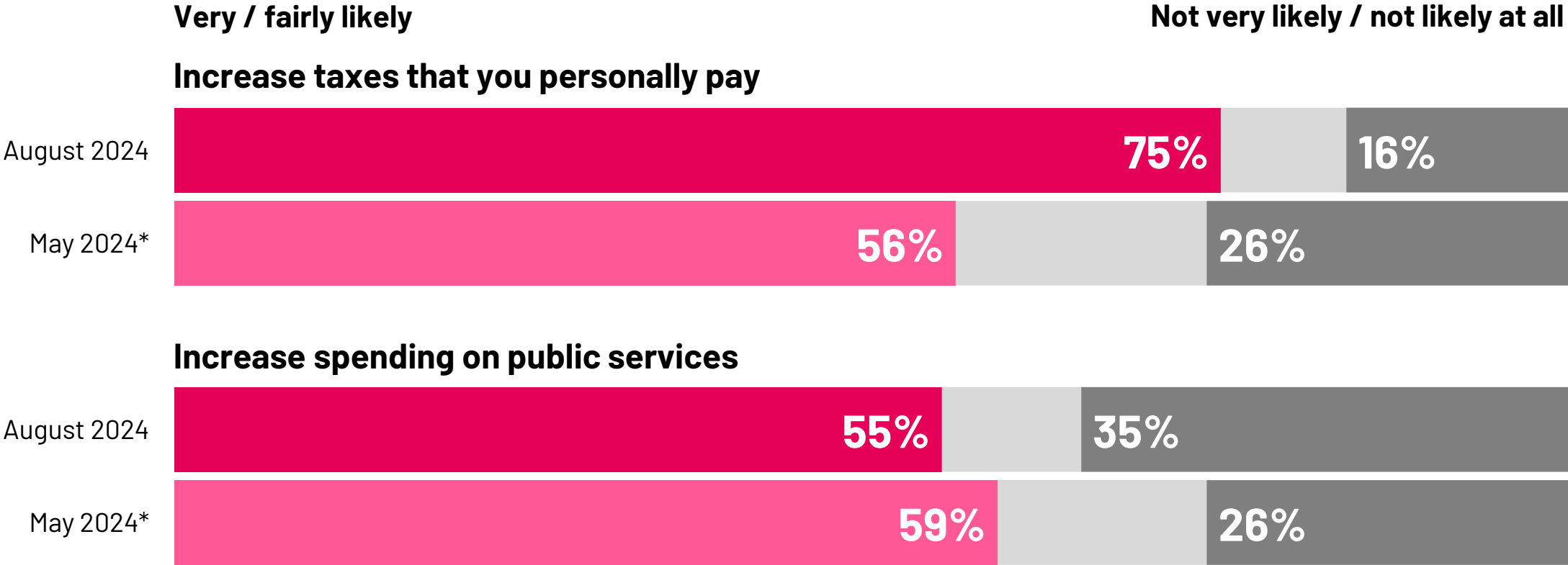
As you may know, the Labour Party and the Conservative Party have both released statements regarding the economic situation that the Labour Party inherited when they entered Government. How believable, if at all, do you find each of the following statements?



Base: 1,088 Online British adults aged 18-75, 23-26 August 2024

The public are considerably more likely to think Labour will increase taxes they personally pay since May

How likely, if at all, do you think the Labour party will be to do each of the following now they are in government?



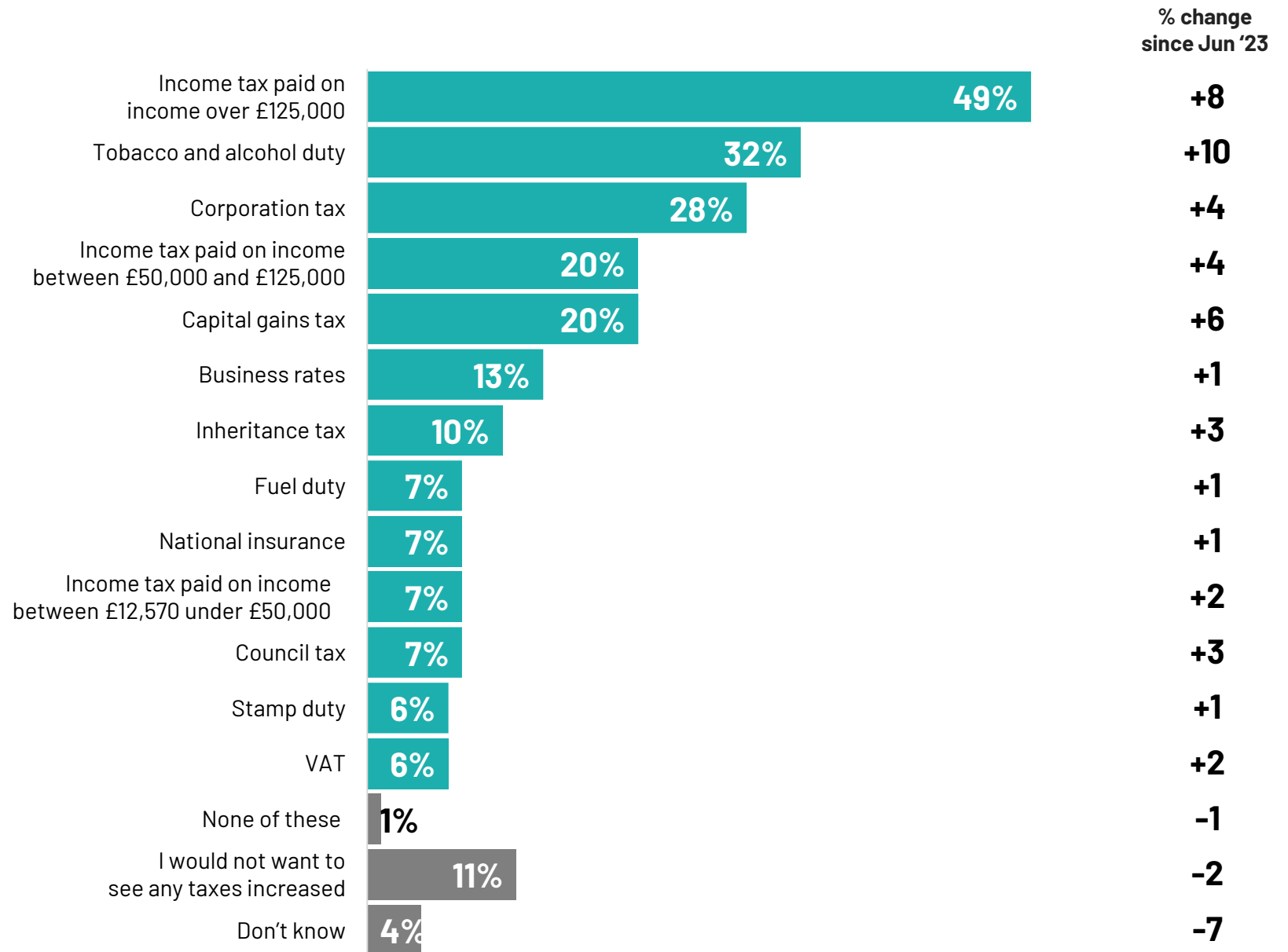
Base: 1,088 Online British adults aged 18-75, 23 - 26 August 2024. *How likely, if at all, do you think the Labour party / Conservative party would be to do each of the following if they were to win the next election?



If taxes needed to be increased, the public remain most supportive of raising them for the highest earners

Imagine that the government felt it needed to increase taxes to raise revenue. Which, if any, of the following types of tax would you prefer to see increased in this scenario? Please choose up to three from the list below.

Base: 1,088 Online British adults 18-75, 23 - 26 August 2024





August 2024

Ipsos – Economy Polling

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