

Ipsos Economy polling

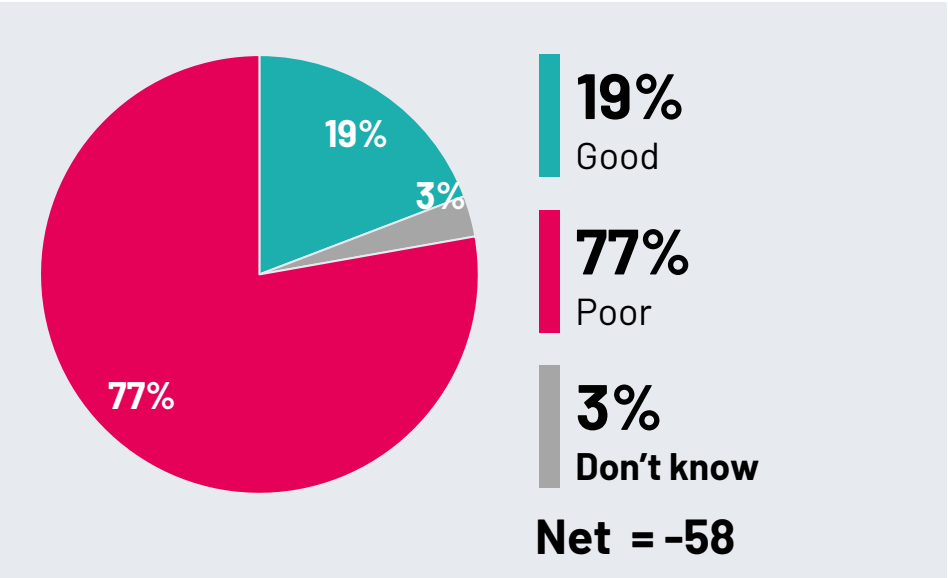
January 2025



Perceptions of the British economy: Trend

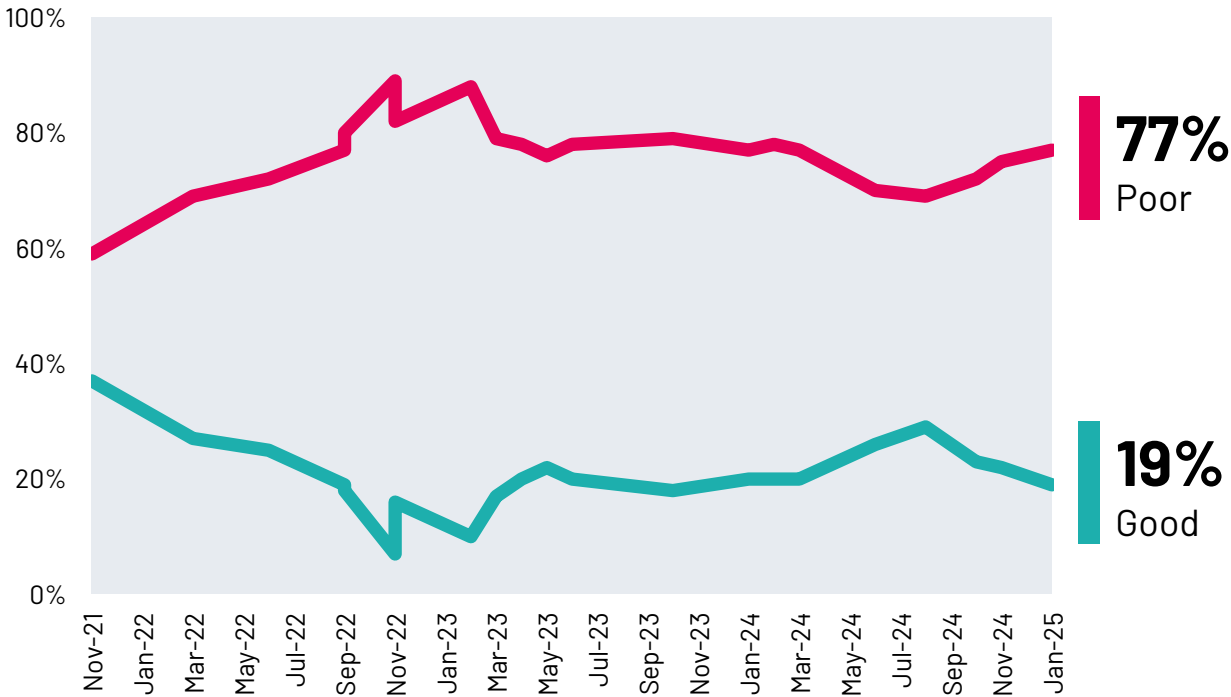
How would you describe the current state of the British economy? Would you say it is...?

January 2025



Base: 1,084 Online British adults aged 18-75, 17-20 January 2025

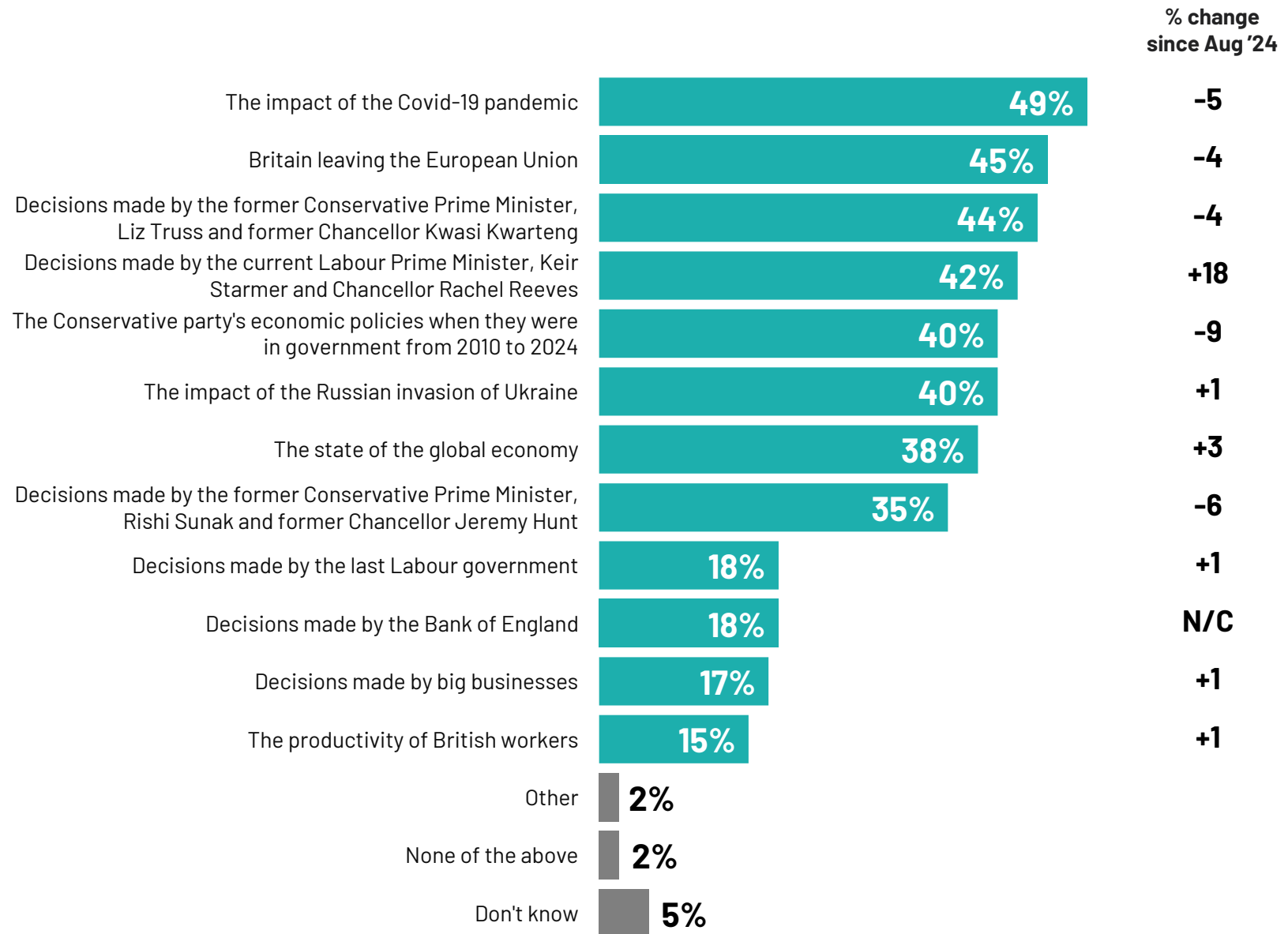
November 2021 – January 2025



Britons who think the economy is in a poor state are almost as likely to blame decisions made by Keir Starmer and Rachel Reeves, as they are to blame 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.

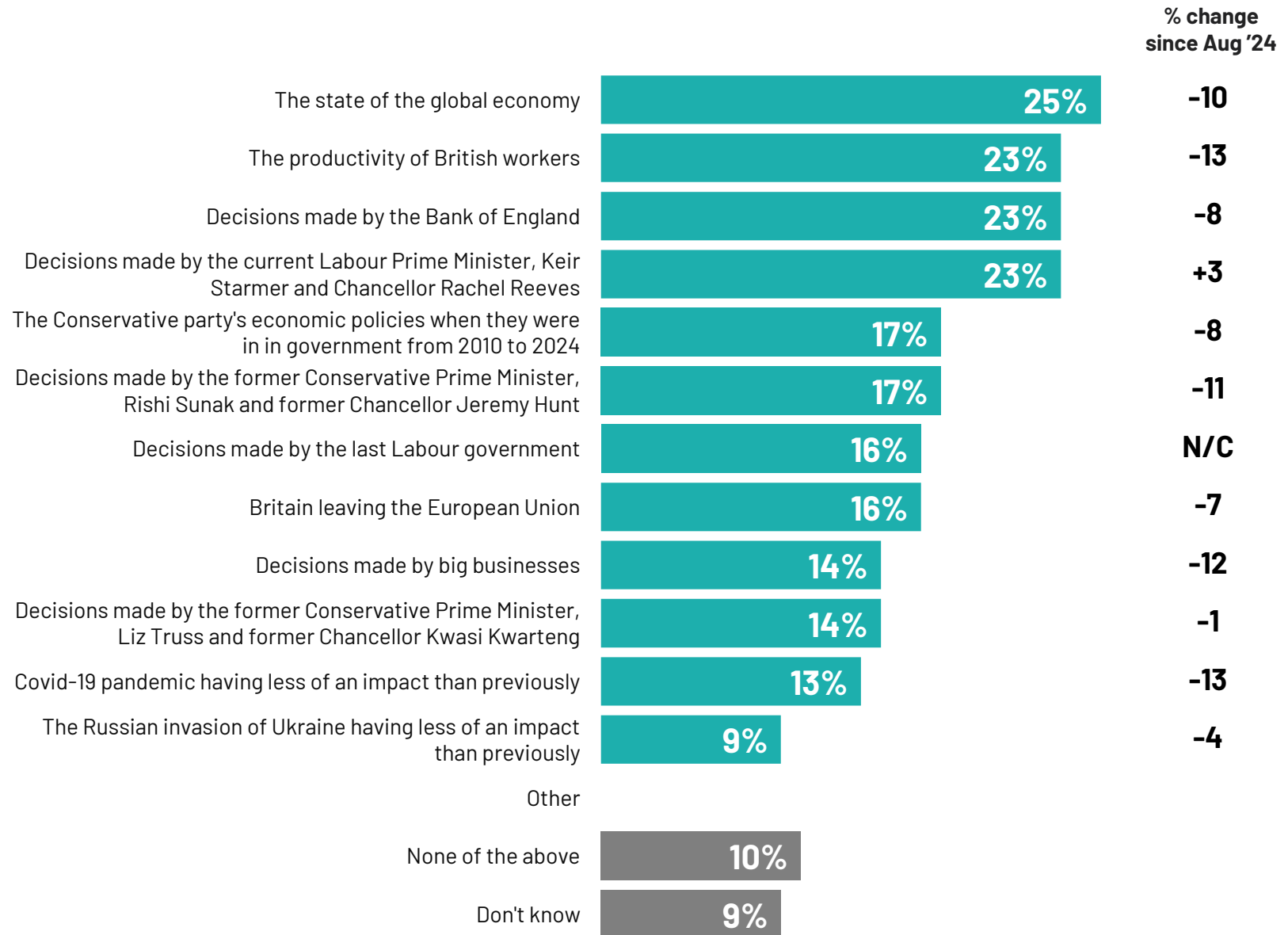
Base: 827 Online British adults 18-75 who described the British economy as being in a poor state, 17-20 January 2025.



The global economy, British workers, Bank of England and Labour government are given most credit among those who think the economy is doing well

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: 224 Online British adults 18-75 who described the British economy as being in a good state, 17-20 January 2025.



Two in five think Rachel Reeves is doing a bad job as Chancellor – a rating that is comparable to Jeremy Hunt's at the 2024 Spring Budget

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: 1,084 Online British adults aged 18-75, 17-20 January 2025

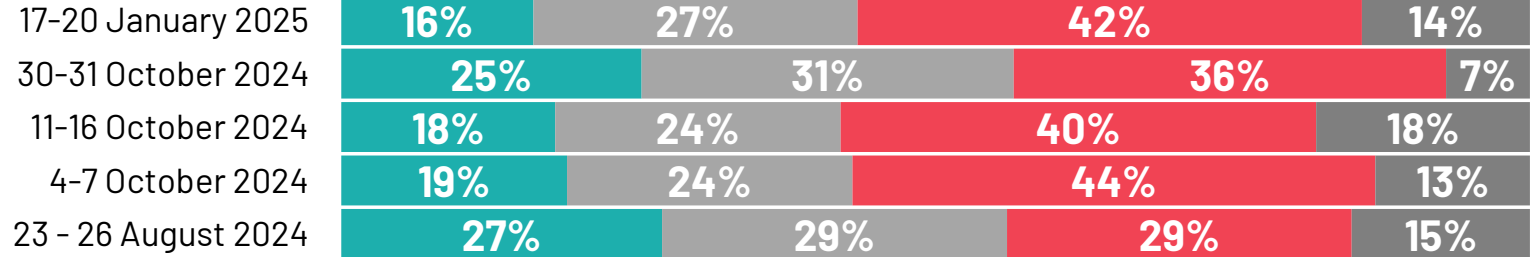
Good job

Neither

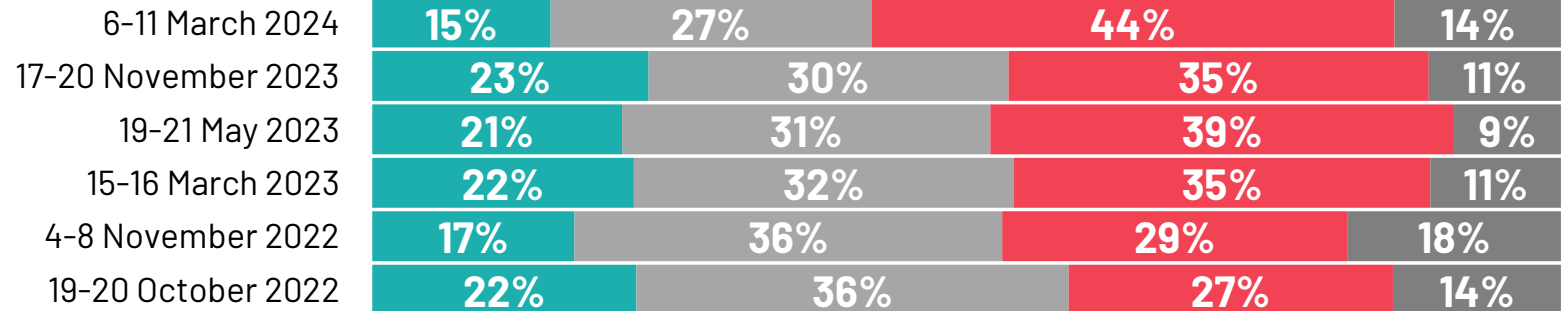
Bad job

Don't know

Rachel Reeves



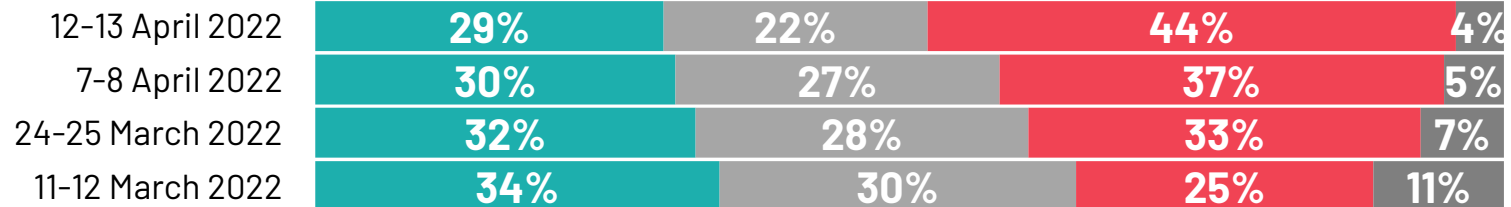
Jeremy Hunt



Kwasi Kwarteng

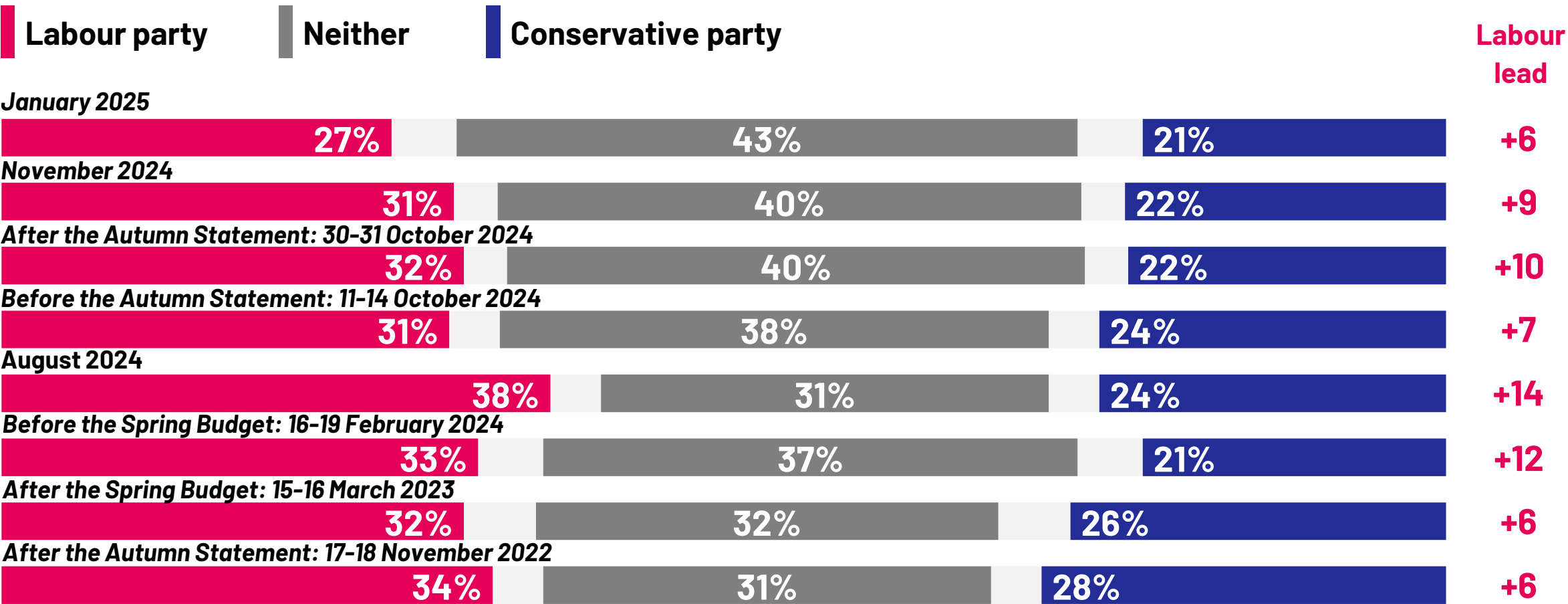


Rishi Sunak



Labour continue to be more trusted on Britain's economy than the Conservatives, but their lead is narrow – and 43% choose neither

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

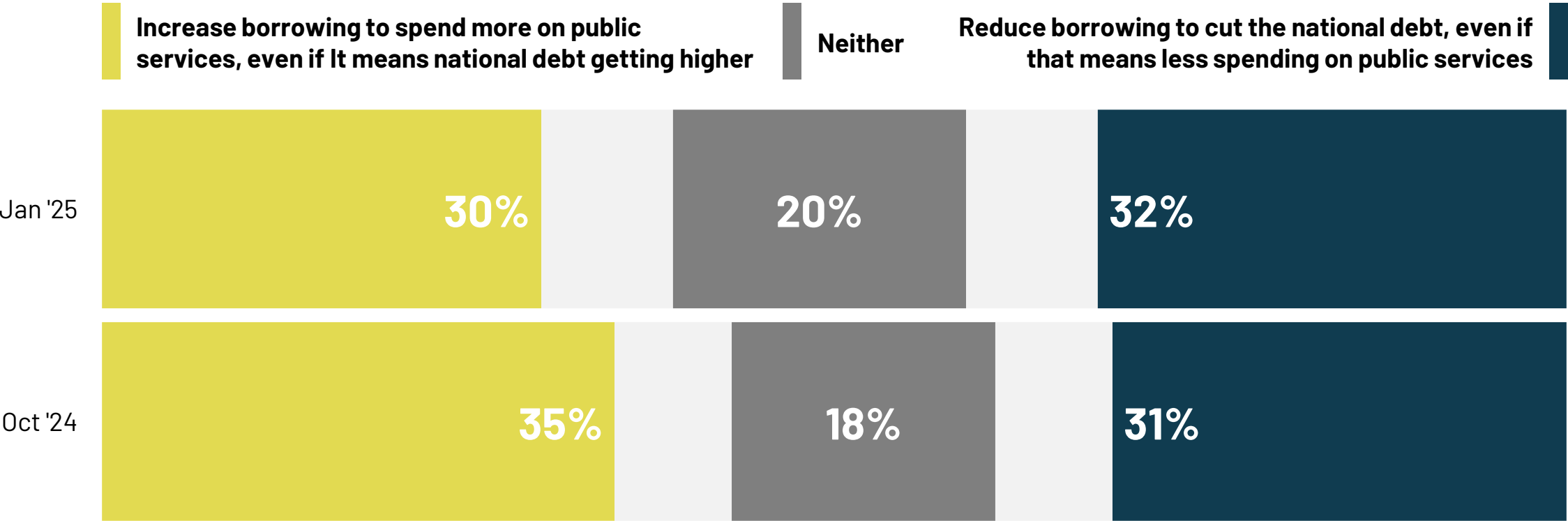


Base: 1,084 Online British adults aged 18-75, 17-20 January 2025



Britons are now split on whether they would prefer reduced borrowing to cut the national debt even if it means less spending on public services, or increased borrowing to spend more on public services

Imagine the Chancellor had the choice between increasing borrowing to spend more on public services, even if it means the national debt gets higher, or reducing borrowing to cut the national debt even if it means less spending on public services. Which of the following would you prefer?

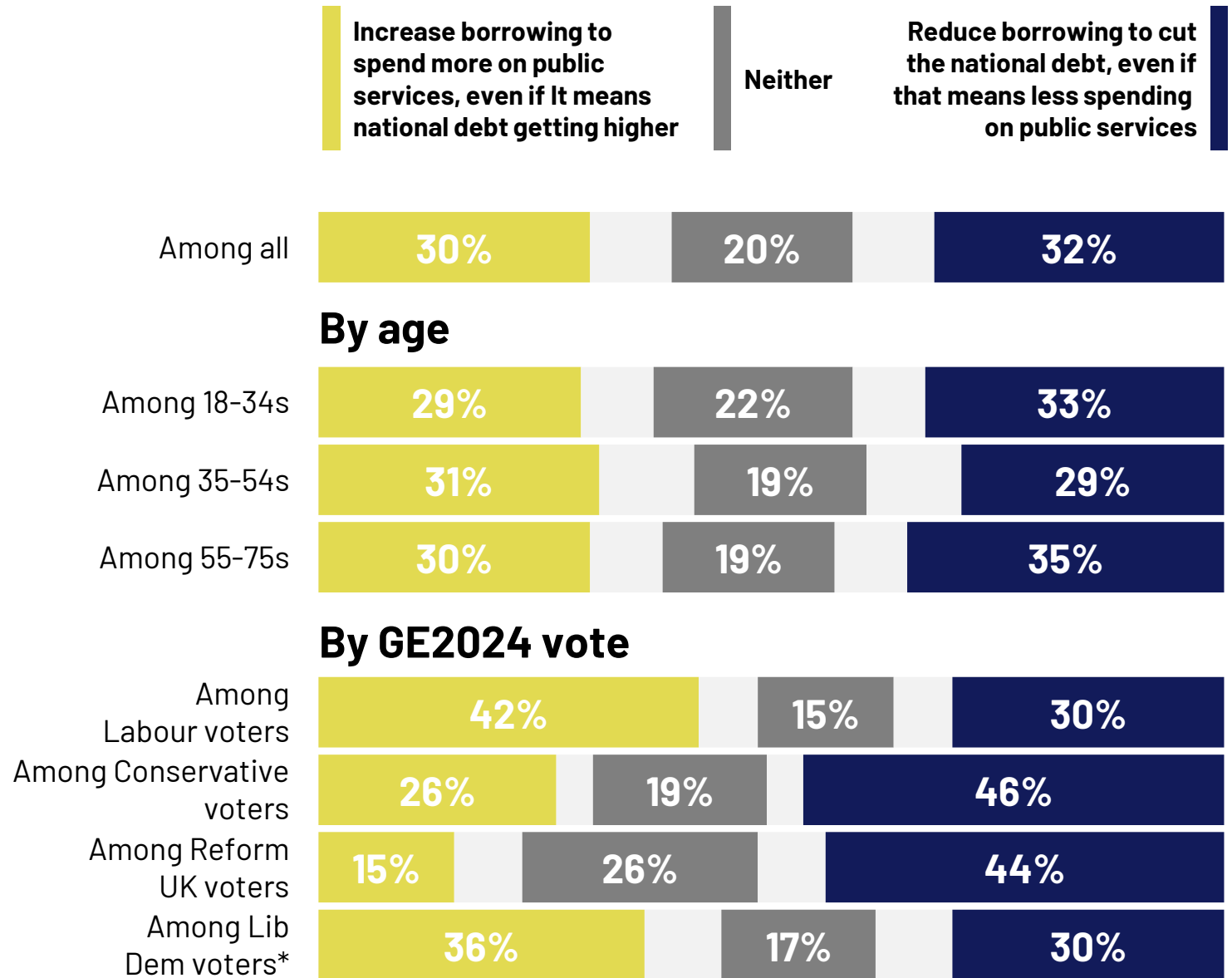


Base: 1,084 Online British adults aged 18-75, 17-20 January 2025

Labour voters are more likely to support increased borrowing to spend more on public services, even if it means national debt getting higher

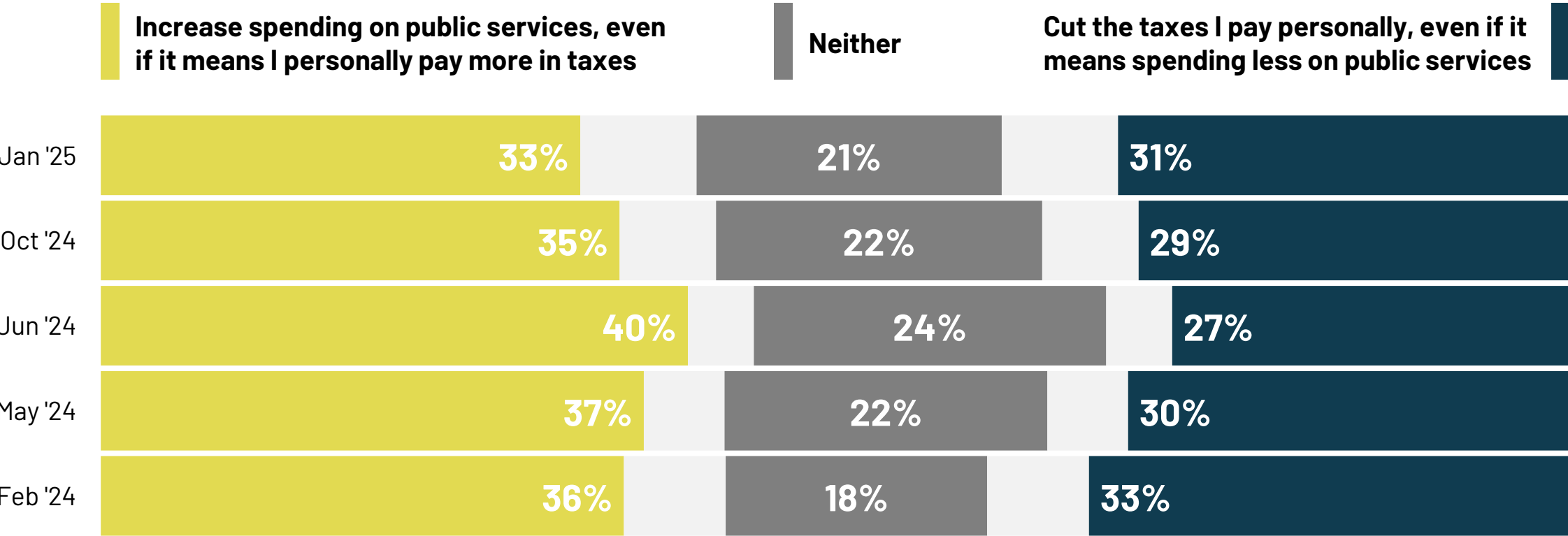
Imagine the Chancellor had the choice between increasing borrowing to spend more on public services, even if it means the national debt gets higher, or reducing borrowing to cut the national debt even if it means less spending on public services. Which of the following would you prefer?

Base: 1,084 Online British adults aged 18-75, 17 - 20 January 2025, including those aged 18-34 (334), 35-54 (402), 55+ (348), and (369) Labour 2024 voters, (177) Conservative voters, (101) Reform UK voters, and (82) Liberal Democrat voters. *Note low base size.



Britons are also now split on their preferences on tax vs spend. Last year there was a slight preference for more spending rather than cuts in personal taxes.

Imagine the Chancellor had the choice between cutting taxes for individuals, meaning you personally pay less tax even if it means spending less on public services, or spending more money on public services, even if it means you personally paying more in taxes. Which of the following would you prefer?



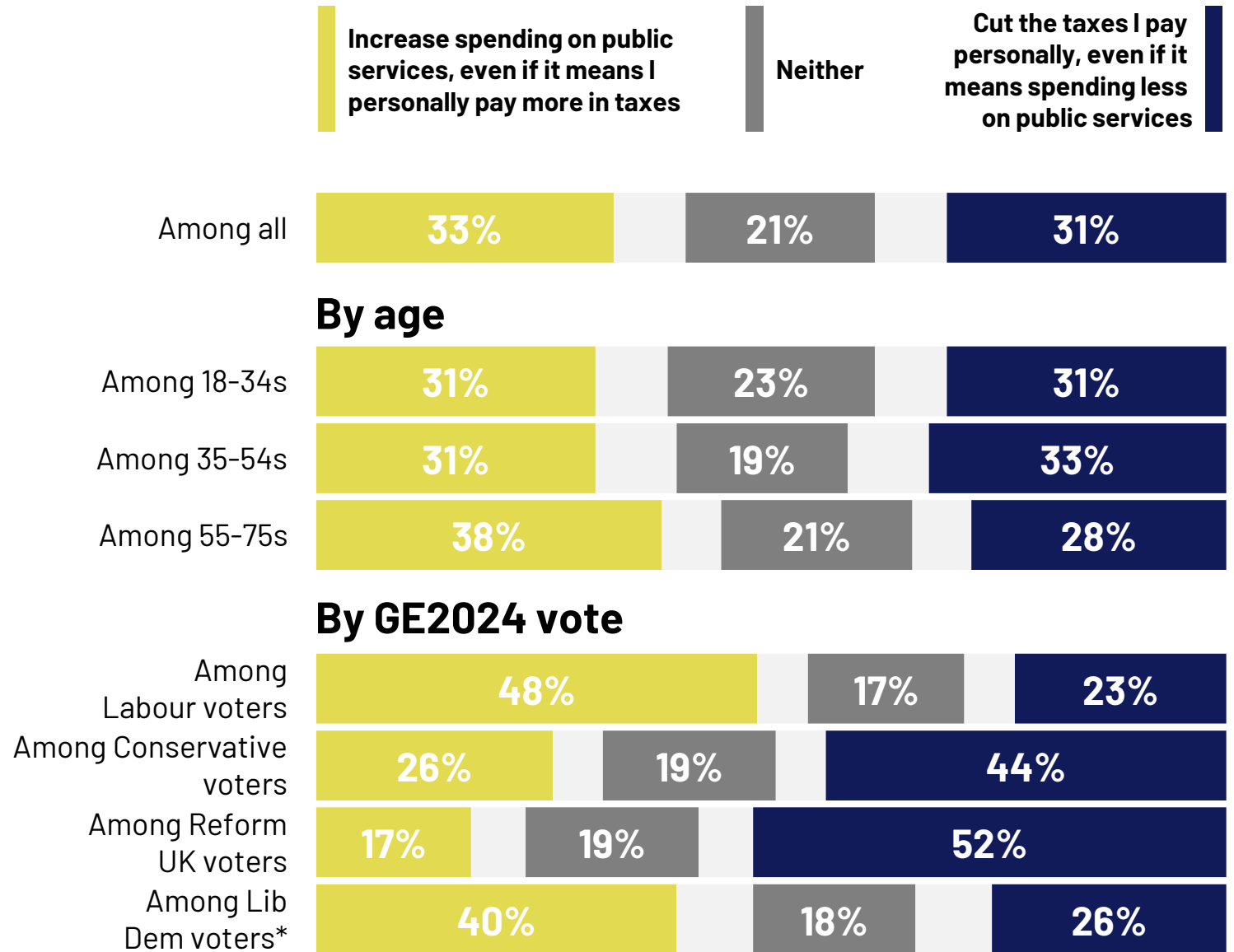
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Half of Labour voters support increased spending on public services, even if they pay more tax. Half of Reform UK voters support cutting taxes, even if it leads to less spending on public services

Imagine the Chancellor had the choice between cutting taxes for individuals, meaning you personally pay less tax even if it means spending less on public services, or spending more money on public services, even if it means you personally paying more in taxes. Which of the following would you prefer?

Base: 1,084 Online British adults aged 18-75, 17 - 20 January 2025, including those aged 18-34 (334), 35-54 (402), 55+ (348), and (369) Labour 2024 voters, (177) Conservative voters, (101) Reform UK voters, and (82) Liberal Democrat voters. *Note low base size.





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