

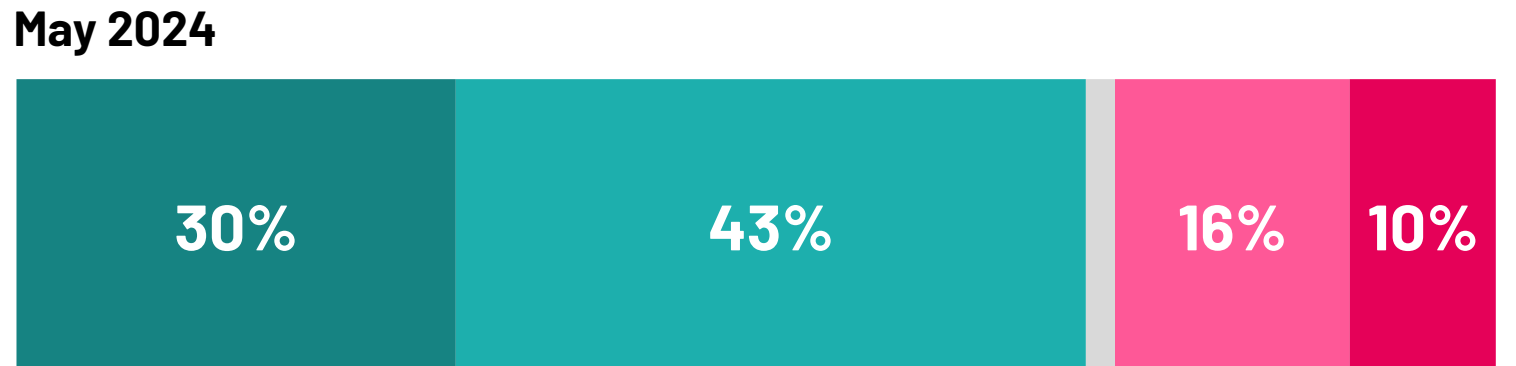
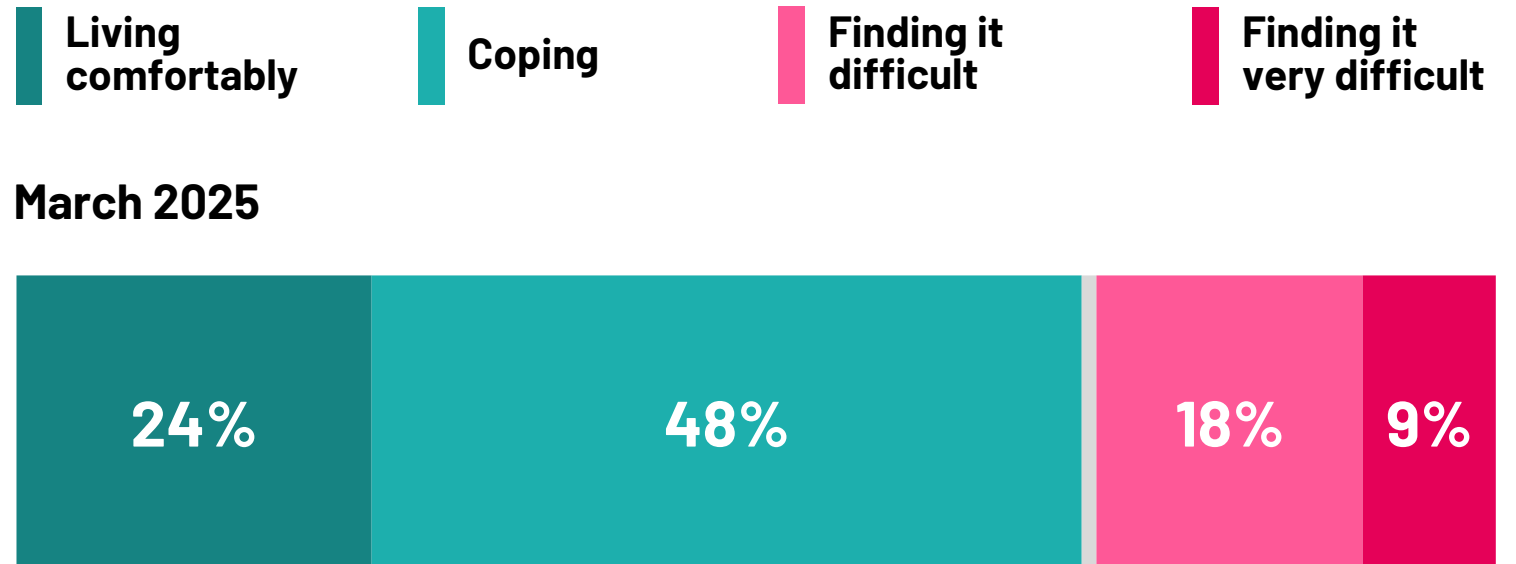
IPSOS Economy polling

March 2025



Fewer living comfortably versus last year, but no net change in those finding it difficult

Which of these descriptions comes closest to how you feel about your household's income nowadays?



Base: 1,099 Online British adults aged 18+, 28 February – 3 March 2025. Base in May 2024: 2,136

Most say they are worse off or have not noticed a change since the election

Do you think you are better or worse off, if either, than when...?

Base: 1,099 Online British adults aged 18+, 28 February – 3 March 2025.



than when Keir Starmer's Labour Government was elected

28 Feb-3 Mar 2025

14%

40%

41%

than when Rishi Sunak became Prime Minister in October 2022

24-27 May 2024

17%

27%

47%

Boris Johnson's Conservative government was re-elected in December 2019

24-27 May 2024

20%

24%

47%

24-27 November 2023

14%

27%

53%

8-10 September 2023

13%

27%

55%

17-20 March 2023

13%

25%

57%

6-10 January 2023

14%

26%

53%

7-8 April 2022

15%

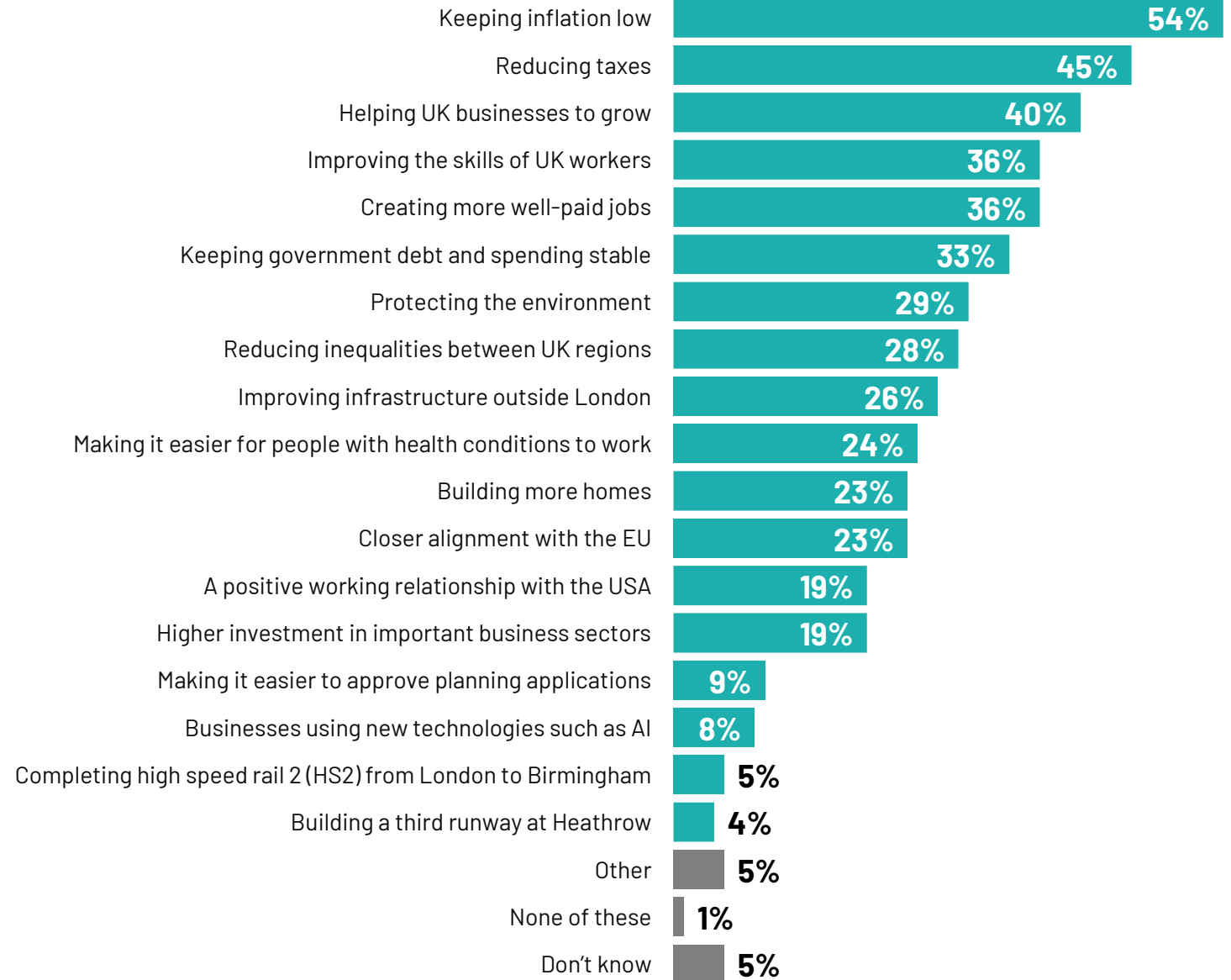
21%

59%

The public see low inflation, reducing taxes and business growth as most important for economic growth.

Thinking about the following, which would you say are the most important for **growing the UK economy**? Please select all that apply.

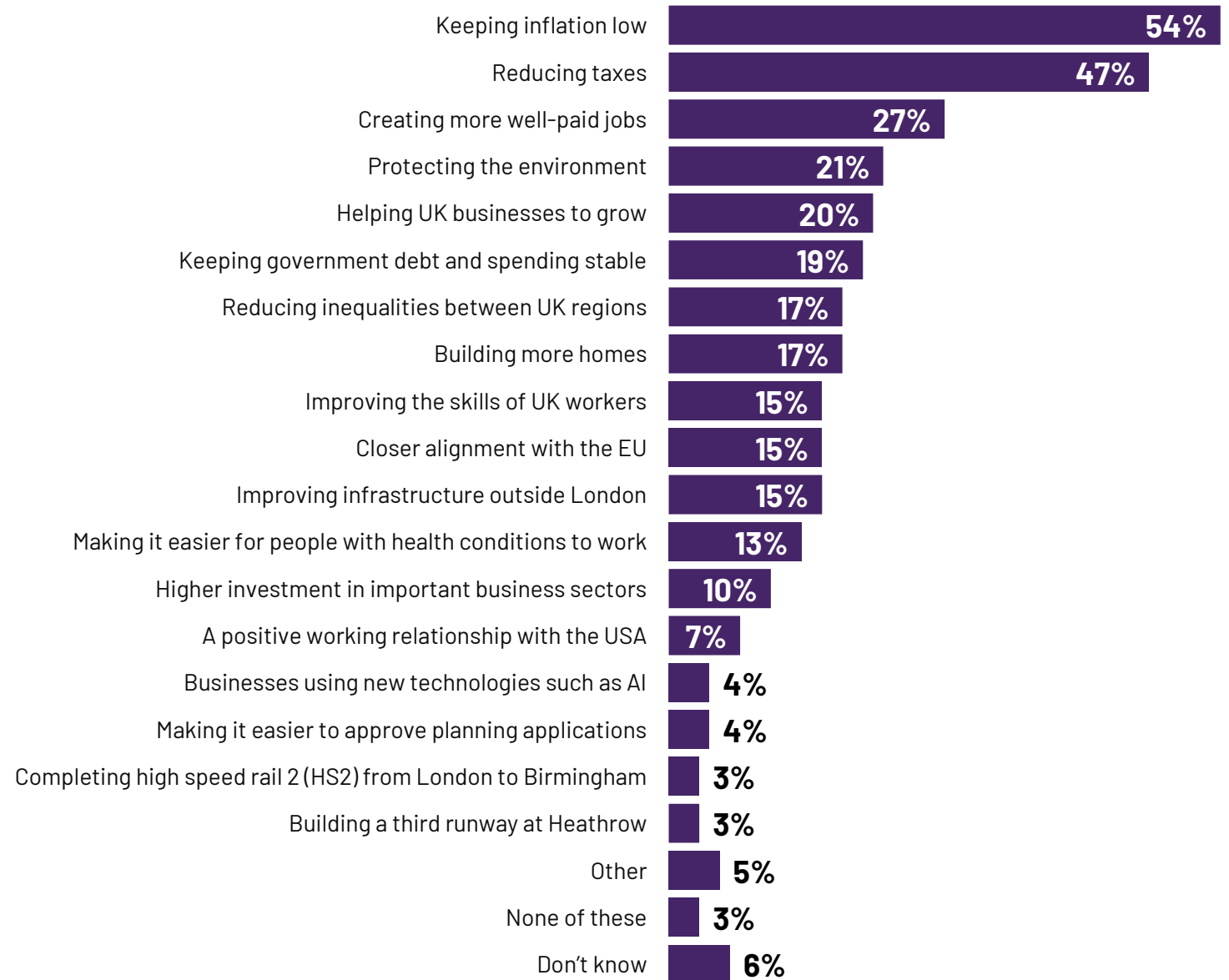
Base: 1,099 Online British adults aged 18+, 28 February – 3 March 2025



Keeping inflation and taxes low are seen as most important for standards of living, well ahead of other measures.

Which do you think are the most important for **your own standard of living**? Please select all that apply.

Base: 1,099 Online British adults aged 18+, 28 February – 3 March 2025



The factors that matter most to the public also tend to be identified as the areas that need to improve the most

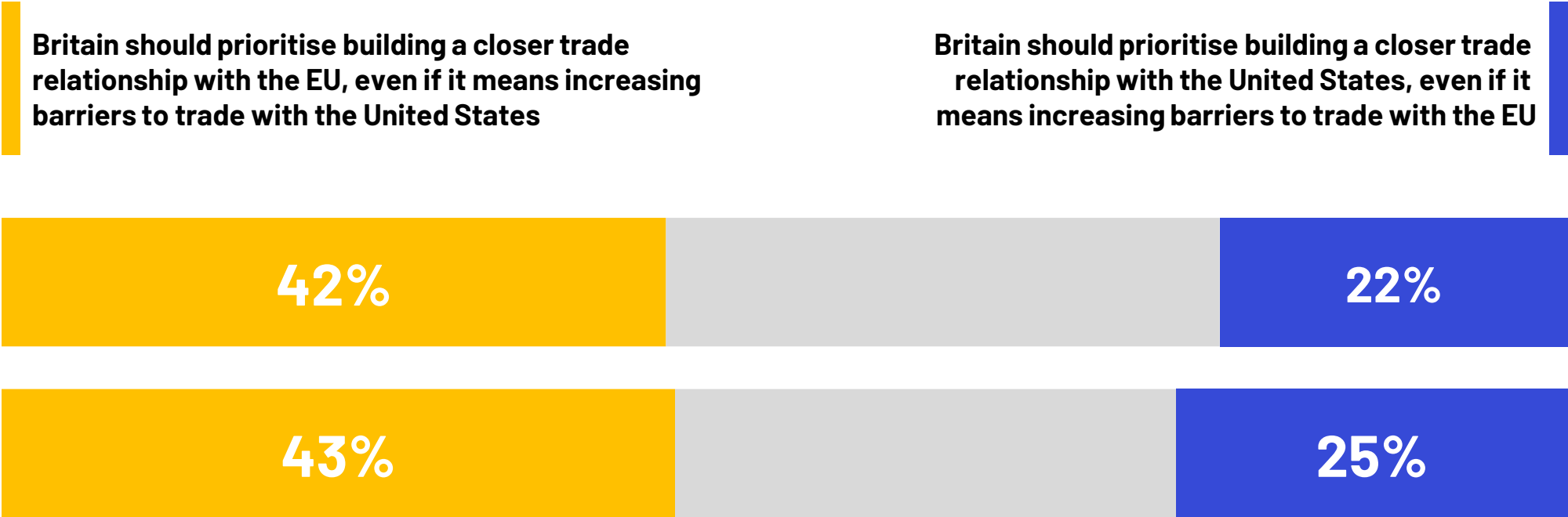
Which do you think **need to improve the most**? Please select all that apply.

Base: 1,099 Online British adults aged 18+, 28 February – 3 March 2025



2 in 5 think Britain should prioritise building a closer trade relationship with the EU over the US, although there has been little change since Trump elected

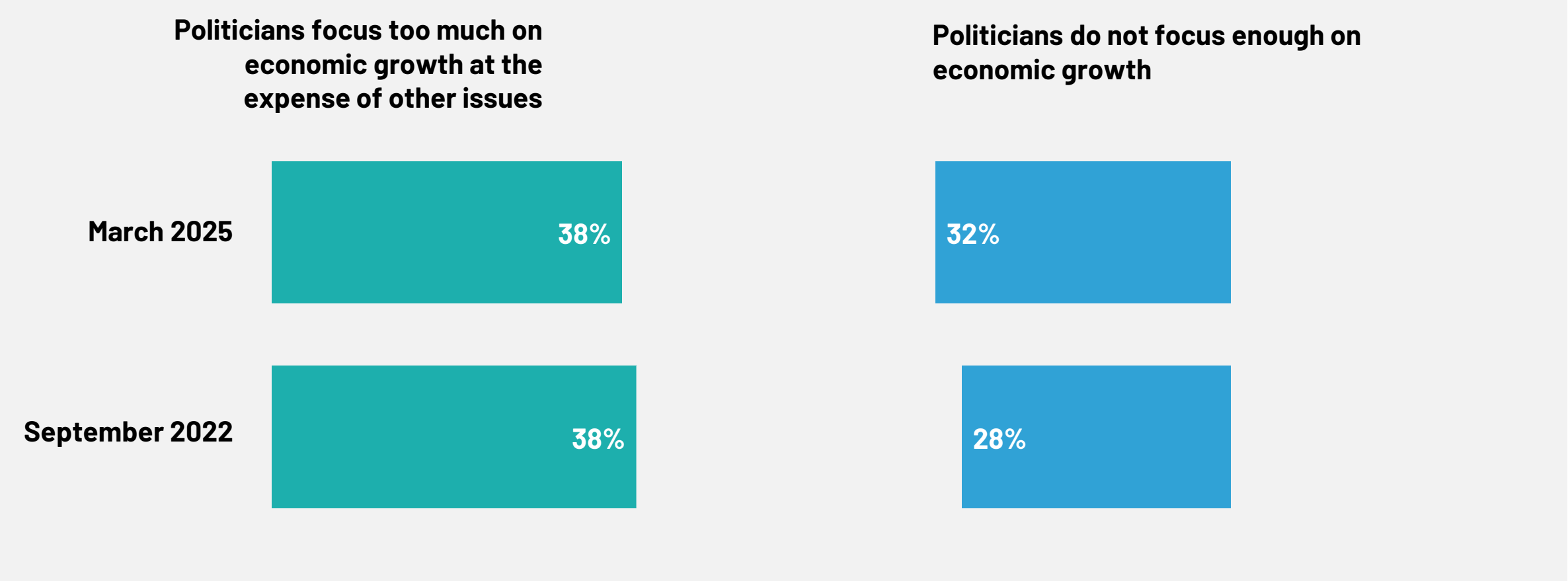
Which of the following statements, if either, do you agree with more?



Base: 1,099 Online British adults aged 18+, 28 February – 3 March 2025

The public is split on whether politicians focus too much on economic growth or not enough

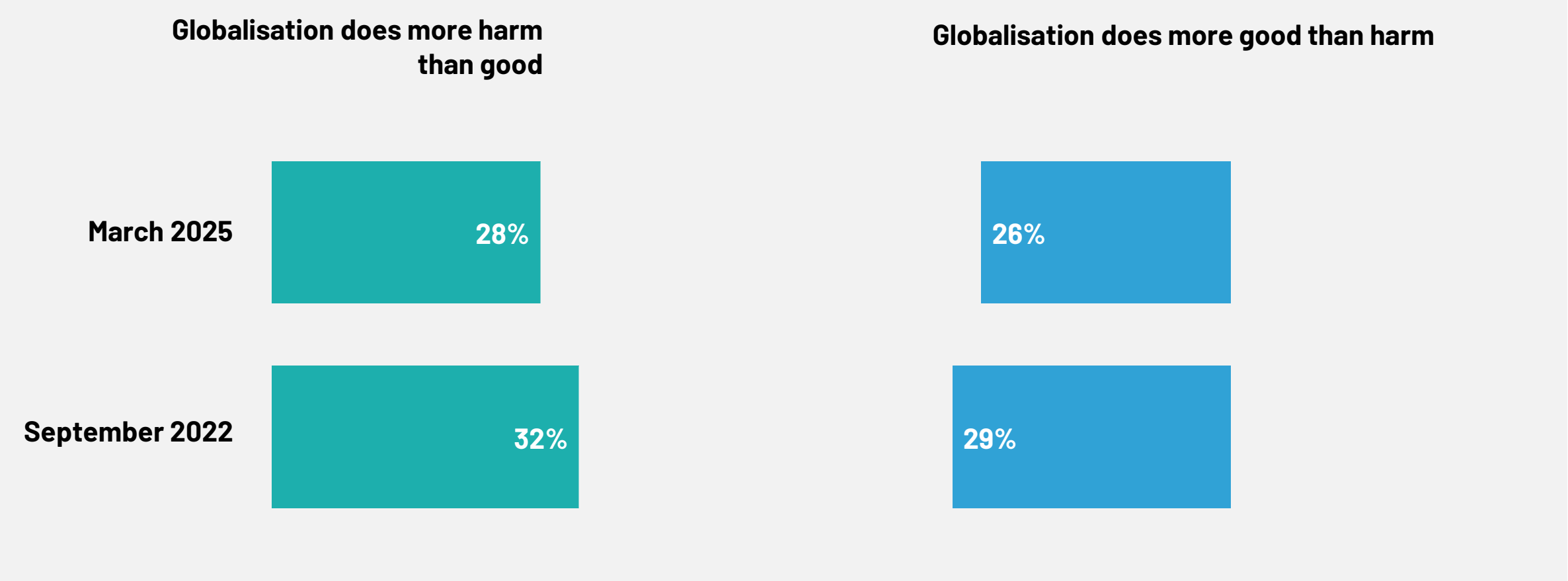
Which of the following statements, if either, do you agree with more?



Base: 1,099 Online British adults aged 18+, 28 February – 3 March 2025

The public continues to be uncertain on the benefits or drawbacks of globalisation

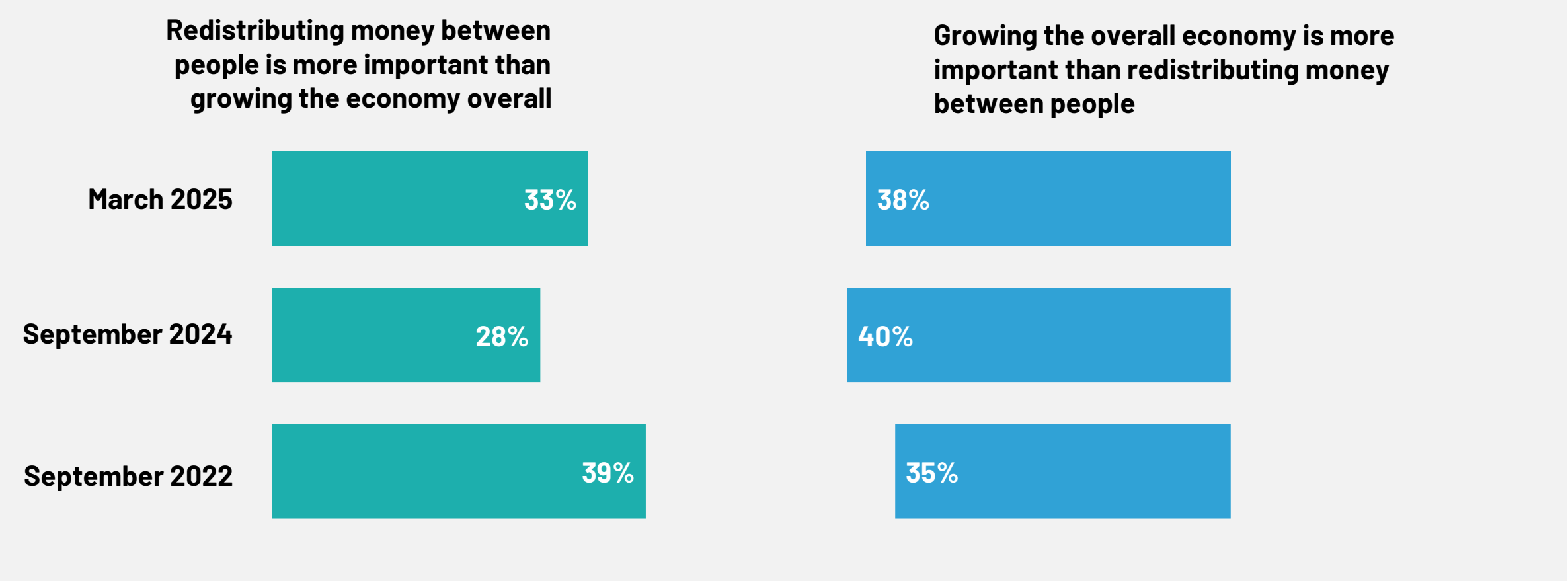
Which of the following statements, if either, do you agree with more?



Base: 1,099 Online British adults aged 18+, 28 February – 3 March 2025

While broadly split, the public has shifted slightly towards economic growth over redistribution in the last few years

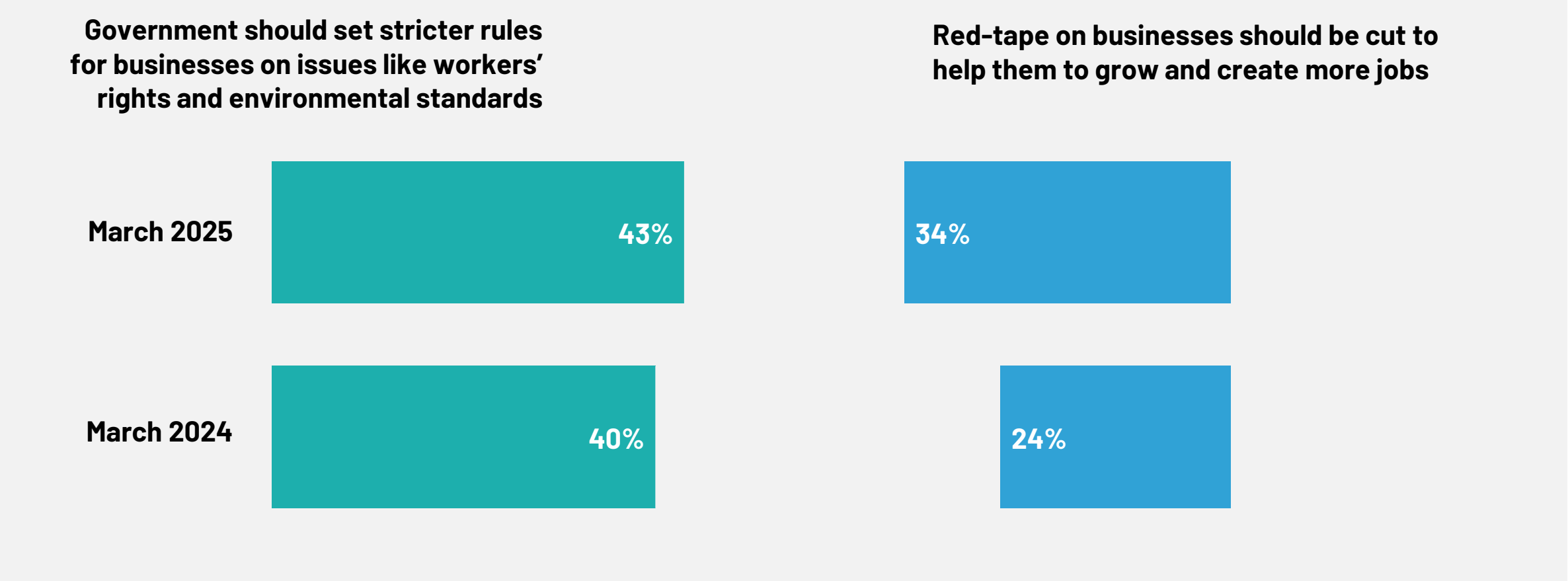
Which of the following statements, if either, do you agree with more?



Base: 1,099 Online British adults aged 18+, 28 February – 3 March 2025

More favour strict rules on businesses over cutting red-tape – but belief that restrictions on business should be cut is growing

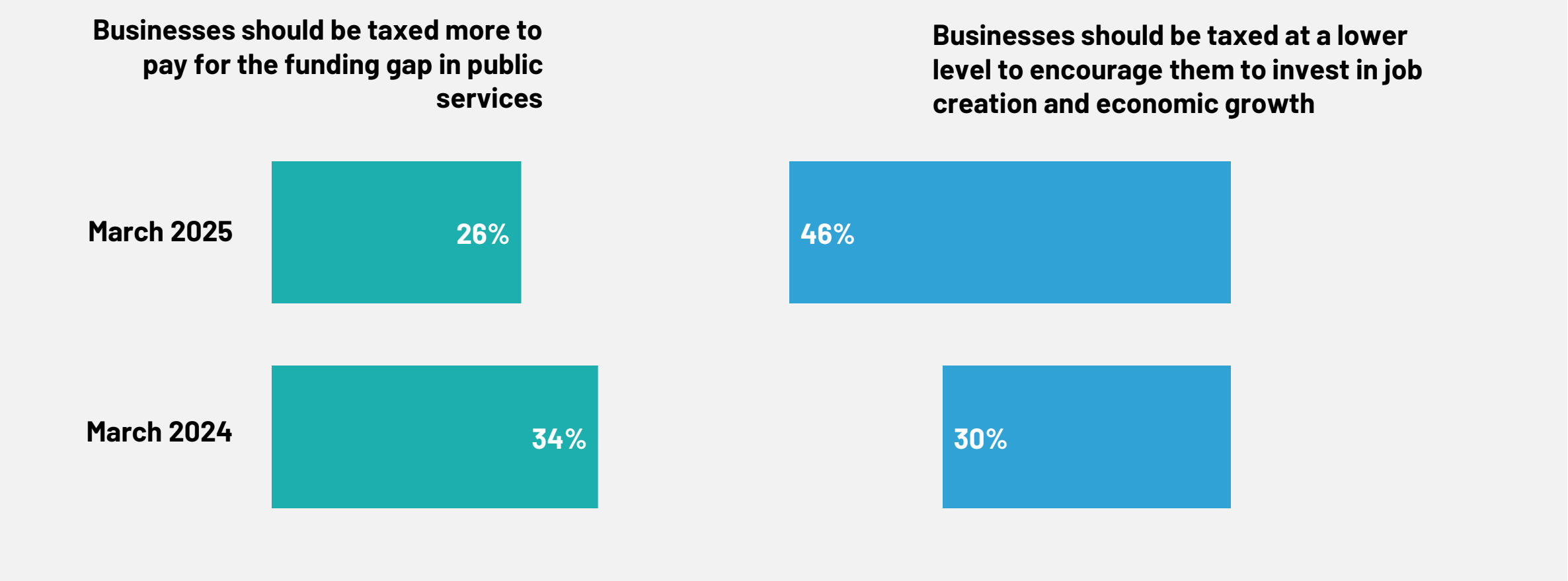
Which of the following statements, if either, do you agree with more?



Base: 1,099 Online British adults aged 18+, 28 February – 3 March 2025

Nearly half say businesses should be taxed less to encourage job creation and economic growth, a large increase since March 2024

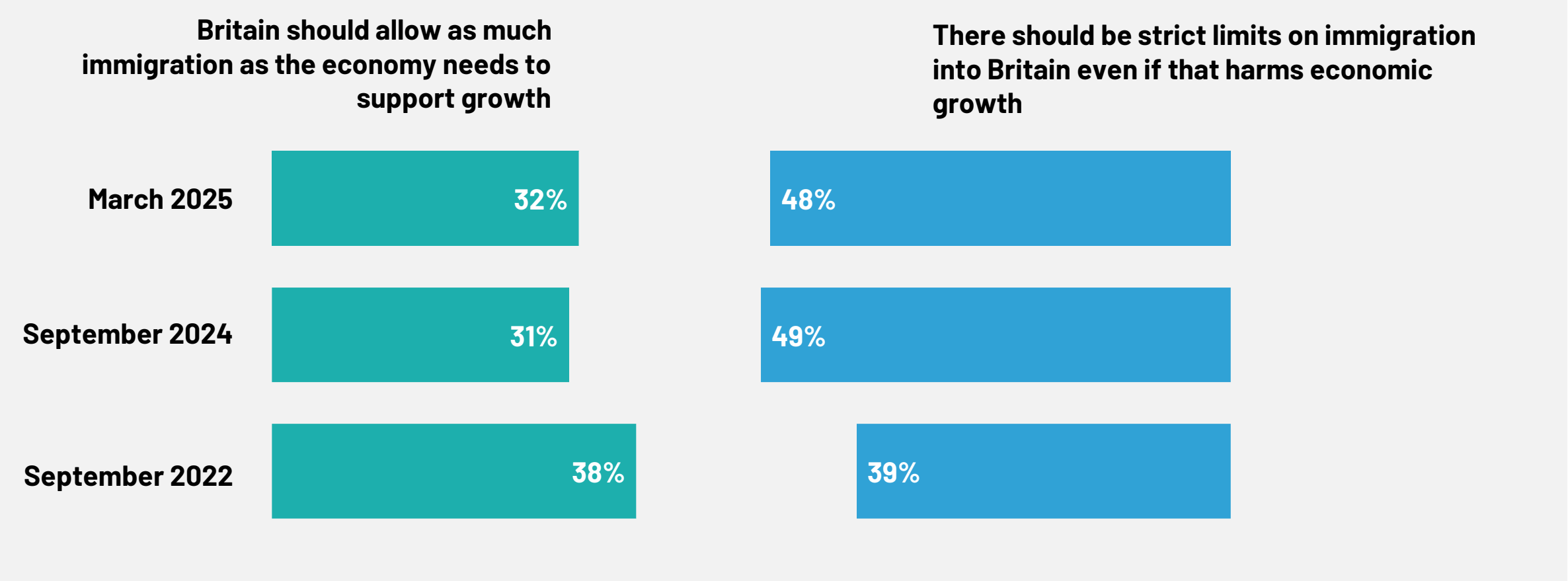
Which of the following statements, if either, do you agree with more?



Base: 1,099 Online British adults aged 18+, 28 February – 3 March 2025

Britons remain concerned over immigration, with nearly half now preferring controls on immigration even at the expense of economic growth

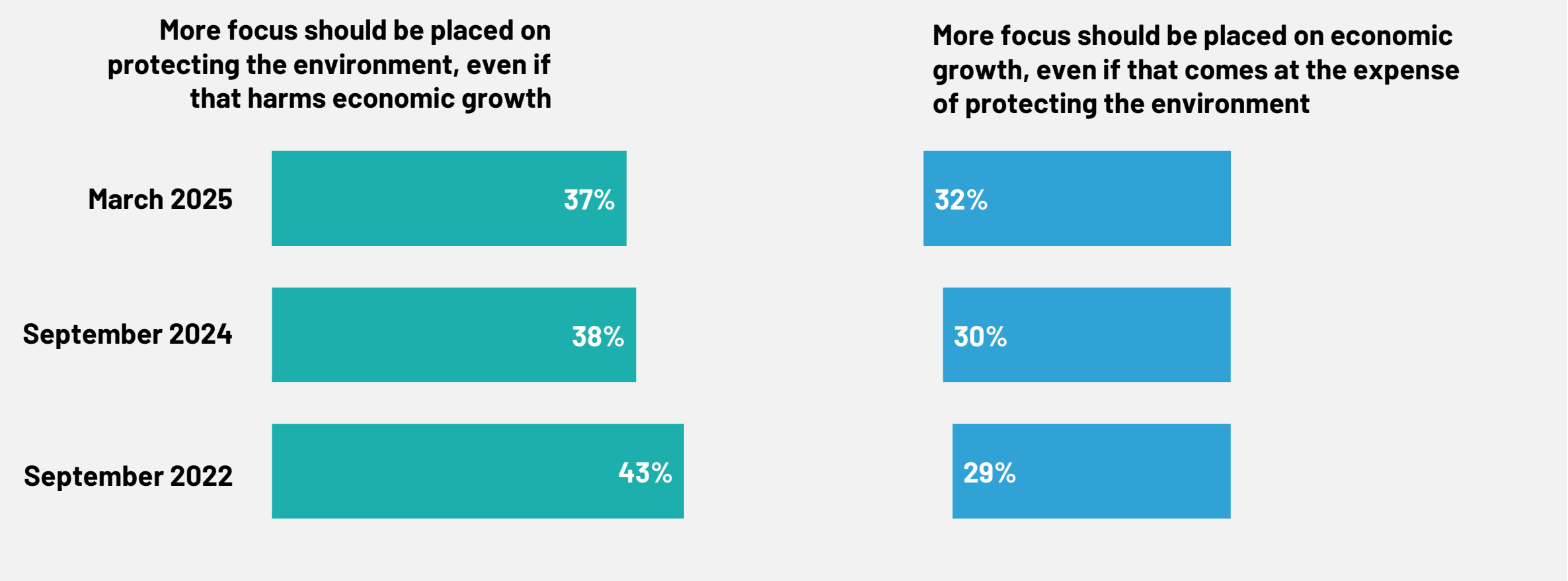
Which of the following statements, if either, do you agree with more?



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Slightly more think protecting the environment should be prioritised over economic growth, but this has been declining since 2022

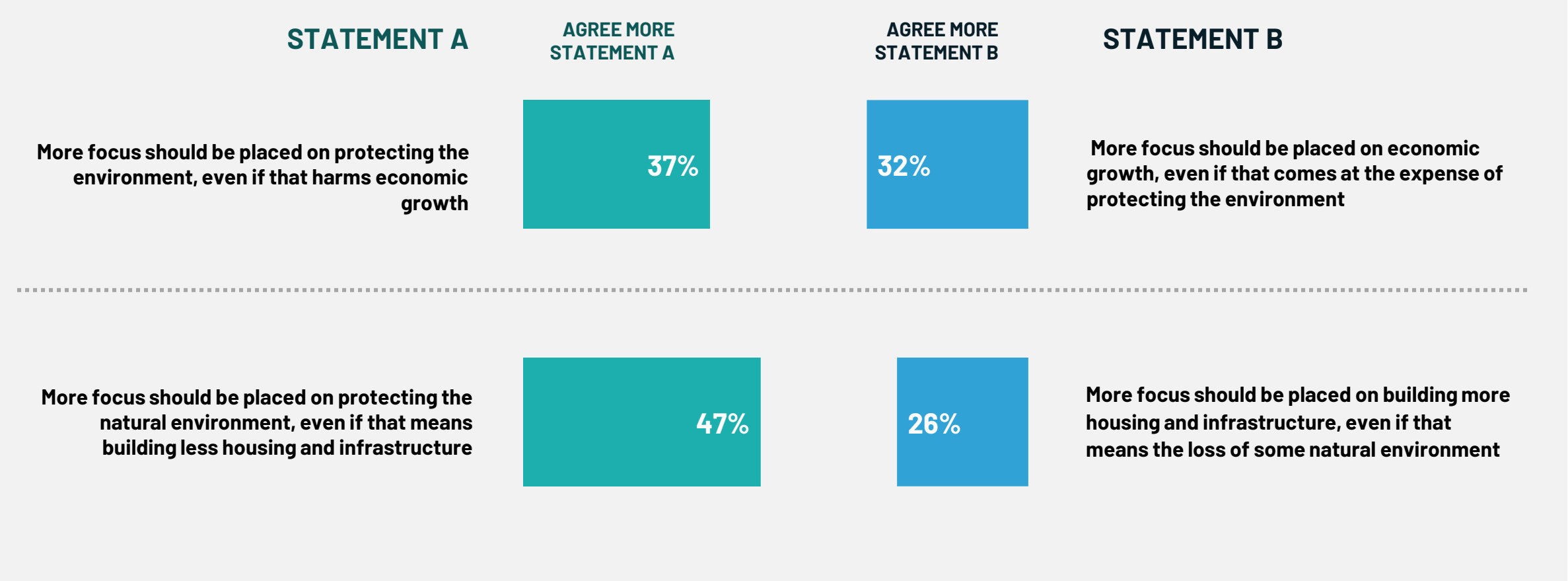
Which of the following statements, if either, do you agree with more?



Base: 1,099 Online British adults aged 18+, 28 February – 3 March 2025

The public lean towards protecting the natural environment, especially over building more housing and infrastructure, though are more split when it comes to economic growth

Which of the following statements, if either, do you agree with more?



Base: 1,099 Online British adults aged 18+, 28 February – 3 March 2025

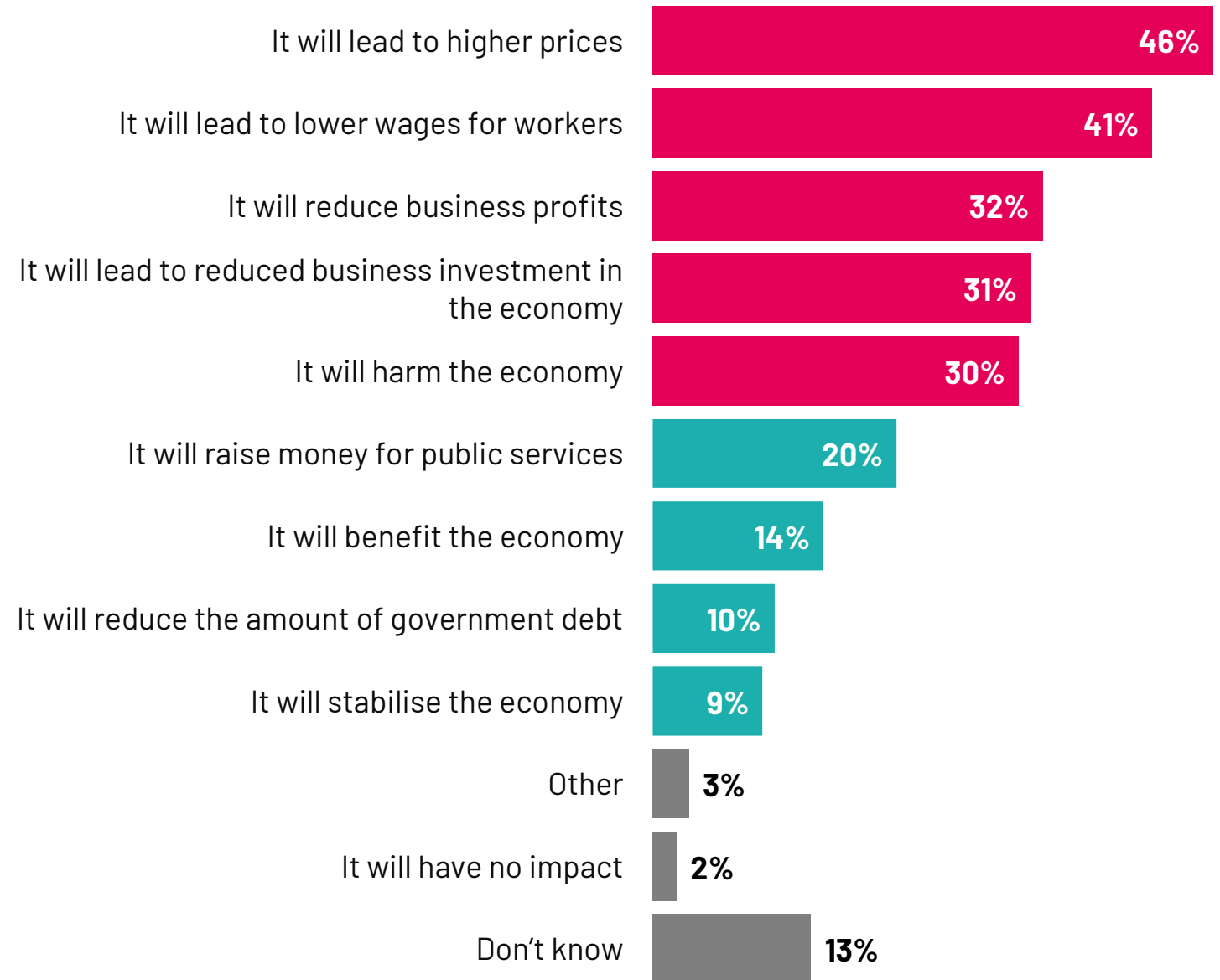


The public have a broadly negative view of the rise in employer NI that will take place in April, with 2 in 5 expecting it to lead to higher prices or lower wages

The government has announced that **employers' contribution to national insurance will increase** from 13.8% to 15% starting in April this year. What impact, if any, do you think this will have?

Please select all that apply.

Base: 1,099 Online British adults aged 18+, 28 February – 3 March 2025



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