

PUBLIC

Economy - April

Adults aged 18-75 in GB

Q13A. How would you describe the current state of the British economy?

All Adults aged 18-75 in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)		
Unweighted base	1090	524	550	344	401	345	700	390	262	281	246	155	51	95	585	505	707	383	208	244	258	318	897	181	171	328	97	101	58	38	452	305		
Weighted base	1090	530	544	330	395	365	617	473	254	285	248	155	53	95	391	699	740	350	208	267	275	268	912	166	166	315	87	127	54	39	413	337		
Very good (4)	53 5%	37 7% C	16 3%	39 12% EF	14 4% F	- -	40 6% H	13 3%	11 4%	9 3%	6 2%	25 16% IJKMN	1 2% *	1 1% *	43 11% P	11 2%	52 7% R	2 1%	4 2%	7 3%	7 2%	35 13% STU	25 3%	26 16% W	10 6%	27 9%	2 2% *	6 5% *	* 1% *	- -	28 7% f	10 3%		
Fairly good (3)	191 18%	93 18%	97 18%	90 27% EF	52 13%	50 14%	127 21% H	64 14%	34 13%	59 21% I	37 15%	42 27% IKN	7 13% *	12 13% *	90 23% P	102 15%	151 20% R	41 12%	31 15%	49 18%	41 15%	69 26% SU	149 16%	42 25% W	25 15%	82 26% Yab	10 12% *	10 8% *	7 14% *	6 16% *	78 19% f	42 13%		
Fairly poor (2)	505 46%	242 46%	256 47%	116 35%	193 49% D	196 54% D	287 46%	218 46%	114 45%	128 45%	140 56% IUL	55 36%	26 48% *	42 44% *	170 44%	335 48%	332 45%	173 49%	101 49% V	115 43%	146 53% V	98 37%	450 49% X	54 33%	80 48%	141 45%	52 60% Zb*	55 44% *	30 56% *	17 43% *	207 50%	153 45%		
Very poor (1)	296 27%	137 26%	153 28%	63 19%	119 30% D	114 31% D	135 22% G	161 34% G	82 32% KL	72 25%	56 22%	30 20%	19 36% L*	37 39% JKL*	71 18%	225 32% O	179 24%	117 33% Q	62 30% V	84 31% V	74 27%	52 20%	259 28% X	32 19%	49 30% Z	56 18%	21 24% *	53 41% Za*	13 25% *	14 37% Z*	86 21% e	127 38%		
Don't know	44 4%	21 4%	22 4%	22 7% F	18 4% F	5 1%	28 5%	16 3%	12 5%	16 6%	9 4%	3 2%	* 1% *	3 3% *	18 5%	27 4%	26 4%	18 5%	9 4%	12 4%	7 2%	13 5%	29 3%	12 8% W	3 2%	9 3%	2 2% *	3 2% *	3 5% *	1 4% *	12 3%	5 2%		
NET: Very/ Fairly good	245 22%	130 25%	113 21%	129 39% EF	66 17%	50 14%	167 27% H	78 16%	45 18%	68 24%	43 17%	67 43% IJKMN	8 15% *	13 14% *	132 34% P	113 16%	202 27% R	42 12%	36 17%	56 21%	48 18%	104 39% STU	174 19%	68 41% W	34 21%	109 35% Yabcd	12 14% *	16 13% *	8 15% *	6 16% *	107 26% f	52 15%		
NET: Very/ Fairly poor	801 73%	379 71%	409 75%	179 54%	312 79% D	310 85% D	422 68%	379 80% G	197 77% L	200 70% L	195 79% L	86 55%	45 84% L*	78 83% JL*	241 62%	560 80% O	511 69%	290 83% Q	163 79% V	199 75% V	220 80% V	151 56%	709 78% X	86 51%	129 78% Z	197 63%	73 84% Z*	108 85% Z*	44 81% Z*	31 80% *	294 71%	280 83% e		
Mean	2.00	2.06	1.95	2.34 EF	1.90	1.82	2.12 H	1.85	1.89	2.02 N	1.97 N	2.40 IJKMN	1.82 *	1.76 *	2.28 P	1.85	2.10 R	1.78	1.89	1.92	1.93	2.34 STU	1.93	2.41 W	1.97	2.26 Yabc	1.92 *	1.76 *	1.90 *	1.79 **	2.12 f	1.80		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F,G,H,I/J/K,L/M,N,O/P,Q/R,S/T/U/V,W,X,Y/Z/a/b/c/d,e/f Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K,L/M,N,O/P,Q/R,S/T/U/V,W,X,Y/Z/a/b/c/d,e/f Minimum Base: 30(**) Small Base: 100(*)

24-089497-15 - 11th - 14th April 2025

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Economy - April

Adults aged 18-75 in GB

Q13B. And thinking ahead to one year’s time, to what extent do you expect the British economy to be in a good or poor state?

All Adults aged 18-75 in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote								Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000-£34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)		
Unweighted base	1090	524	550	344	401	345	700	390	262	281	246	155	51	95	585	505	707	383	208	244	258	318	897	181	171	328	97	101	58	38	452	305		
Weighted base	1090	530	544	330	395	365	617	473	254	285	248	155	53	95	391	699	740	350	208	267	275	268	912	166	166	315	87	127	54	39	413	337		
Very good (4)	68	42	25	52	14	3	53	15	10	12	12	30	1	2	51	17	64	4	5	6	12	45	37	29	9	32	5	7	*	1	33	17		
	6%	8%	5%	16% EF	3% F	1%	9% H	3%	4%	4%	5%	19% IJKMN	2% *	3% *	13% P	2%	9% R	1%	3%	2%	4%	17% STU	4%	18% W	5%	10% c	6% *	6% *	1% *	3% *	8%	5%		
Fairly good (3)	233	120	110	104	73	56	157	76	53	72	44	42	8	15	100	133	181	52	38	63	55	73	179	53	33	105	14	8	6	7	103	43		
	21%	23%	20%	31% EF	18%	15%	25% H	16%	21%	25%	18%	27%	15% *	16% *	26% P	19%	24% R	15%	18%	23%	20%	27% S	20%	32% W	20% b	33% Yabc	16% b*	6% *	11% *	18% b*	25% f	13%		
Fairly poor (2)	416	199	213	86	168	162	219	196	97	99	110	52	20	37	145	271	266	150	80	100	116	85	370	44	73	109	43	46	28	14	174	130		
	38%	37%	39%	26% D	42% D	44% D	36% H	42%	38%	35%	44%	34%	38% *	39% *	37% Q	39%	36%	43% Q	38%	37%	42% V	32%	41% X	26% W	44%	35%	50% Z*	36% *	51% Z*	36% *	42%	39%		
Very poor (1)	263	126	131	54	96	114	123	140	65	69	60	20	14	35	60	203	161	102	63	68	63	43	238	22	42	41	21	54	12	14	67	123		
	24%	24%	24%	16% D	24% D	31% D	20% G	30% G	26% L	24% L	24% L	13%	26% L*	37% JKL*	15% O	29% O	22%	29% Q	30% V	26% V	23%	16%	26% X	13%	25% Z	13%	24% Z*	43% YZac*	21% *	36% Z*	16%	37% e		
Don't know	110	44	64	35	45	30	65	45	29	32	23	11	10	5	35	75	68	42	22	30	29	21	89	19	11	28	4	12	8	3	35	24		
	10%	8%	12%	11%	11%	8%	11%	10%	11%	11%	9%	7%	18% LN*	5% *	9% P	11% O	9%	12%	10%	11%	11%	8%	10%	11%	6%	9%	5% *	10% *	16% a*	7% *	9%	7%		
NET: Very/ Fairly good	301 28%	162 31%	135 25%	156 47% EF	86 22%	59 16%	210 34% H	91 19%	63 25%	84 29%	55 22%	72 46% IJKMN	9 17% *	18 19% *	151 39% P	150 22%	245 33% R	56 16%	44 21%	69 26%	66 24%	118 44% STU	215 24%	82 49% W	42 25% b	137 43% Yabcd	19 22% *	15 12% *	7 12% *	8 21% *	136 33% f	60 18%		
NET: Very/ Fairly poor	678 62%	324 61%	344 63%	140 42% D	264 67% D	275 76% DE	342 55% G	336 71% G	162 64% L	169 59% L	169 68% L	72 46%	34 65% L*	72 76% IUL*	205 52%	474 68% O	426 58%	252 72% Q	143 69% V	168 63% V	179 65% V	128 48%	608 67% X	65 39%	114 69% Z	150 48%	64 73% Z*	100 79% Z*	39 72% Z*	28 72% Z*	241 58%	253 75% e		
Mean	2.11	2.16	2.06	2.52 EF	2.01 F	1.85	2.25 H	1.92	2.04	2.11 N	2.03	2.57 IJKMN	1.92 *	1.83 *	2.40 P	1.94	2.22 R	1.86	1.92	2.03	2.06	2.49 STU	2.02	2.61 W	2.06 b	2.45 Yabc	2.04 b*	1.72 *	1.90 *	1.87 **	2.27 f	1.85		

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ColumnMeans (5%): A,B/C,D/E/F,G/H,I,J/K/L/M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c/d,e/f Minimum Base: 30(*) Small Base: 100(*)

24-089497-15 - 11th - 14th April 2025

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Economy - April
Adults aged 18-75 in GB

Q14A. Which of the following, if any, would you say have contributed MOST to the British economy currently being in a GOOD state?
All who think the current state of the British economy is very/fairly good

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote							Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)		
Unweighted base	276	151	123	153	78	45	213	63	53	71	42	86	9	15	196	80	225	51	34	46	53	142	189	85	39	125	16	16	8	8	127	55		
Weighted base	245	130	113	129	66	50	167	78	45	68	43	67	8	13	132	113	202	42	36	56	48	104	174	68	34	109	12	16	8	6	107	52		
The productivity of British workers	95 39%	58 45%	37 33%	42 32%	28 42%	26 51%	63 38%	32 41%	18 40%	28 41%	9 21%	30 46%	6 69%	4 29%	56 42%	40 35%	79 39%	16 38%	14 38%	26 47%	18 37%	38 36%	69 40%	26 38%	17 48%	46 42%	5 40%	6 40%	4 52%	3 44%	45 42%	23 44%		
Decisions made by the Bank of England	84 34%	46 35%	38 33%	30 23%	23 34%	32 64%	62 37%	22 28%	16 35%	28 41%	14 32%	18 27%	4 49%	5 37%	46 35%	39 34%	62 31%	23 53%	11 30%	25 45%	15 31%	34 32%	66 38%	18 27%	18 51%	36 33%	6 47%	5 32%	3 34%	4 63%	43 41%	22 41%		
Decisions made by the current Labour Prime Minister, Keir Starmer and Chancellor Rachel Reeves	82 34%	50 38%	32 29%	39 30%	18 27%	25 50%	67 40%	15 19%	16 36%	26 38%	12 27%	21 31%	4 46%	4 26%	49 37%	33 29%	66 33%	16 37%	9 25%	19 35%	15 31%	39 37%	64 37%	18 26%	10 29%	51 47%	4 33%	2 15%	1 12%	2 38%	47 44%	17 33%		
The state of the global economy	64 26%	34 26%	30 27%	35 27%	19 29%	10 20%	48 28%	16 21%	10 23%	18 26%	7 16%	21 31%	4 46%	4 33%	43 33%	21 18%	56 28%	8 18%	7 21%	13 24%	9 18%	34 33%	43 25%	20 29%	12 35%	28 26%	3 27%	3 19%	4 53%	2 37%	33 31%	13 25%		
Decisions made by big businesses	58 24%	36 27%	22 19%	29 22%	22 34%	7 15%	45 27%	13 17%	13 29%	13 19%	6 14%	22 33%	3 35%	2 12%	40 30%	19 17%	52 26%	7 16%	10 28%	10 18%	7 15%	31 30%	39 23%	18 27%	8 22%	23 21%	4 32%	5 30%	1 17%	2 32%	26 25%	15 29%		
Covid-19 pandemic having less of an impact than previously	51 21%	24 19%	26 23%	30 23%	11 17%	10 21%	26 15%	25 33%	14 31%	16 24%	8 19%	9 14%	3 31%	1 7%	24 18%	27 24%	42 21%	9 21%	10 27%	10 17%	7 15%	25 24%	35 20%	16 23%	9 25%	16 14%	2 16%	5 33%	2 30%	* 4%	14 13%	12 23%		
Britain leaving the European Union	45 18%	26 20%	18 16%	24 18%	15 22%	6 13%	32 19%	12 16%	9 21%	11 16%	9 20%	14 21%	* 4%	2 12%	30 22%	15 13%	40 20%	5 11%	2 6%	8 14%	10 20%	25 24%	26 15%	16 24%	13 37%	20 18%	3 28%	1 3%	* 6%	* 7%	15 14%	19 36%		
The Conservative party's economic policies when they were in government from 2010 to 2024	43 18%	20 15%	23 21%	27 21%	9 14%	7 14%	30 18%	13 17%	5 10%	13 19%	20 20%	13 20%	2 26%	2 13%	32 24%	11 10%	38 19%	6 13%	2 5%	7 12%	7 15%	28 26%	31 18%	12 18%	12 36%	13 12%	2 14%	2 13%	1 18%	1 13%	18 16%	10 19%		
The Russian invasion of Ukraine having less of an impact than previously	41 17%	22 17%	19 17%	25 19%	11 16%	5 10%	29 17%	12 16%	7 15%	12 18%	5 12%	16 24%	- -	- -	25 19%	16 14%	35 17%	6 13%	7 20%	7 12%	4 8%	23 22%	26 15%	15 22%	4 11%	25 23%	2 14%	2 14%	1 17%	* 6%	21 20%	8 16%		
Decisions made by the US President, Donald Trump	32 13%	20 15%	12 11%	23 18%	7 10%	2 4%	24 14%	8 10%	5 12%	8 12%	4 9%	13 20%	1 6%	1 5%	22 16%	10 9%	30 15%	2 4%	2 5%	8 15%	4 8%	18 17%	23 13%	9 13%	5 15%	17 16%	1 5%	- -	1 17%	- -	13 12%	4 7%		
Other (Please Specify)	1 1%	1 1%	- -	- -	1 1%	* 1%	1 *	* 1%	- 1%	* -	- 1%	- -	1 10%	- -	1 1%	- *	1 *	- 1%	- 2%	1 -	- -	- -	1 1%	- *	- 1%	1 -	- 1%	- -	- -	- -	1 1%	- 2%	- 2%	
None of the above	11 5%	1 1%	11 9%	6 5%	3 5%	2 4%	6 4%	5 6%	1 3%	6 9%	2 4%	1 2%	- 8%	1 3%	4 3%	8 7%	8 4%	4 9%	4 12%	- 7%	3 4%	4 4%	9 5%	2 4%	* 1%	1 1%	2 14%	1 6%	- -	- -	3 3%	5 5%		
Don't know	12 5%	3 2%	9 8%	5 3%	4 7%	3 7%	11 7%	1 2%	3 6%	1 1%	5 12%	2 3%	- 16%	2 -	7 5%	6 5%	10 5%	3 7%	3 9%	2 4%	4 8%	2 2%	7 4%	6 9%	- -	3 3%	1 5%	* 3%	- -	- -	2 2%	1 2%		

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ColumnMeans (5%): A,B/C,D/E,F,G,H,I/J,K/L,M/N/O/P,Q/R,S/T/U/V,W,X,Y,Z/a/b/c/d,e,f/ Minimum Base: 30 (**) Small Base: 100 (*)

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Q148. Which of the following, if any, would you say have contributed MOST to the British economy currently being in a POOR state?																																
All who think the current state of the British economy is very/fairly poor																																
	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati- ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)
Unweighted base	762	350	399	167	302	293	453	309	195	189	194	66	41	77	359	403	452	310	162	184	196	162	671	84	128	190	78	82	47	28	307	245
Weighted base	801	379	409	179	312	310	422	379	197	200	195	86	45	78	241	560	511	290	163	199	220	151	709	86	129	197	73	108	44	31	294	280
Decisions made by the current Labour Prime Minister, Keir Starmer and Chancellor Rachel Reeves	452 56%	219 58%	229 56%	75 42%	170 54% D	207 67% DE	231 55%	221 58%	115 59%	119 60%	101 52%	47 55% +	26 58% +	44 56% +	115 48%	337 60% O	276 54%	177 61%	98 60%	116 58%	119 54%	79 53%	404 57%	43 50% +	95 73% Zac ⁺	66 34%	37 51% Z ⁺	93 87% YZac ⁺	14 33% +	21 67% **	132 45%	211 75% e
The impact of the Covid-19 pandemic	383 48%	185 49%	191 47%	76 43%	146 47%	162 52%	199 47%	185 49%	102 52%	95 47%	90 46%	44 51% +	22 47% +	31 40% +	107 44%	277 49%	229 45%	154 53% Q	81 50%	97 49%	106 48%	69 46%	344 48%	37 43% +	67 52% +	96 49%	35 48% +	59 55% +	18 42% +	14 44% **	135 46%	155 56%
The impact of the Russian invasion of Ukraine	349 44%	152 40%	192 47%	64 36%	123 39%	163 53% DE	184 44%	165 44%	84 43%	85 43%	86 44%	39 45% +	22 50% +	33 42% +	101 42%	249 44%	205 40%	145 50% Q	74 45%	96 48%	92 42%	57 38%	320 45%	27 32% +	61 47% +	96 49%	36 50% +	38 35% +	17 39% +	17 54% **	148 50%	120 43%
The Conservative party's economic policies when they were in government from 2010 to 2024	345 43%	175 46%	162 40%	72 40%	150 48%	123 40%	199 47% H	146 39%	92 47%	72 36%	76 39%	43 51% +	17 37% +	45 58% JK ⁺	121 50% P	225 40%	232 45%	113 39%	71 44%	81 41%	107 49%	61 40%	305 43%	38 45% +	22 17% Yb	121 62% Yb	40 55% Yb ⁺	32 29% +	22 51% Yb ⁺	20 63% **	158 54% f	100 36%
The state of the global economy	341 43%	155 41%	179 44%	63 35%	136 44%	142 46%	188 45%	152 40%	95 48% K	78 39%	71 36%	42 50% +	18 41% +	37 47% +	107 44%	234 42%	203 40%	138 48%	76 47%	87 44%	93 42%	56 37%	298 42%	41 48% +	58 45% +	95 48%	32 44% +	39 37% +	24 54% +	15 37% +	136 49% **	117 46%
Decisions made by the US President, Donald Trump	330 41%	148 39%	177 43%	63 35%	106 34%	160 52% DE	183 43%	147 39%	79 40%	80 40%	82 42%	34 40% +	22 48% +	34 43% +	106 44%	224 40%	205 40%	125 43%	55 34%	83 42%	95 43%	69 46%	298 42%	32 37% +	55 43% +	98 50% b	36 50% b ⁺	34 31% +	23 52% b ⁺	17 55% **	145 50% f	106 38%
Britain leaving the European Union	330 41%	159 42%	165 40%	90 50% F	125 40%	114 37%	190 45%	140 37%	85 43%	66 33%	83 42%	37 43% +	21 48% +	37 48% +	121 50% P	208 37%	219 43%	110 38%	59 36%	84 42%	103 47%	63 42%	288 41%	41 48% +	35 27% Yb ⁺	111 56% Yb	47 64% Yb ⁺	12 11% +	25 58% Yb ⁺	21 68% **	210 71% f	33 12%
Decisions made by the Bank of England	132 16%	82 22% c	49 12%	45 25% EF	47 15%	40 13%	66 16%	66 17%	39 20%	25 13%	30 15%	17 20% +	9 19% +	13 16% +	31 13%	101 18%	87 17%	45 16%	23 14%	33 17%	38 17%	21 14%	114 16%	16 19% +	29 22% +	37 19%	12 16% +	21 20% +	6 13% +	7 22% **	63 21%	41 15%
The productivity of British workers	123 15%	70 19%	51 13%	20 11%	40 13%	63 20% DE	67 16%	56 15%	23 12%	26 13%	28 14%	28 33% UKM ⁺	4 9% +	13 17% +	40 17%	82 15%	74 14%	49 17%	23 14%	28 14%	41 19%	17 11%	103 15%	18 21% +	22 17% +	30 15%	15 20% +	17 16% +	4 9% +	2 6% **	48 16%	37 13%
Decisions made by big businesses	112 14%	66 17% c	44 11%	31 18%	50 16%	31 10%	65 15%	47 12%	27 14%	20 10%	25 13%	16 19% +	7 16% +	17 22% J ⁺	42 17%	70 13%	69 14%	43 15%	23 14%	26 13%	35 16%	19 13%	99 14%	12 14% +	6 5% Y	33 17%	7 10% +	17 15% Y ⁺	11 26% Yz ⁺	7 23% **	50 17%	29 11%
Other (Please Specify)	24 3%	12 3%	11 3%	5 3%	11 4%	8 2%	10 2%	14 4%	7 4%	6 3%	7 3%	1 2% +	- - +	3 3% +	6 3%	18 3%	13 3%	11 4%	4 2%	7 3%	7 3%	2 2%	23 3%	- - +	2 1% +	4 2%	3 4%	10 9%	- - +	1 2% **	7 2%	11 4%
None of the above	6 1%	1 +	5 1%	2 1%	2 1%	1 *	4 1%	2 *	1 *	3 1%	1 1%	- - +	- - +	1 1% +	2 1%	3 1%	4 1%	2 1%	2 1%	* *	1 *	2 1%	4 1%	1 2% +	1 1% +	1 1%	- - +	- - +	* 1% +	- - **	2 1%	1 *
Don't know	44 5%	14 4%	30 7%	10 5%	23 8%	11 3%	14 3%	30 8%	12 6%	8 4%	18 9%	1 1%	- 9% N ⁺	- - +	10 4%	34 6%	27 5%	16 6%	7 4%	11 5%	8 4%	9 6%	40 6%	4 4% +	5 4% +	6 3%	6 9%	4 3%	2 5%	- - **	12 4%	10 3%

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ColumnProportions [5%]: A,B/C,D/E,F,G,H,I/J,K/L,M/N,O/P,Q,R,S/T,U/V,W,X,Y/Z/a/b/c/d,e,f Minimum Base: 30 (**) Small Base: 100 (*)

ColumnMeans [5%]: A,B/C,D/E,F,G,H,I/J,K/L,M/N,O/P,Q,R,S/T,U/V,W,X,Y/Z/a/b/c/d,e,f Minimum Base: 30 (**) Small Base: 100 (*)

24-089497-15 - 11th - 14th April 2025

PUBLIC

Economy - April

Adults aged 18-75 in GB

Q15. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Summary

All Adults aged 18-75 in Great Britain

	Q15. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas?		
	Managing the economy	Reducing the cost of living	Boosting international trade and encouraging investment
	(A)	(B)	(C)
Unweighted base	1090	1090	1090
Weighted base	1090	1090	1090
A very good job (2)	67 6%	51 5%	69 6% B
A fairly good job (1)	151 14% B	112 10%	172 16% B
Neither a good nor bad job (0)	245 22% B	205 19%	317 29% AB
A fairly bad job (-1)	263 24% C	285 26% C	190 17%
A very bad job (-2)	304 28% C	374 34% AC	223 20%
Don't know	61 6%	63 6%	118 11% AB

NET: A very/ Fairly good job	218 20% B	164 15%	241 22% B
NET: A very/ Fairly bad job	567 52% C	659 60% AC	413 38%

Mean	-0.57 B	-0.80	-0.34 AB
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rements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (%): A/B/C. Minimum Base: 30 (**). Small Base: 100 (*)

ColumnMeans (%): A/B/C. Minimum Base: 30 (**). Small Base: 100 (*)

24-089497-15 - 11th - 14th April 2025

PUBLIC

Economy - April

Adults aged 18-75 in GB

Q15. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Managing the economy

All Adults aged 18-75 in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)
Unweighted base	1090	524	550	344	401	345	700	390	262	281	246	155	51	95	585	505	707	383	208	244	258	318	897	181	171	328	97	101	58	38	452	305
Weighted base	1090	530	544	330	395	365	617	473	254	285	248	155	53	95	391	699	740	350	208	267	275	268	912	166	166	315	87	127	54	39	413	337
A very good job (2)	67 6%	46 9%	17 3%	41 12% EF	14 3%	12 3%	45 7%	21 5%	14 6%	14 5%	9 3%	22 14% UKN	4 8%	3 3%	49 13% P	18 3%	58 8%R	9 3%	7 3%	13 5%	13 5%	33 12% STU	38 4%	26 16% W	9 5%	36 12% d	3 4%	6 5%	2 4%	- 4% *	32 8%	18 5%
A fairly good job (1)	151 14%	85 16%	64 12%	65 20% EF	51 13%	35 10%	114 18% H	37 8%	24 9%	47 17% IN	39 16%	31 20% IN	4 7%	7 7% *	78 20% P	73 10%	123 17% R	29 8%	18 9%	35 13%	40 15%	54 20% S	116 13%	34 21% W	9 5%	84 27% Ybcd	16 19%	6 5%	3 6% *	4 9% *	78 19%	23 7%
Neither a good nor bad job (0)	245 22%	99 19%	142 26% B	73 22%	94 24%	78 21%	146 24%	99 21%	64 25%	64 22%	53 21%	32 21%	12 23% *	20 21% *	94 24%	151 22%	171 23%	74 21%	46 22%	66 25%	64 23%	62 23%	218 x	25 15%	32 19% b	91 29% Yab	14 16% b*	7 6% *	17 31% b*	11 27% b*	108 26% f	50 15%
A fairly bad job (-1)	263 24%	126 24%	134 25%	73 22%	90 23%	100 27%	140 23%	123 26%	47 19%	67 23%	70 28% i	36 23%	16 30% *	27 28% *	82 21%	181 26%	166 22%	97 28%	54 26%	61 23%	67 24%	59 22%	227 25%	35 21%	49 30% z	52 17%	32 37% z*	30 24% *	14 26% *	10 25% *	106 26%	83 25%
A very bad job (-2)	304 28%	153 29%	148 27%	47 14%	123 31% D	135 37% D	140 23% G	164 35% L	85 34% L	81 28% L	65 26%	28 18%	13 25% *	32 34% L*	62 16% O	242 35% O	186 25%	118 34% Q	68 33% V	74 28% V	85 31% V	45 17%	270 30% x	30 18%	65 39% Za	44 14%	15 18% *	76 60% YZacd*	15 27% z*	14 35% z*	75 18%	159 47% e
Don't know	61 6%	21 4%	39 7%	32 10% F	24 6% F	5 1%	33 5%	28 6%	19 7%	13 5%	13 5%	6 4%	4 7% *	6 7% *	25 6%	35 5%	37 5%	24 7%	15 7% U	17 6% U	5 2%	14 5%	43 5%	16 9% W	3 2%	7 6% *	5 2% *	2 5% *	3 4% *	2 3% *	14 4%	4 1%

NET: A very/ Fairly good job	218 20%	132 25% C	81 15%	106 32% EF	65 16%	47 13%	159 26% H	59 12%	38 15%	61 21% N	47 19%	53 34% UKMN	8 16% *	10 10% *	127 33% P	91 13%	180 24% R	37 11%	25 12%	48 18%	53 19%	87 33% STU	155 17%	60 36% W	17 10%	120 38% Yabcd	20 23% Yb*	12 9% *	6 11% *	4 9% *	110 27% f	40 12%
NET: A very/ Fairly bad job	567 52%	279 53%	282 52%	120 36%	213 54% D	234 64% DE	280 45% G	287 61% G	132 52%	148 52%	135 54% L	64 41%	29 55% *	59 62% L*	144 37% O	423 60%	352 48%	215 61% Q	121 58%	136 51% V	152 55% V	104 39%	497 54% x	65 39%	114 69% z	96 30%	48 55% z*	106 83% YZacd*	29 53% z*	23 60% z*	181 44%	242 72% e

Mean	-0.57	-0.50	-0.66	-0.07 EF	-0.69	-0.86	-0.37 H	-0.83	-0.70	-0.56	-0.61	-0.11 UKN	-0.60 *	-0.88 *	-0.08 P	-0.84	-0.43 R	-0.88	-0.82	-0.60	-0.63	-0.11 STU	-0.66	-0.06 W	-0.93 b	0.05 Yabc	-0.49 Yb*	-1.31 *	-0.68 b*	-0.89 **	-0.29 f	-1.03
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24-089497-15 - 11th - 14th April 2025

PUBLIC

Economy - April

Adults aged 18-75 in GB

Q15. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Reducing the cost of living

All Adults aged 18-75 in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)
Unweighted base	1090	524	550	344	401	345	700	390	262	281	246	155	51	95	585	505	707	383	208	244	258	318	897	181	171	328	97	101	58	38	452	305
Weighted base	1090	530	544	330	395	365	617	473	254	285	248	155	53	95	391	699	740	350	208	267	275	268	912	166	166	315	87	127	54	39	413	337
A very good job (2)	51 5%	38 7%	13 2%	32 10% EF	10 3%	9 2%	39 6% H	12 2%	9 3%	8 3%	9 3%	23 15% UKMN	1 2% *	1 1% *	42 11% P	9 1%	44 6%	7 2%	5 2%	3 1%	11 4%	33 12% STU	29 3%	20 12% W	6 4%	33 10% Ybc	4 5% *	4 3% *	- *	- *	27 7%	15 4%
A fairly good job (1)	112 10%	68 13% C	41 8%	51 15% EF	38 10%	23 6%	80 13% H	32 7%	21 8%	37 13%	19 8%	25 16% IKN	5 9% *	5 6% *	66 17% P	46 7%	90 12% R	23 7%	17 8%	31 11%	21 8%	42 16% SU	82 9%	30 18% W	9 5%	58 18% Ybc	9 10% *	6 4% *	2 3% *	3 8% *	61 15% f	15 4%
Neither a good nor bad job (0)	205 19%	93 18%	109 20%	69 21%	79 20%	57 16%	143 23% H	61 13%	37 14%	60 21%	51 21%	29 19%	9 17% *	20 21% *	80 20%	125 18%	155 21% R	49 14%	31 15%	55 21%	62 23%	51 19%	172 19%	32 19%	21 13% b	84 27% Yab	12 14% b*	6 5% *	14 26% yb*	10 25% b*	84 20% f	41 12%
A fairly bad job (-1)	285 26%	128 24%	152 28%	77 23%	102 26%	107 29%	151 24%	134 28%	60 24%	74 26%	70 28%	31 20%	19 36% L*	30 32% *	98 25%	187 27%	182 25%	103 29%	57 27%	77 29%	62 23%	71 27%	258 28% x	26 16%	56 33% z	66 21%	30 35% z*	27 21% *	15 28% *	15 38% z*	126 31%	78 23%
A very bad job (-2)	374 34%	185 35%	185 34%	67 20% D	143 36% DE	164 45% DE	174 28% G	200 42% G	107 42% L	95 33%	83 34%	41 27%	15 28% *	33 34% *	82 21% O	292 42% O	227 31%	147 42% Q	88 42% TV	84 31% V	111 41% V	53 20%	325 36% x	44 27% Z	72 43% Z	65 21% *	27 31% *	83 65% YZacd*	19 35% z*	10 25% *	101 25% *	182 54% e
Don't know	63 6%	19 4%	43 8%	35 11% EF	23 6% F	5 1%	29 5%	34 7%	20 8%	11 4%	16 6%	5 3%	5 9% *	6 6% *	23 6%	39 6%	41 6%	21 6%	12 6%	17 7%	8 3%	17 6%	46 5%	14 9%	2 1%	9 3%	5 5% *	2 2% *	4 7% y*	2 4% *	13 3%	5 2%

NET: A very/ Fairly good job	164 15%	105 20% C	54 10%	83 25% EF	48 12%	32 9%	120 19% H	44 9%	30 12%	45 16%	28 11%	48 31% UKMN	6 11% *	7 7% *	108 28% P	56 8%	134 18% R	30 9%	21 10%	34 13%	32 12%	75 28% STU	111 12%	49 30% W	15 9%	90 29% Yabcd	13 15% c*	9 7% *	2 3% *	3 8% *	88 21% f	30 9%
NET: A very/ Fairly bad job	659 59%	313 59%	337 62%	143 43% D	245 62% DE	271 74% DE	325 53% G	334 71% G	167 66% L	169 59% L	153 62% L	73 47% L	34 64% *	63 66% L*	180 46%	479 69% O	409 55%	250 71% Q	144 69% V	160 60% V	173 63% V	124 46% X	583 64% x	70 42% Z	127 77% Z	131 42% Z*	57 66% Z*	110 86% Zacd*	34 63% z*	25 63% z*	228 55% Z*	261 77% e

Mean	-0.80	-0.69 C	-0.91	-0.32 EF	-0.89 F	-1.10	-0.58 H	-1.09	-1.01	-0.77 I	-0.86	-0.28 UKMN	-0.86 *	-0.98 *	-0.30 P	-1.07	-0.66 R	-1.09	-1.05	-0.83	-0.91	-0.27 STU	-0.89	-0.30 W	-1.08 b	-0.24 Yabc	-0.82 b*	-1.44 *	-1.02 b*	-0.83 **	-0.53 f	-1.20
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24-089497-15 - 11th - 14th April 2025

PUBLIC

Economy - April

Adults aged 18-75 in GB

Q15. In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas? - Boosting international trade and encouraging investment

All Adults aged 18-75 in Great Britain

	Total	Gender			Age			Social grade		Region					Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
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Unweighted base	1090	524	550	344	401	345	700	390	262	281	246	155	51	95	585	505	707	383	208	244	258	318	897	181	171	328	97	101	58	38	452	305
Weighted base	1090	530	544	330	395	365	617	473	254	285	248	155	53	95	391	699	740	350	208	267	275	268	912	166	166	315	87	127	54	39	413	337
A very good job (2)	69 6%	45 8%	23 4%	42 13% EF	16 4%	11 3%	54 9% H	15 3%	13 5%	14 5%	13 5%	28 18% UKMN	1 2%	1 1%	50 13% P	19 3%	61 8%	8 2%	8 4%	8 3%	13 5%	40 15% STU	41 5%	26 16% W	7 4%	39 12% Ybc	5 5%	6 4%	* 1%	* 1%	30 7%	20 6%
A fairly good job (1)	172 16%	103 19%	65 12%	66 20% E	51 13%	55 15%	109 18%	63 13%	37 14%	59 21% KN	27 11%	33 21% KN	6 12%	10 10% *	84 22% P	88 13%	122 16%	50 14%	30 15%	52 19%	31 11%	56 21% U	130 14%	40 24% W	27 16%	79 25% Ybd	17 20%	10 8%	9 16%	3 8%	89 21%	36 11%
Neither a good nor bad job (0)	317 29%	142 27%	171 32%	91 28%	128 32%	98 27%	174 28%	144 30%	73 29%	78 27%	74 30%	40 26%	20 38% *	32 33% *	102 26%	215 31%	220 30%	97 28%	61 29%	88 33%	79 29%	77 29%	279 31%	37 22%	37 22%	102 32% Y	26 30%	27 22%	19 35%	16 40% Yb*	132 32%	80 24%
A fairly bad job (-1)	190 17%	87 16%	103 19%	50 15%	62 16%	78 21%	116 19%	75 16%	40 16%	53 19%	59 24% IL	18 12%	6 12% *	14 15% *	67 17%	123 18%	126 17%	64 18%	31 15%	34 13%	73 27% STV	33 12%	174 19%	14 9%	47 28% Z	43 14%	17 19%	22 18%	10 18%	5 13% *	74 18%	71 21%
A very bad job (-2)	223 20%	118 22%	103 19%	32 10%	89 23% D	102 28% D	93 15%	130 28% G	56 22%	60 21%	50 20%	21 14%	10 19% *	25 27% L*	45 12% O	178 25%	134 18%	89 25% Q	51 24%	57 22% V	56 21%	35 13%	195 21%	27 16%	44 27% Za	30 10%	11 13% *	55 44% YZac*	11 21%	11 27% Z*	52 13%	113 34% e
Don't know	118 11%	37 7%	78 14% B	48 15% F	50 13% F	21 6%	73 12%	46 10%	35 14%	22 8%	25 10%	14 9%	10 18% J*	12 13% *	42 11%	77 11%	76 10%	42 12%	26 13%	27 10%	22 8%	27 10%	94 13%	22 13%	5 3%	21 7%	11 12% Y*	6 5%	5 10% *	4 10% *	36 9%	17 5%

NET: A very/ Fairly good job	241 22%	148 28% C	89 16%	108 33% EF	67 17%	66 18%	163 26% H	78 17%	49 19%	72 25% KN	40 16%	61 39% UKMN	7 14% *	11 12% *	135 34% P	107 15%	183 25% R	59 17%	38 18%	60 23%	44 16%	96 36% STU	171 19%	66 40% W	34 21%	118 38% Yabcd	22 25% b*	16 13% *	9 16% *	4 9% *	119 29% f	56 17%
NET: A very/ Fairly bad job	413 38%	204 39%	206 38%	83 25%	151 38% D	180 49% DE	208 34%	205 43% G	96 38% L	113 40% L	109 44% L	39 25%	16 30% *	40 42% L*	112 29%	301 43% O	260 35%	153 44% Q	82 39% V	92 34% V	130 47% TV	68 25%	369 40% X	41 25%	91 55% Za	74 23%	28 32% *	78 61% Zacd*	21 39% Z*	16 40% Z*	126 30%	184 55% e

Mean	-0.34	-0.26	-0.42	0.12 EF	-0.45	-0.59	-0.15 H	-0.57	-0.41	-0.33	-0.48	0.20 UKMN	-0.41 *	-0.64 *	0.08 P	-0.57	-0.23 R	-0.57	-0.48	-0.34	-0.51	0.13 STU	-0.43	0.17 W	-0.58 b	0.18 Yabc	-0.17 Yb*	-0.92 *	-0.47 *	-0.63 **	-0.07 f	-0.69
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ColumnProportions (5%): A,B/C,D/E/F,G,H,I,J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X,Y/Z/a/b/c/d,e/f Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H,I,J/K/L,M/N,O/P,Q/R,S/T/U/V,W,X,Y/Z/a/b/c/d,e/f Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

Economy - April

Adults aged 18-75 in GB

Q16. Thinking about the tariffs announced by the US, do you think each of the following have done a good or bad job, if either, at handling the situation? - Summary

All Adults aged 18-75 in Great Britain

	Q16. Thinking about the tariffs announced by the US, do you think each of the following have done a good or bad job, if either, at handling the situation?		
	Donald Trump, US President	Keir Starmer, UK Prime Minister	The UK government
	(A)	(B)	(C)
Unweighted base	1090	1090	1090
Weighted base	1090	1090	1090
A very good job (2)	85 8% BC	58 5%	60 5%
A fairly good job (1)	115 11% A	219 20% A	218 20% A
Neither a good nor bad job (0)	182 17% A	292 27% A	331 30% AB
A fairly bad job (-1)	143 13% A	190 17% A	193 18% A
A very bad job (-2)	497 46% BC	236 22% C	190 17%
Don't know	67 6% A	95 9% A	98 9% A

NET: A very/ Fairly good job	200 18%	277 25% A	277 25% A
NET: A very/ Fairly bad job	641 59% BC	426 39% C	383 35%

Mean	-0.83	-0.33 A	-0.24 AB
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remements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C Minimum Base: 30(**) Small Base: 100(*)

24-089497-15 - 11th - 14th April 2025

PUBLIC

Economy - April

Adults aged 18-75 in GB

Q16. Thinking about the tariffs announced by the US, do you think each of the following have done a good or bad job, if either, at handling the situation? - Donald Trump, US President

All Adults aged 18-75 in Great Britain

	Total	Gender			Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)	
Unweighted base	1090	524	550	344	401	345	700	390	262	281	246	155	51	95	585	505	707	383	208	244	258	318	897	181	171	328	97	101	58	38	452	305	
Weighted base	1090	530	544	330	395	365	617	473	254	285	248	155	53	95	391	699	740	350	208	267	275	268	912	166	166	315	87	127	54	39	413	337	
A very good job (2)	85 8% C	60 11% C	23 4%	39 12% F	35 9% F	12 3%	51 8%	35 7%	22 9%	14 5%	19 8%	24 15% JKN	2 4% *	4 4% *	44 11% P	42 6%	71 10% R	14 4%	16 8% T	8 3%	23 8% T	35 13% T	64 7%	22 13% W	11 7%	35 11% a	3 3% *	22 17% Yac*	2 3% *	1 3% *	28 7%	38 11%	
A fairly good job (1)	115 11% C	68 13% C	47 9%	48 15% F	45 11% F	22 6%	71 12%	44 9%	18 7%	40 14% IK	17 7%	26 17% IK	5 9% *	9 10% *	46 12% P	69 10%	90 12% R	25 7%	20 10%	27 10%	26 9%	38 14%	85 9%	29 17% W	16 10%	34 11%	4 5% *	24 19% ac*	2 4% *	2 5% *	33 8%	38 11%	
Neither a good nor bad job (0)	182 17% EF	99 19%	83 15%	83 25% EF	67 17% F	32 9%	90 15%	92 19%	42 16%	40 14%	50 20%	28 18% IK	11 20% *	12 13% *	55 14%	127 18%	133 18%	49 14%	35 17%	44 16%	37 13%	56 21% U	144 16%	36 21%	29 18% d	46 15%	12 14% *	18 14% *	7 13% *	1 3% *	57 14%	48 14%	
A fairly bad job (-1)	143 13% B	52 10% B	90 16% B	40 12% B	45 11% B	59 16%	89 14%	55 12%	36 14%	39 14%	32 13%	17 11%	10 19% *	9 9% *	47 12%	97 14%	89 12%	54 15%	31 15%	34 13%	40 15%	30 11%	123 14%	18 11%	30 18% z	33 11%	10 12% *	24 19% *	7 12% *	5 12% *	51 12%	49 14%	
A very bad job (-2)	497 46% D	232 44% D	255 47% D	96 29% D	175 44% DE	226 62% DE	286 46%	211 45%	113 45% L	133 47% L	121 49% L	51 33%	22 41% *	57 60% UL*	183 47%	315 45%	314 42%	183 52% Q	91 44%	139 52% V	134 49% V	97 36% X	446 49% X	49 30%	75 45% b	156 50% b	55 63% Yzb*	32 25% *	36 67% Yzb*	29 73% Yzb*	235 57% f	145 43%	
Don't know	67 6% B	19 4% B	47 9% B	25 8% B	29 7%	14 4%	30 5%	37 8%	23 9% K	19 7%	9 4%	9 6%	4 7% *	3 3% *	18 5%	49 7%	43 6%	25 7%	15 7%	15 5%	15 5%	13 5%	50 5%	13 8%	4 2%	10 3%	2 2% *	7 6% *	* 1% *	2 4% *	10 2%	19 6% e	
NET: A very/ Fairly good job	200 18% C	128 24% C	70 13%	87 26% F	80 20% F	34 9%	122 20%	78 17%	40 16%	54 19%	36 14%	50 32% UKMN	7 13% *	14 14% *	89 23% P	111 16%	161 22% R	39 11%	36 18%	35 13%	49 18%	73 27% STU	149 16%	51 30% W	27 16%	68 22% ac	7 8% *	45 36% YZacd*	4 7% *	3 8% *	61 15%	76 23% e	
NET: A very/ Fairly bad job	641 59% B	283 53% B	345 63% B	135 41% D	220 56% D	285 78% DE	375 61%	266 56%	149 59% L	172 60% L	153 62% L	69 44%	32 60% *	66 70% L*	229 59%	412 59%	403 55%	238 68% Q	121 58% V	173 65% V	174 63% V	126 47% X	570 62% X	67 40%	106 63% b	190 60% b	65 75% Zb*	56 44% *	43 79% Zb*	33 85% Yzb*	286 69% f	194 58%	
Mean	-0.83	-0.64 C	-1.02	-0.35 EF	-0.77 F	-1.33	-0.83	-0.84	-0.87	-0.89	-0.92	-0.32 UKMN	-0.90 *	-1.15 *	-0.75	-0.88	-0.70 R	-1.13	-0.82	-1.07	-0.91	-0.45 STU	-0.93	-0.29 W	-0.88 ac	-0.80 ac	-1.29 *	-0.17 YZac*	-1.37 *	-1.52 **	-1.07	-0.71 e	

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24-089497-15 - 11th - 14th April 2025

PUBLIC

Economy - April

Adults aged 18-75 in GB

Q16. Thinking about the tariffs announced by the US, do you think each of the following have done a good or bad job, if either, at handling the situation? - Keir Starmer, UK Prime Minister

All Adults aged 18-75 in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)
Unweighted base	1090	524	550	344	401	345	700	390	262	281	246	155	51	95	585	505	707	383	208	244	258	318	897	181	171	328	97	101	58	38	452	305
Weighted base	1090	530	544	330	395	365	617	473	254	285	248	155	53	95	391	699	740	350	208	267	275	268	912	166	166	315	87	127	54	39	413	337
A very good job (2)	58 5%	40 8% C	17 3%	27 8% E	15 4%	16 4%	44 7% H	14 3%	8 3%	11 4%	11 4%	23 15% UKN	4 8% *	2 2% *	44 11% P	14 2%	44 6%	14 4%	7 3%	10 4%	7 2%	34 13% STU	39 4%	18 11% W	7 4%	36 12% Ybd	5 6% *	4 3% *	1 2% *	- -	35 8%	15 5%
A fairly good job (1)	219 20%	114 21%	101 19%	68 21%	67 17%	84 23%	152 25% H	67 14%	52 21%	58 20%	54 22%	35 23%	9 16% *	11 11% *	101 26% P	118 17%	154 21%	65 19%	38 18%	54 20%	55 20%	64 24%	178 20%	40 24%	29 18%	111 35% Yabcd	19 22% *	19 15% *	5 10% *	5 12% *	101 24%	62 19%
Neither a good nor bad job (0)	292 27%	125 24%	162 30% B	95 29%	106 27%	91 25%	179 29%	113 24%	57 22%	83 29%	61 25%	50 32% I	16 30% *	25 26% *	111 28%	181 26%	198 27%	94 27%	52 25%	70 26%	79 29%	69 26%	252 28%	37 22%	44 26%	72 23%	28 32% *	24 19% *	20 36% b*	12 32% *	113 27%	71 21%
A fairly bad job (-1)	190 17%	86 16%	102 19%	49 15%	75 19%	65 18%	99 16%	90 19%	45 18%	42 15%	50 20%	17 11%	10 19% *	25 27% JL*	62 16%	128 18%	127 17%	62 18%	42 20%	46 17%	47 17%	43 16%	162 18%	26 16%	34 20%	44 14%	13 16% *	22 17% *	16 29% z*	10 25% *	84 20%	55 16%
A very bad job (-2)	236 22%	136 26% C	100 18%	48 15%	94 24% D	94 26% D	100 16% G	136 29% L	59 23% L	71 25% L	50 20%	22 14%	9 16% *	26 28% L*	43 11% O	193 28% O	152 21%	84 24%	48 23% V	64 24% V	64 23% V	39 15%	205 23%	31 18%	46 28% Z	36 11%	14 17% *	54 43% YZac*	8 16% *	11 28% z*	60 15%	119 35% e
Don't know	95 9%	29 5%	62 11% B	42 13% F	38 10% F	15 4%	43 7%	52 11% G	33 13% L	21 7%	22 9%	8 5%	6 10% *	6 6% *	31 8%	64 9%	64 9%	31 9%	21 10%	22 8%	23 8%	19 7%	76 8%	15 9%	6 4%	15 5%	6 7% *	4 3% *	4 7% *	2 4% *	20 5%	14 4%

NET: A very/ Fairly good job	277 25%	154 29% C	118 22%	95 29% E	82 21%	100 27%	196 32% H	81 17%	60 24%	69 24% N	64 26% N	58 37% UKN	13 24% *	12 13% *	144 37% P	133 19%	198 27%	79 23%	45 22%	64 24%	62 23%	98 37% STU	217 24%	58 35% W	37 22%	147 47% Yabcd	24 28% c*	23 18% *	7 12% *	5 12% *	136 33% f	78 23%
NET: A very/ Fairly bad job	426 39%	222 42%	202 37%	98 30%	170 43% D	158 43% D	199 32% G	227 48% L	104 41% L	113 40% L	100 40% L	38 25%	19 35% *	52 54% UKL*	105 27% O	321 46% O	280 38%	147 42%	90 43% V	110 41% V	111 40% V	82 31%	367 40%	57 34%	80 48% Za	80 26%	28 32% *	76 60% Za*	24 45% z*	21 53% Za*	144 35%	174 52% e

Mean	-0.33	-0.32	-0.35	-0.08 EF	-0.47	-0.39	-0.10 H	-0.64	-0.43	-0.39 N	-0.33 N	0.14 UKN	-0.22 N*	-0.72 *	0.11 P	-0.58	-0.28	-0.43	-0.46	-0.40	-0.42	0.04 STU	-0.38	-0.07 W	-0.51	0.22 Yabc	-0.16 b*	-0.85 *	-0.49 *	-0.72 **	-0.09 f	-0.62
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24-089497-15 - 11th - 14th April 2025

PUBLIC

Economy - April

Adults aged 18-75 in GB

Q16. Thinking about the tariffs announced by the US, do you think each of the following have done a good or bad job, if either, at handling the situation? - The UK government

All Adults aged 18-75 in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservative (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)
Unweighted base	1090	524	550	344	401	345	700	390	262	281	246	155	51	95	585	505	707	383	208	244	258	318	897	181	171	328	97	101	58	38	452	305
Weighted base	1090	530	544	330	395	365	617	473	254	285	248	155	53	95	391	699	740	350	208	267	275	268	912	166	166	315	87	127	54	39	413	337
A very good job (2)	60 5%	44 8%	16 3%	38 11% EF	12 3%	10 3%	47 8% H	12 3%	12 5%	12 4%	8 3%	24 16% UKMN	2 3% *	1 1% *	48 12% P	12 2%	51 7% R	8 2%	6 3%	11 4%	11 4%	32 12% STU	37 4%	22 13% W	8 5%	40 13% Ybc	4 5% *	5 4% *	* 1% *	* 1% *	30 7%	17 5%
A fairly good job (1)	218 20%	112 21%	98 18%	68 21% E	62 16%	88 24% E	148 24% H	70 15%	45 18%	57 20%	52 21%	37 24%	14 26% *	14 14% *	101 26% P	116 17%	148 20%	70 20%	37 18%	55 21%	55 20%	64 24%	180 20%	37 22%	36 22% Ybcd	99 31% Ybcd	22 25% *	17 13% *	8 14% *	6 14% *	102 25% f	60 18%
Neither a good nor bad job (0)	331 30%	141 27%	187 34% B	106 32%	116 29%	110 30%	186 30% H	145 31%	70 28%	83 29%	88 35%	50 32%	13 25% *	27 28% *	112 29%	219 31%	229 31%	103 29%	62 30%	84 31%	85 31%	80 30%	279 31%	48 29%	51 30%	89 28%	30 35% *	33 26% *	19 35% *	13 33% *	137 25% f	79 23%
A fairly bad job (-1)	193 18%	87 16%	104 19%	49 15%	81 21%	64 17%	108 17% H	86 18%	42 17%	58 20% L	44 18% L	15 9%	9 18% *	25 26% L*	67 17%	126 18%	120 16%	74 21%	44 21%	41 15%	50 18%	42 16%	171 19%	21 13%	33 20%	40 13%	17 20% *	21 17% *	18 33% Zb*	7 18% *	71 17%	69 21%
A very bad job (-2)	190 17%	112 21% C	77 14%	32 10% D	82 21% D	75 21% D	80 13% G	110 23% G	54 21% L	51 18%	38 15%	17 11%	8 15% *	22 24% L*	33 8% O	156 22% O	131 18%	59 17%	36 17%	55 21% V	51 19%	32 12%	166 18%	23 14%	35 21% Za	31 10%	8 9% *	42 33% YZac*	7 12% *	10 27% Za*	49 12%	93 27% e
Don't know	98 9%	34 6%	62 11% B	38 12% F	42 11% F	18 5%	49 8% H	49 10%	31 12%	25 9%	18 7%	12 8%	7 13% *	6 6% *	30 8%	69 10%	61 8%	38 11%	22 11%	21 8%	24 9%	17 7%	80 9%	15 9%	4 3%	15 5%	5 6% *	9 7% *	3 5% *	3 7% *	23 6%	19 6%

NET: A very/ Fairly good job	277 25%	156 30% C	114 21%	106 32% E	74 19%	98 27% E	195 32% H	83 17%	57 23%	68 24%	60 24%	61 40% UKN	15 29% *	15 16% *	149 38% P	128 18%	199 27%	78 22%	43 21%	66 25%	65 24%	97 36% STU	217 24%	59 35% W	44 26% Yabcd	139 44% Yabcd	26 30% b*	21 17% *	8 15% *	6 15% *	133 32% f	77 23%
NET: A very/ Fairly bad job	383 35%	199 37%	181 33%	81 24%	164 41% D	139 38% D	188 30% G	195 41% G	96 38% L	109 38% L	82 33% L	31 20%	18 33% *	48 50% KL*	100 26% O	283 40% O	251 34%	132 38%	80 39% V	96 36%	101 37% V	74 28%	337 37% X	45 27% Z	68 41% Z	71 23%	26 29% *	63 50% Za*	24 45% Z*	18 45% Z*	120 29%	162 48% e

Mean	-0.24	-0.22	-0.27	0.10 EF	-0.45	-0.31	-0.05 H	-0.50	-0.36	-0.30	-0.22 N	0.26 UKN	-0.18 *	-0.61 *	0.17 P	-0.47	-0.19	-0.34	-0.36	-0.31	-0.30	0.10 STU	-0.30	0.09 W	-0.32 b	0.26 Yabc	-0.04 bc*	-0.68 *	-0.44 *	-0.60 **	-0.01 f	-0.51
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Q17. From what you know or have heard, do you think the following statement is true or false? The UK is currently experiencing an economic recession.

All Adults aged 18-75 in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total	Male	Female	18-34	35-54	55-75	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Graduate	Non-graduate	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+	White ethnic group	Minority ethnic group	Conservative	Labour	Liberal Democrats	Reform UK	Green Party	Other	Remain	Leave
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)
Unweighted base	1090	524	550	344	401	345	700	390	262	281	246	155	51	95	585	505	707	383	208	244	258	318	897	181	171	328	97	101	58	38	452	305
Weighted base	1090	530	544	330	395	365	617	473	254	285	248	155	53	95	391	699	740	350	208	267	275	268	912	166	166	315	87	127	54	39	413	337
True	511 47%	223 42%	280 52% B	184 56% F	194 49% F	133 36%	263 43%	248 53% G	125 49%	136 48%	104 42%	73 47%	20 38% *	53 56% K*	167 43%	345 49% O	354 48%	157 45%	108 52% T	110 41%	142 52% T	123 46%	411 45%	93 56% W	70 42%	138 44%	37 43% *	63 49% *	27 50% *	22 56% *	183 44%	156 46%
False	383 35%	226 43% C	151 28%	83 25%	117 30%	183 50% DE	239 39% H	143 30%	81 32%	100 35%	88 36%	61 40%	25 47% N*	27 28% *	157 40% P	226 32%	247 33%	135 39%	66 32%	108 41%	91 33%	95 35%	340 37% X	42 25%	82 49% bd	131 41%	35 40% *	44 34% *	19 35% *	10 26% *	167 41%	140 42%
Don't know	196 18%	81 15%	112 21%	63 19%	84 21% F	49 13%	115 19%	81 17%	47 19%	49 17%	56 22%	21 13%	8 15% *	15 16% *	68 17%	128 18%	138 19%	58 17%	34 16%	49 18%	41 15%	51 19%	161 18%	32 19%	15 9%	46 15%	15 17% *	20 16% *	8 15% *	7 18% *	62 15%	41 12%

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ColumnProportions (5%): A,B/C,D/E/F,G,H,I/J/K,L/M/N,O/P,Q/R,S/T/U/V,W,X,Y/Z/a/b/c/d,e/f Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F,G,H,I/J/K,L/M/N,O/P,Q/R,S/T/U/V,W,X,Y/Z/a/b/c/d,e/f Minimum Base: 30(**) Small Base: 100(*)

24-089497-15 - 11th - 14th April 2025

PUBLIC

Economy - April

Adults aged 18-75 in GB

Q18. How likely or unlikely do you think it is that the UK will experience an economic recession over the next year?

All Adults aged 18-75 in Great Britain

	Total	Gender		Age			Social grade		Region						Education		Employment status		Income				Ethnicity		General Election 2024 Vote						Referendum 2016 vote	
	Total (A)	Male (B)	Female (C)	18-34 (D)	35-54 (E)	55-75 (F)	ABC1 (G)	C2DE (H)	North (I)	Midlands (J)	South (K)	London (L)	Wales (M)	Scotland (N)	Graduate (O)	Non-graduate (P)	Working (Q)	Not working (R)	UP TO £19,999 (S)	£20,000- £34,999 (T)	£35,000 - £54,999 (U)	£55,000+ (V)	White ethnic group (W)	Minority ethnic group (X)	Conservati ve (Y)	Labour (Z)	Liberal Democrats (a)	Reform UK (b)	Green Party (c)	Other (d)	Remain (e)	Leave (f)
Unweighted base	1090	524	550	344	401	345	700	390	262	281	246	155	51	95	585	505	707	383	208	244	258	318	897	181	171	328	97	101	58	38	452	305
Weighted base	1090	530	544	330	395	365	617	473	254	285	248	155	53	95	391	699	740	350	208	267	275	268	912	166	166	315	87	127	54	39	413	337
Very likely (2)	257 24%	122 23%	130 24%	66 20%	91 23%	100 28% D	121 20%	137 29% G	76 30% JKL	60 21%	45 18%	30 19%	15 28% *	31 33% JKL*	76 20%	181 26% O	173 23%	84 24%	63 30% V	59 22%	76 28% V	45 17%	217 24%	35 21%	29 17%	73 23%	15 17% *	44 35% YZA*	12 22% *	13 33% *	85 21%	108 32% e
Somewhat likely (1)	406 37%	193 36%	206 38%	111 34%	156 39%	139 38%	237 38%	169 36%	83 33%	119 42%	90 36%	57 37%	18 33% *	40 42% *	148 38%	258 37%	265 36%	142 40%	78 38%	87 33%	102 37%	102 38%	358 39% X	48 29%	84 50% Zb	110 35%	41 47% b*	35 27% *	24 43% *	15 39% *	179 43% f	117 35%
Neither likely nor unlikely (0)	223 20%	114 22%	108 20%	88 27% EF	70 18%	65 18%	133 21%	91 19%	50 20%	53 19%	65 22% N	34 22%	9 16% *	13 14% *	85 22%	138 20%	163 22%	60 17%	30 14%	72 27% SU	51 18%	65 24% S	176 19%	46 28% W	25 15%	72 23%	14 17% *	27 21% *	8 15% *	9 22% *	83 20%	53 16%
Somewhat unlikely (-1)	75 7%	45 8%	29 5%	23 7%	27 7%	25 7%	49 8%	26 5%	18 7%	15 5%	14 6%	14 9%	9 16% JKN*	5 5% *	31 8%	44 6%	52 7%	23 7%	14 7%	18 7%	16 6%	25 9%	63 7%	10 6%	12 7%	33 11% b	8 10% *	4 3% *	2 3% *	1 3% *	31 7%	20 6%
Very unlikely (-2)	24 2%	13 3%	10 2%	11 3%	8 2%	4 1%	16 3%	8 2%	3 1%	7 3%	5 2%	5 3%	- - *	4 4% *	13 3% P	10 1%	22 3% R	2 1%	2 1%	1 1%	8 3%	12 4% T	15 2%	9 5% W	4 2%	9 3%	2 2% *	1 1% *	2 4% *	1 2% *	8 2%	7 2%
Don't know	105 10%	43 8%	60 11%	32 10%	43 11%	30 8%	61 10%	43 9%	25 10% N	31 11% N	28 11% N	15 10% N	3 7% *	2 2% *	37 10%	67 10%	65 9%	40 11%	21 10%	29 11%	22 8%	20 7%	83 9%	18 11%	13 8%	17 6%	7 7% *	16 12% Z*	7 13% *	1 1% *	27 7%	31 9%

NET: Very/ Somewhat likely	663 61%	315 59%	336 62%	176 53%	248 63% D	239 66% D	358 58%	305 65%	159 63%	179 63%	135 55%	87 56%	33 61% *	71 75% KL*	225 57%	439 63%	438 59%	226 64%	141 68% TV	146 55%	178 65% TV	146 55%	575 63% X	83 50%	113 68%	183 58%	56 64% *	79 62% *	35 65% *	28 72% *	264 64%	226 67%
NET: Very/ Somewhat unlikely	99 9%	58 11%	39 7%	34 10%	35 9%	29 8%	65 11%	34 7%	20 8%	23 8%	20 8%	19 12%	9 16% *	8 9% *	44 11%	54 8%	74 10%	25 7%	16 8%	19 7%	24 9%	37 14% T	78 9%	19 11%	16 10%	42 13% b	10 11% *	5 4% *	4 7% *	2 5% *	39 9%	27 8%

Mean	0.81	0.75	0.86	0.66	0.84 D	0.92 D	0.72	0.93 G	0.93 KL	0.82	0.71	0.67	0.78 *	0.97 *	0.69	0.88 O	0.76	0.91	0.99 TV	0.78 V	0.88 V	0.57	0.84 X	0.62	0.79	0.69	0.74 *	1.05 Z*	0.87 *	1.00 **	0.79	0.98 e
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