

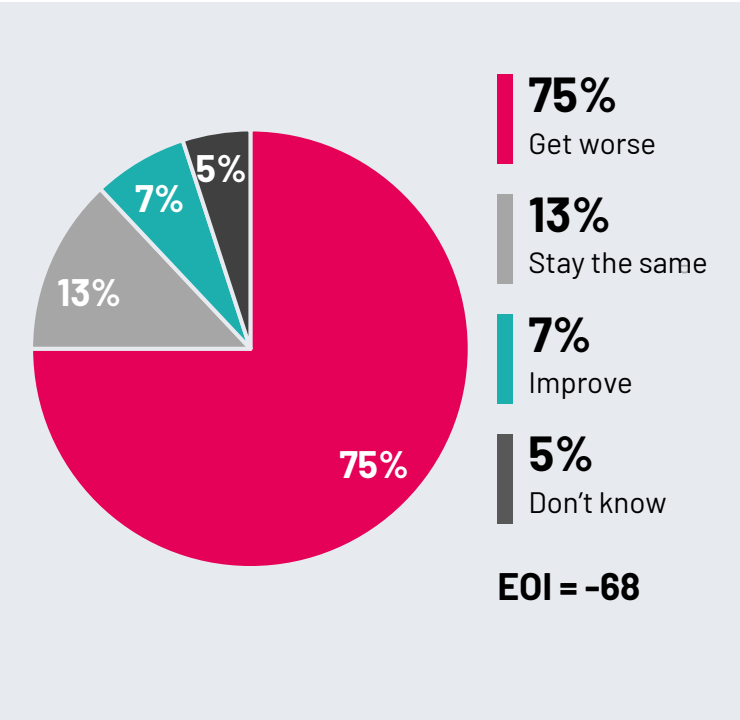
# Ipsos Economic Optimism

April 2025

# Ipsos Economic Optimism Index

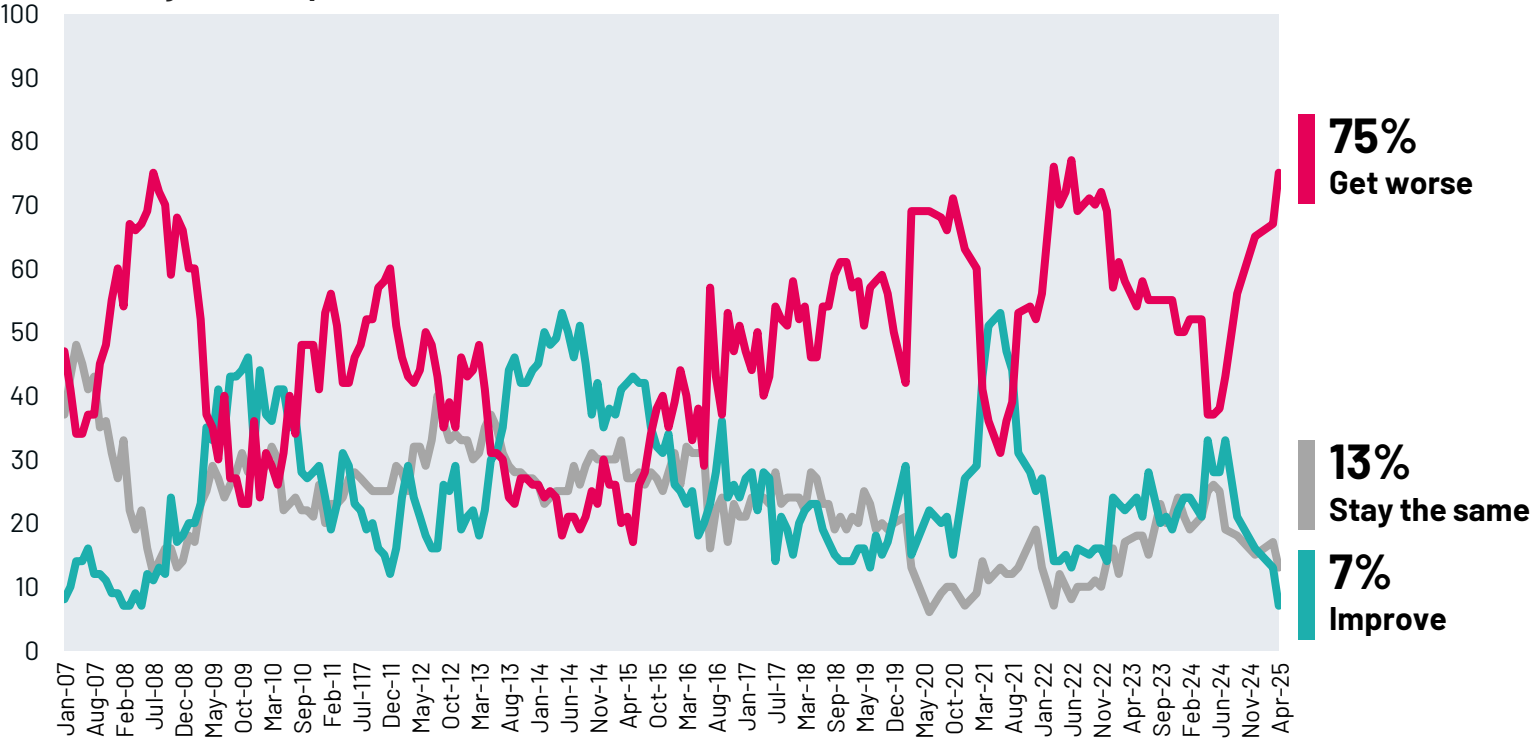
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

April 2025



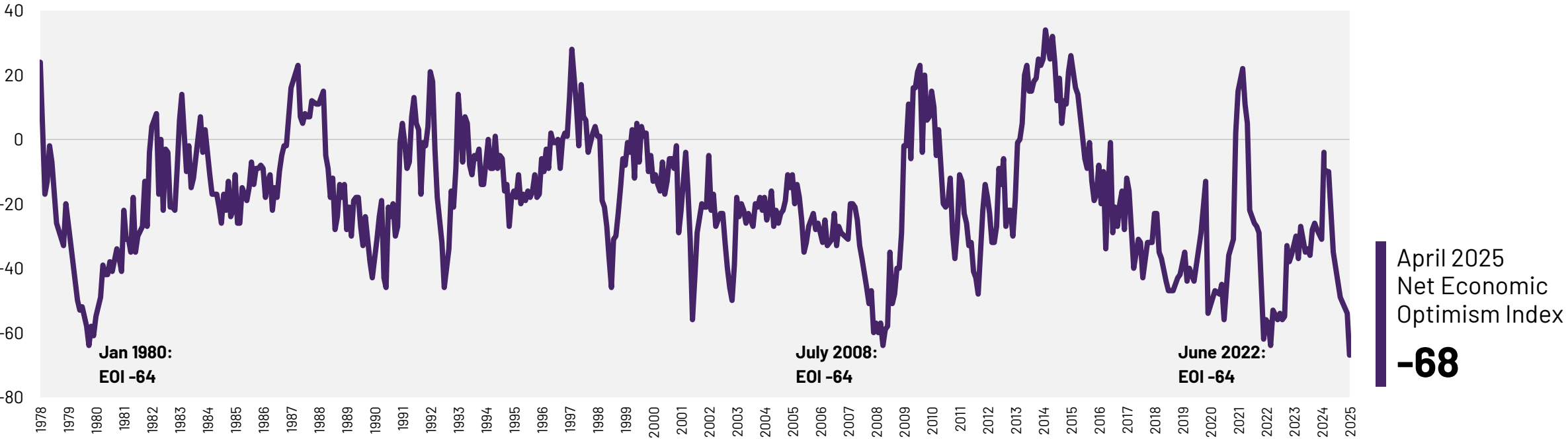
Base: 1,010 British adults 18+, 2-8 April 2025

January 2007 – April 2025



# Ipsos Economic Optimism Index (1978-2025)

Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months? *Net Economic Optimism Index = % get better minus % get worse*

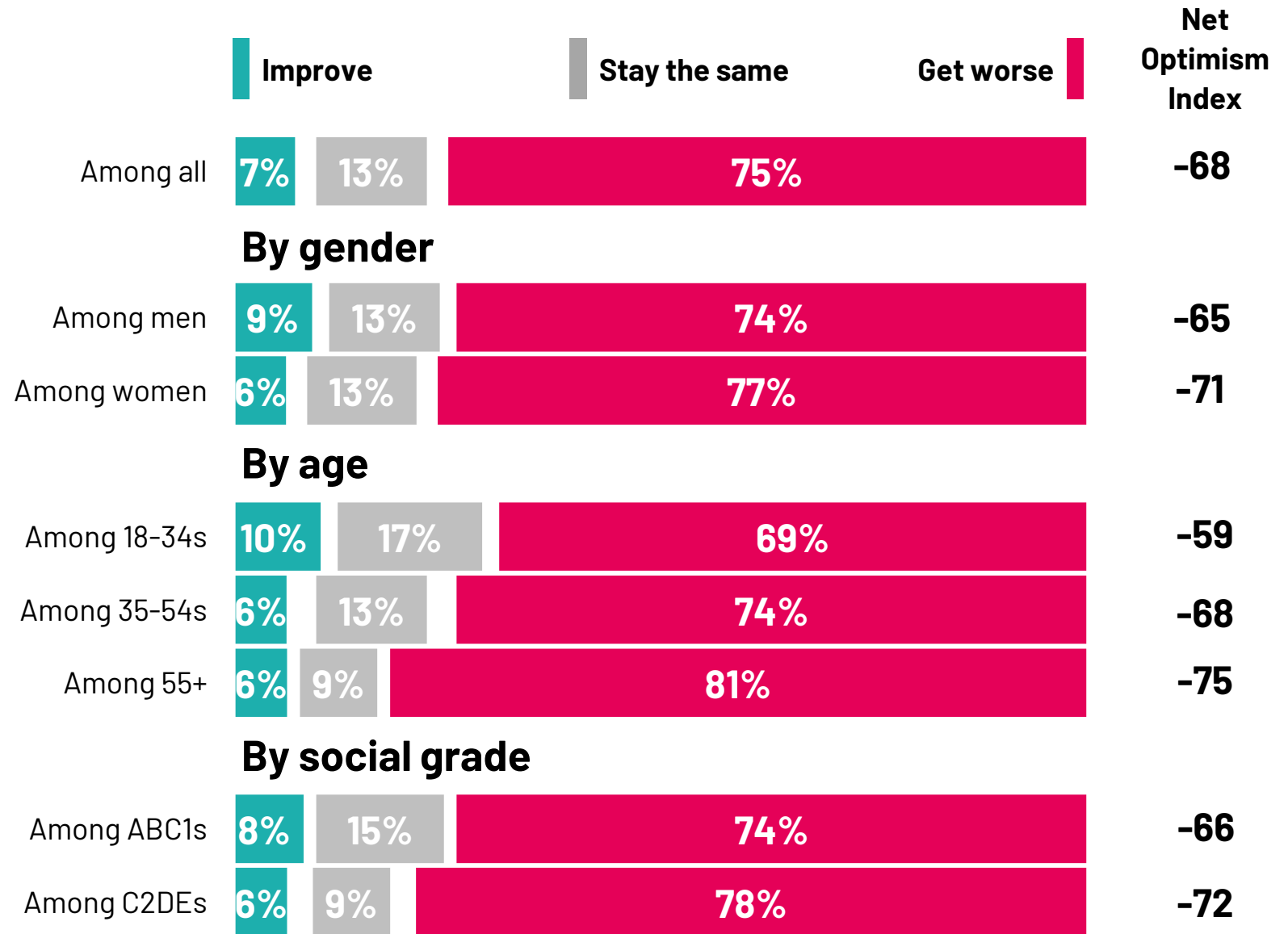


Base: c.1,000 British adults 18+ each month

# Economic optimism: by sub-group

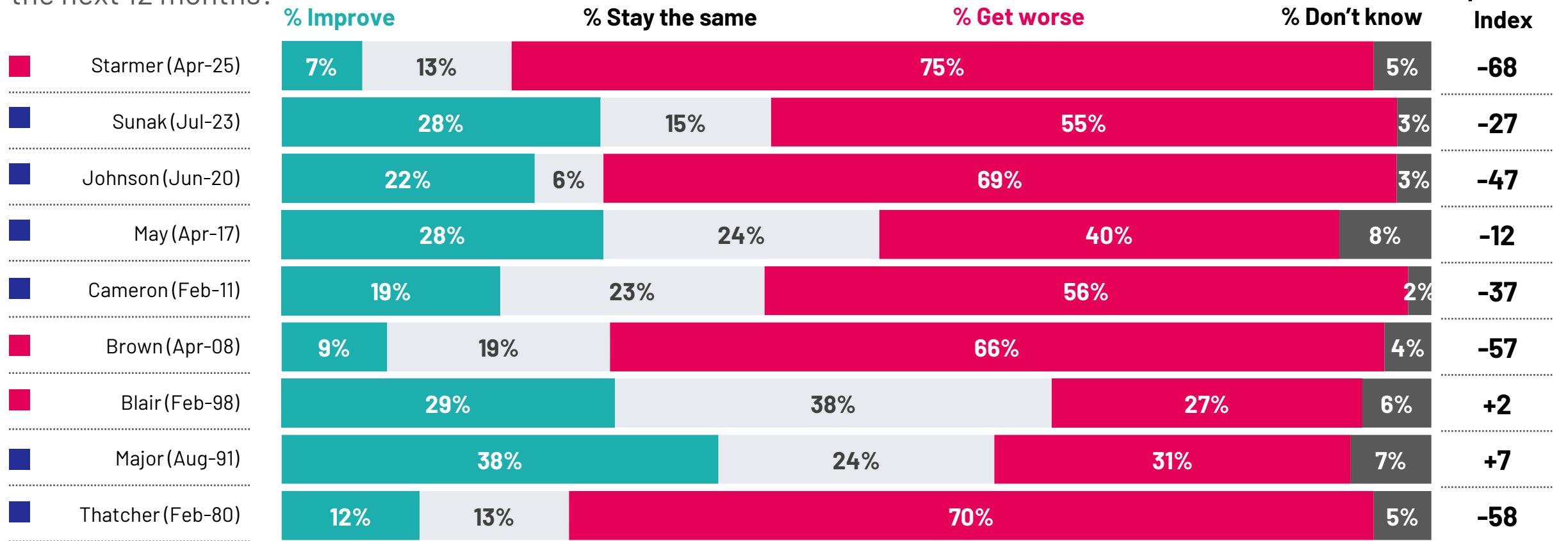
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

**Base: 1010** British adults aged 18+, including (499) men, (493) women, (273) 18-34-year-olds, (274) 35-54s, (463) 55-75s, (639) ABC1, and (305) C2DE 2-8 April 2025



# Economic Optimism: After 9 months

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



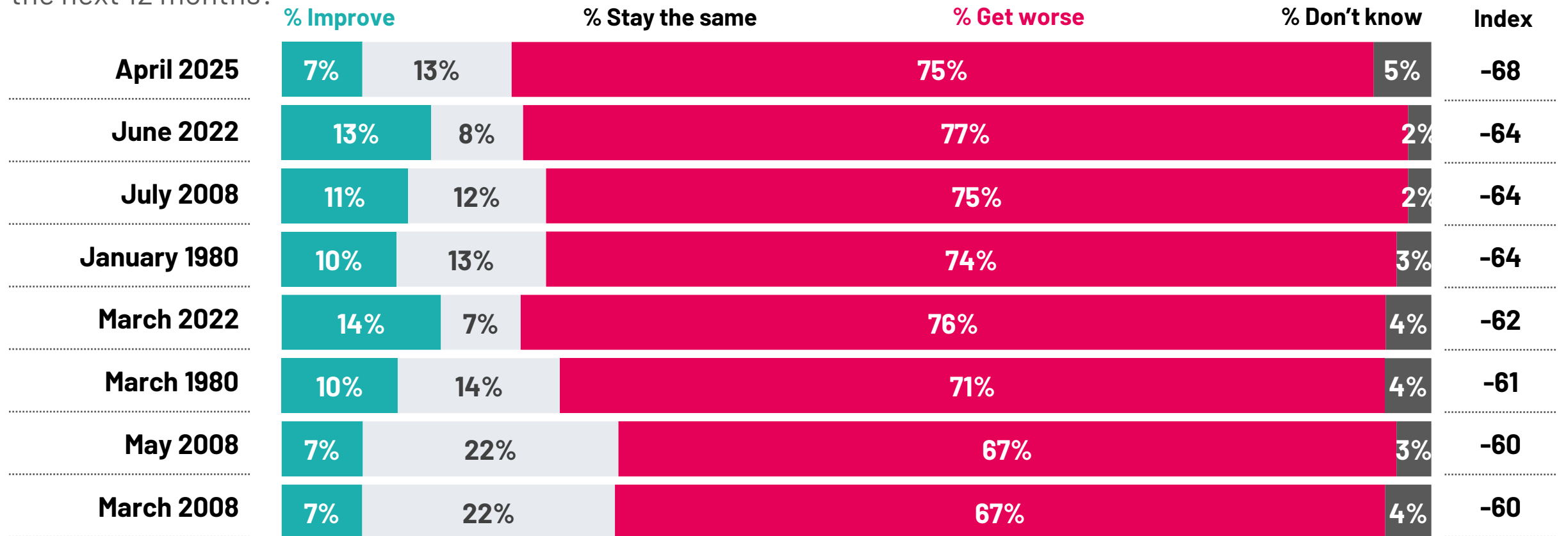
**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

**Base:** c.1,000 British adults each month

\* Data has been taken from the survey closest to 8 months after the leader became Prime Minister.

# Worst net Economic Optimism Index ratings on record

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



**Note:** Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

**Base:** c.1,000 British adults each month

\* Data has been taken from the survey closest to 8 months after the leader became Prime Minister.



## Economic Optimism April 2025

### For more information

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