

Ipsos Economy polling

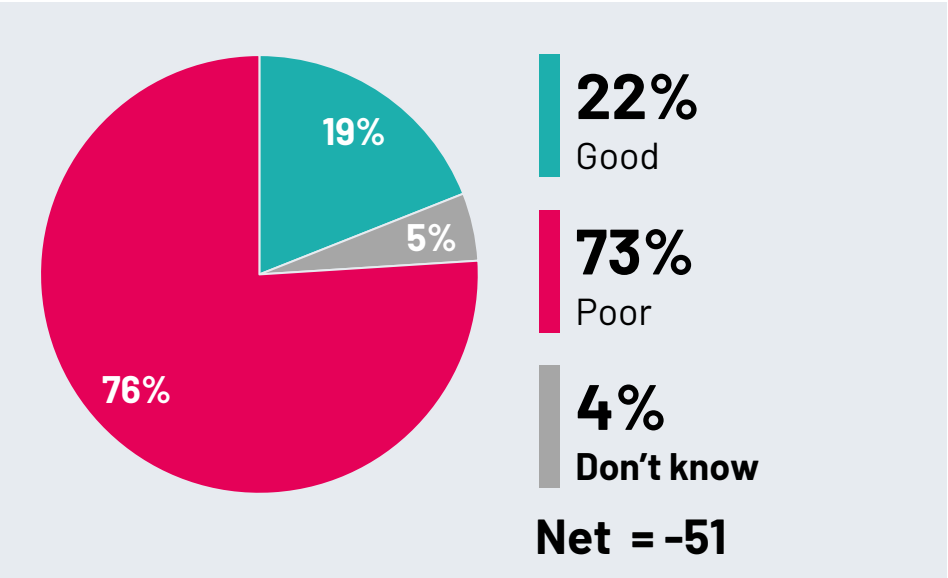
April 2025



Perceptions of the British economy: Trend

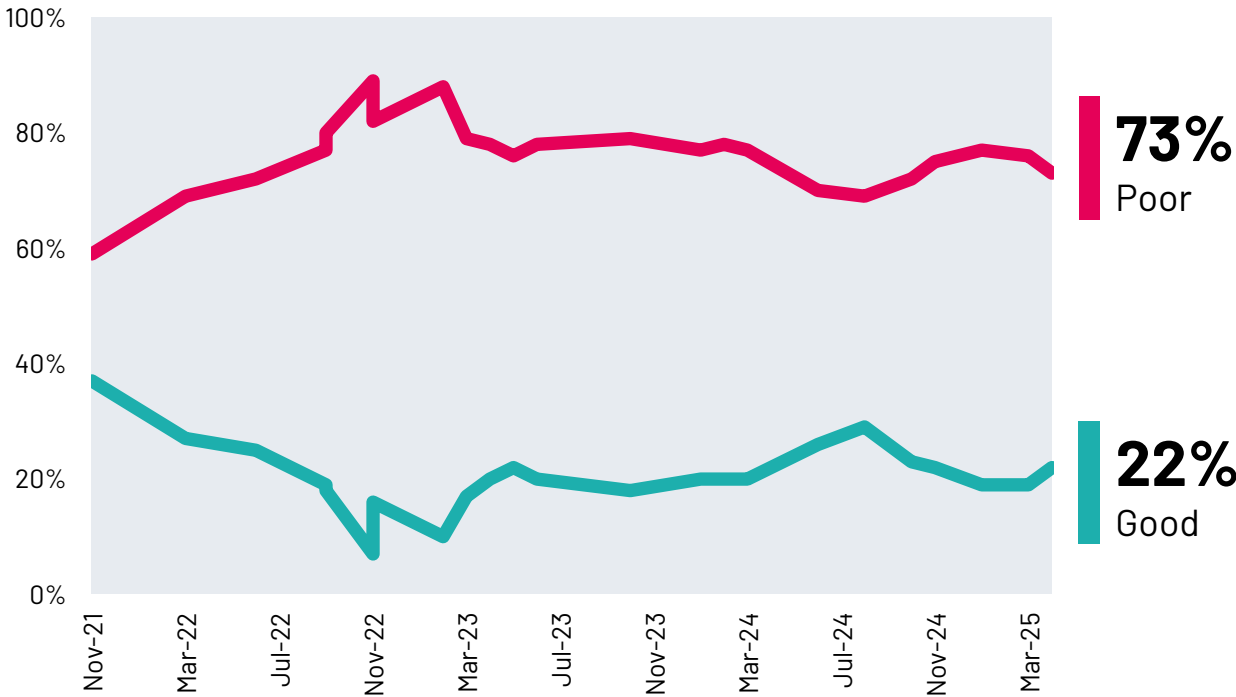
How would you describe the current state of the British economy? Would you say it is...?

April 2025



Base: 1090 Online British adults aged 18-75, 11-14 April 2025

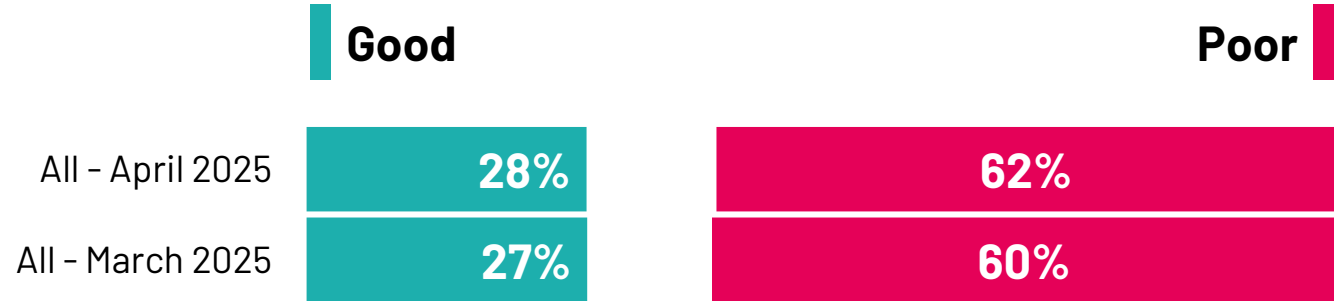
November 2021 – April 2025



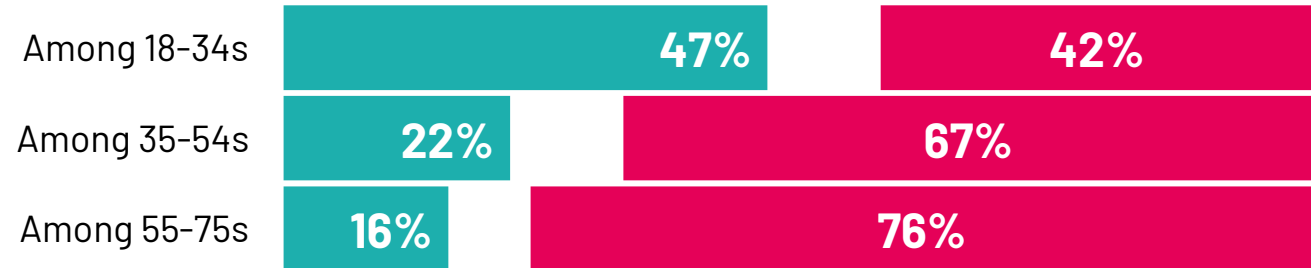
Three in five members of the British public expect the economy to be in a poor state in one year's time

And thinking ahead to one year's time (i.e., April 2026), to what extent do you expect the British economy to be in a good or poor state?

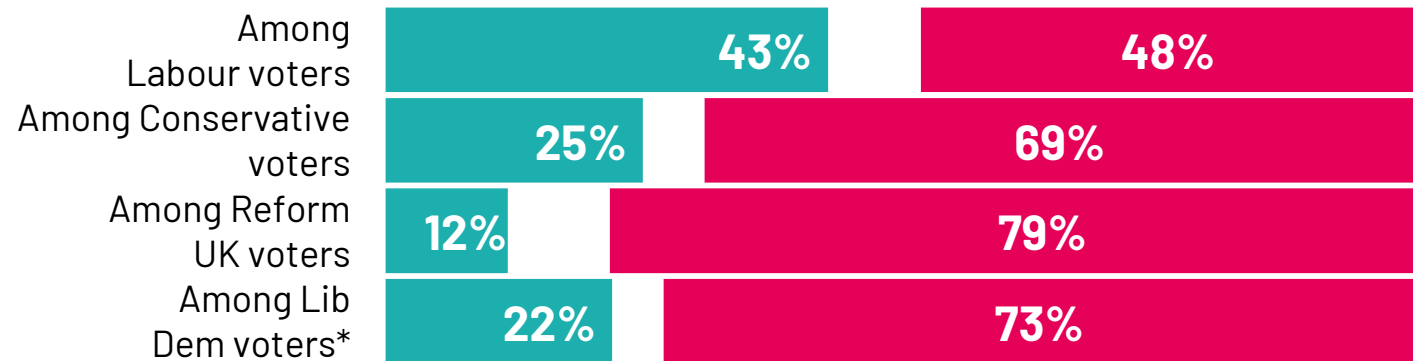
Base: 1090 Online British adults aged 18-75, including (344) 18-34-year-olds, (401) 35-54s, (345) 55-75s, (328) 2024 Labour voters, (171) 2024 Conservative voters, (101) 2024 Reform UK voters, and (97) 2024 Liberal Democrat voters, 11-14 April 2025



By age



By GE2024 vote



Over half of Britons who say the economy is in a poor state say decisions made by Keir Starmer and Rachel Reeves have contributed most, followed by Covid, war in Ukraine, previous Conservative govt and global economy

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.

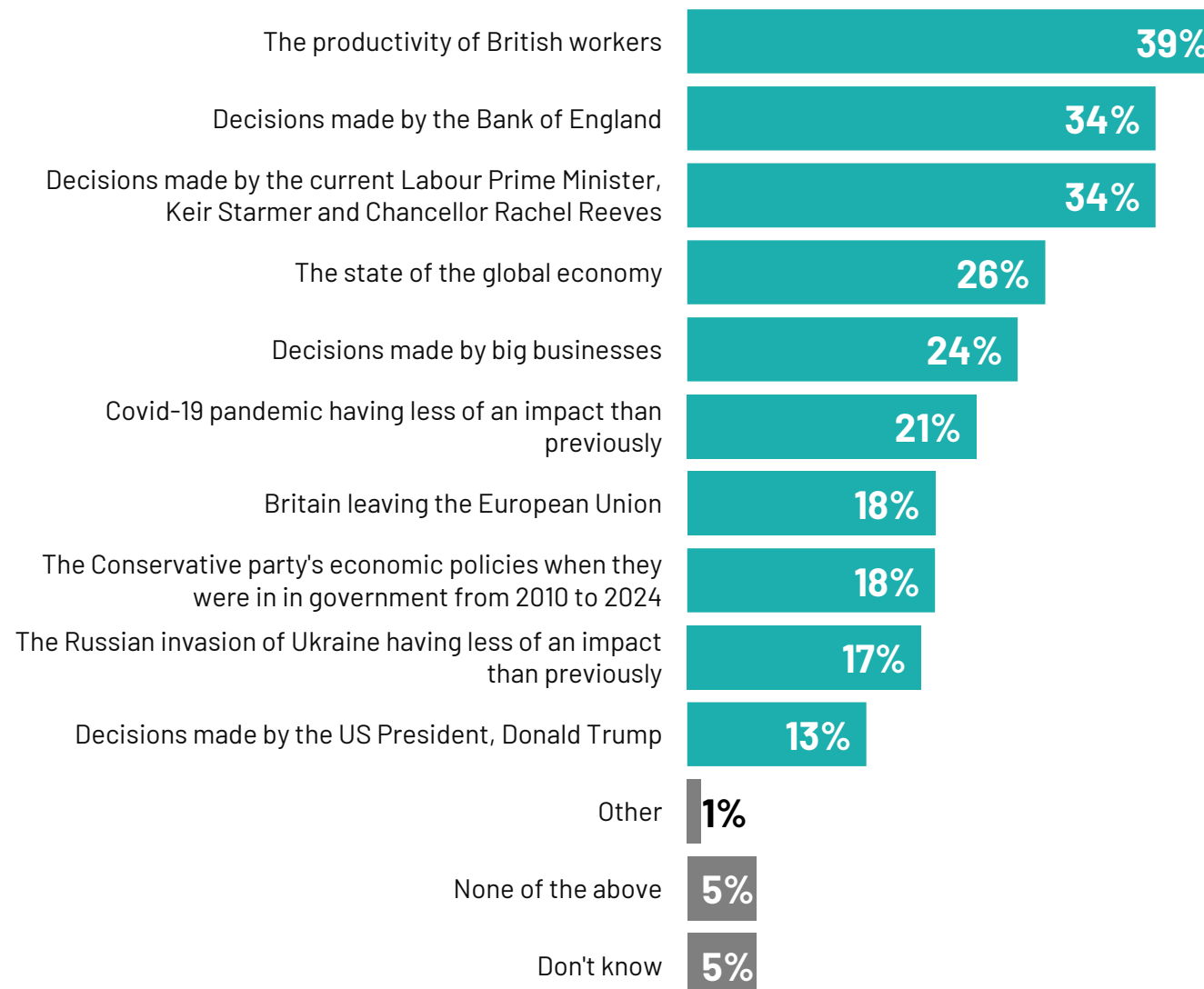
Base: 762 Online British adults 18-75 who described the British economy as being in a poor state, 11-14 April 2025



Two in five Britons who think the economy is in a good state say the productivity of British workers has contributed most, followed by the Bank of England and Labour government

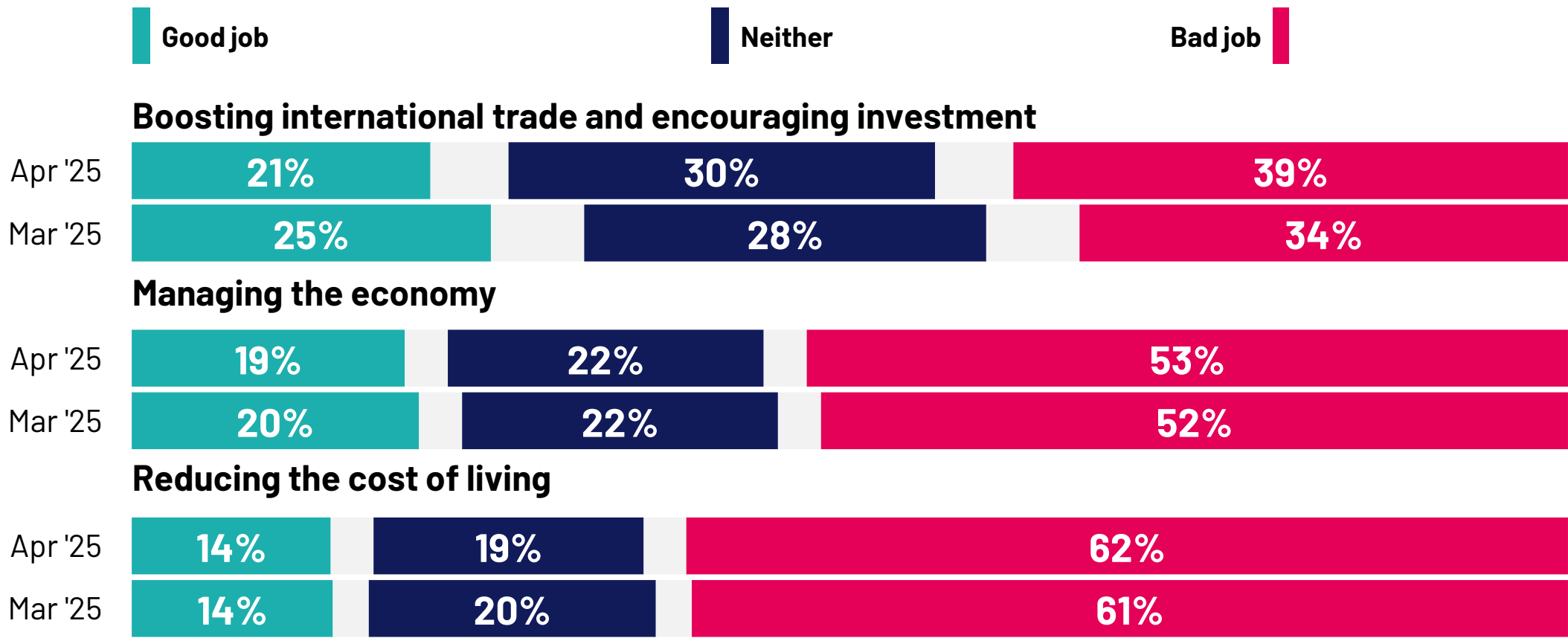
Which of the following, if any, would you say have contributed MOST to the British economy currently being in a GOOD state?
Please pick as many as apply.

Base: 276 Online British adults 18-75 who described the British economy as being in a good state, 11-14 April 2025



Around three in five Britons think that Labour are doing a bad job at reducing the cost of living

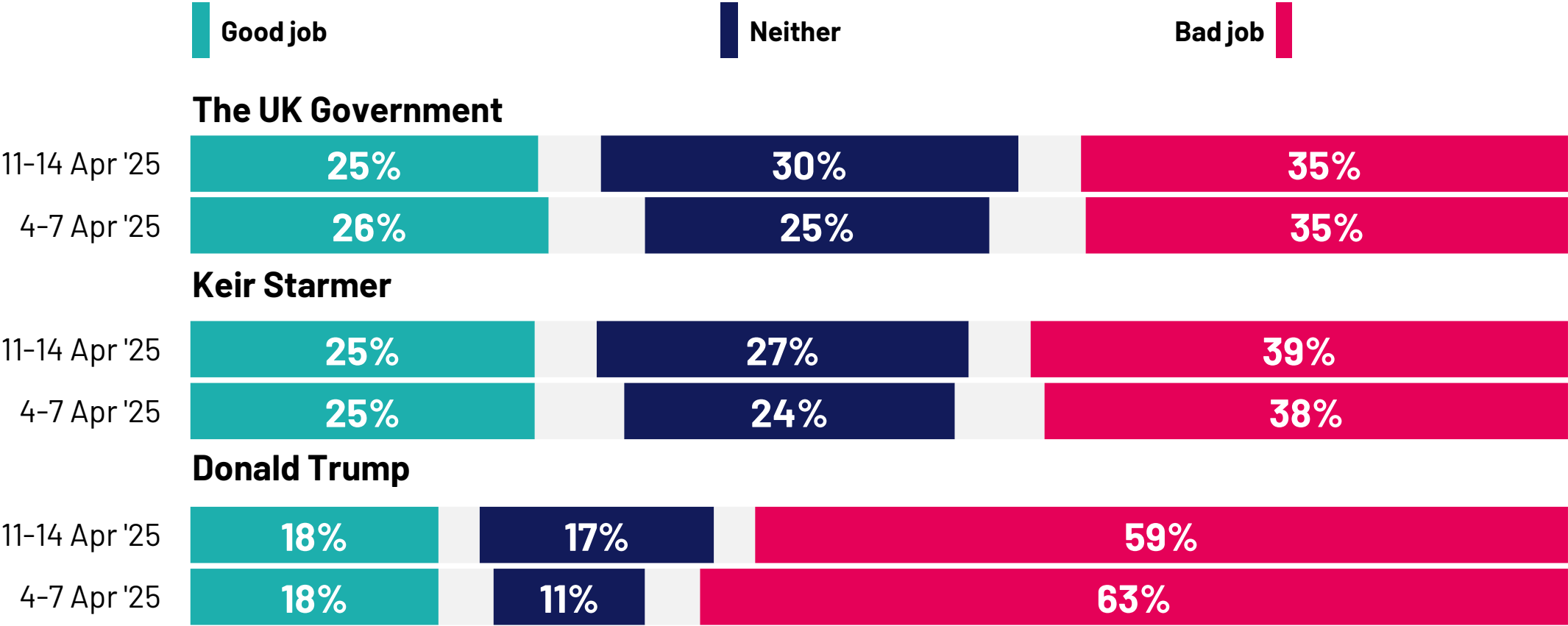
In your opinion, do you think the current Labour government led by Keir Starmer is doing a good job or a bad job, if either, at delivering in the following areas?



Base: 1137 Online British adults aged 18+, 11-14 April 2024

Around three in five Britons think that US President Donald Trump has done a bad job at handling the current tariff situation

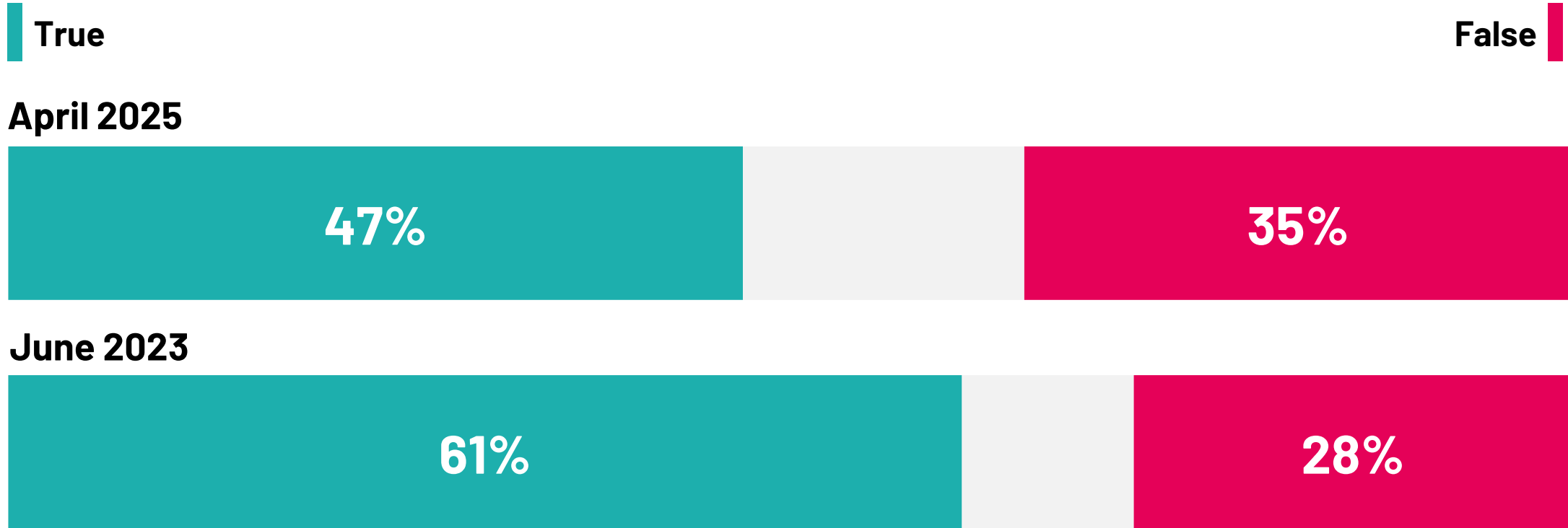
Thinking about the tariffs announced by the US, do you think each of the following have done a good or bad job, if either, at handling the situation?



Base: 1090 Online British adults aged 18-75, 11-14 April 2025

Just under half of the public think the UK is currently facing an economic recession, though less than in 2023

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.*

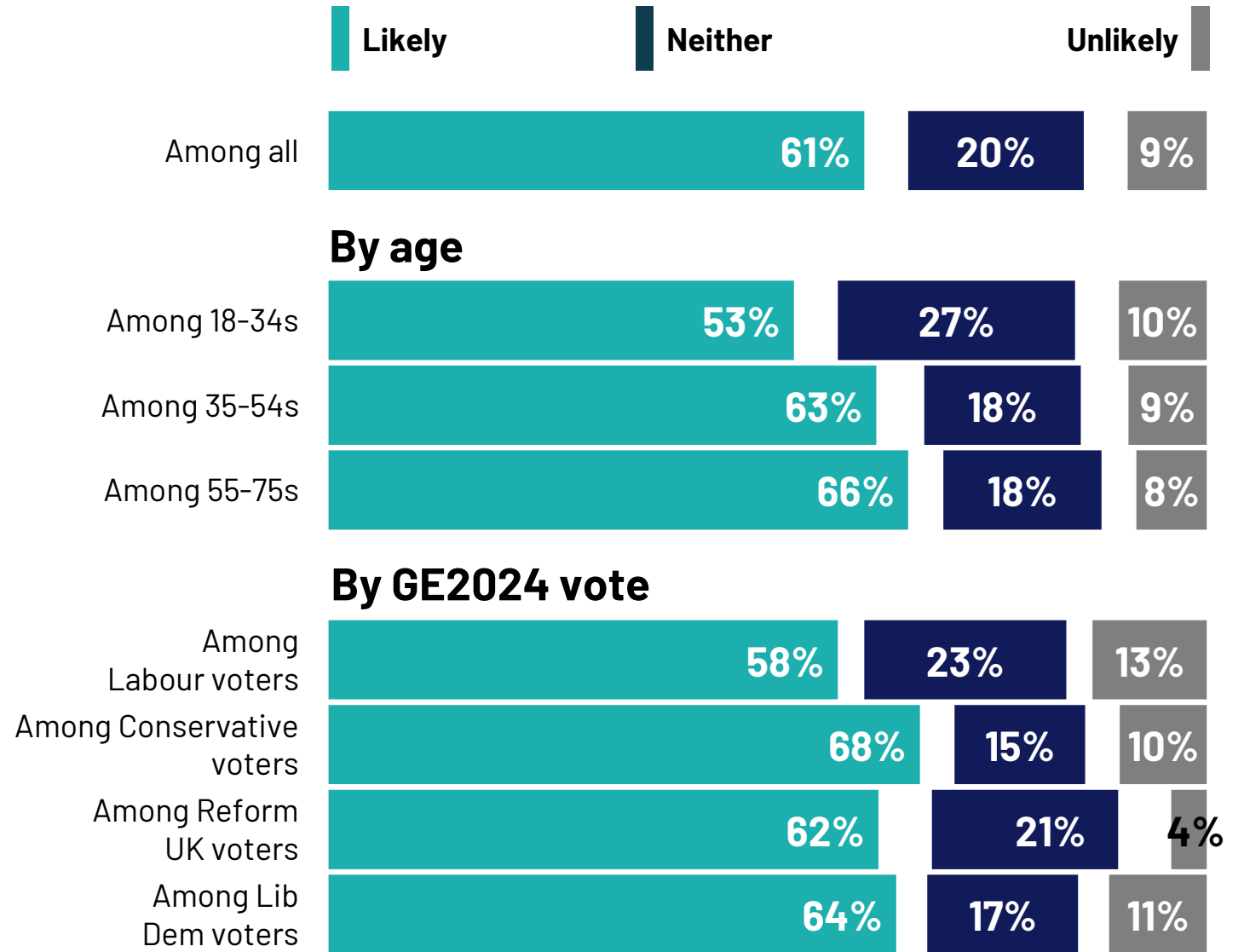


Base: 1090 Online British adults aged 18-75, 11-14 April 2025

Three in five Britons think that it is likely that Britain will experience an economic recession over the next year

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

Base: 1090 Online British adults aged 18+, including (344) 18-34-year-olds, (401) 35-54s, (345) 55-75s, (328) 2024 Labour voters, (171) 2024 Conservative voters, (101) 2024 Reform UK voters, and (97) 2024 Liberal Democrat voters, 11-14 April 2025





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