

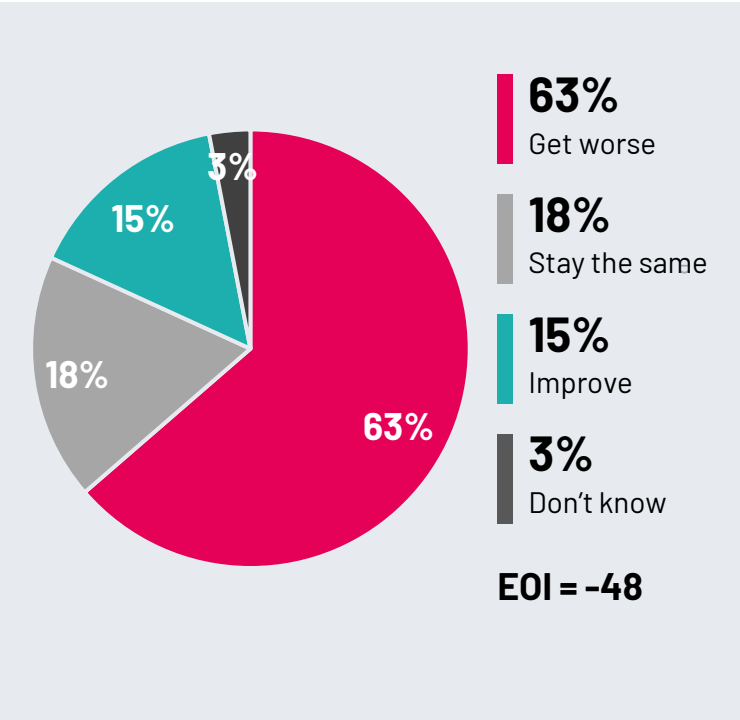
Ipsos Economic Optimism

May 2025

Ipsos Economic Optimism Index

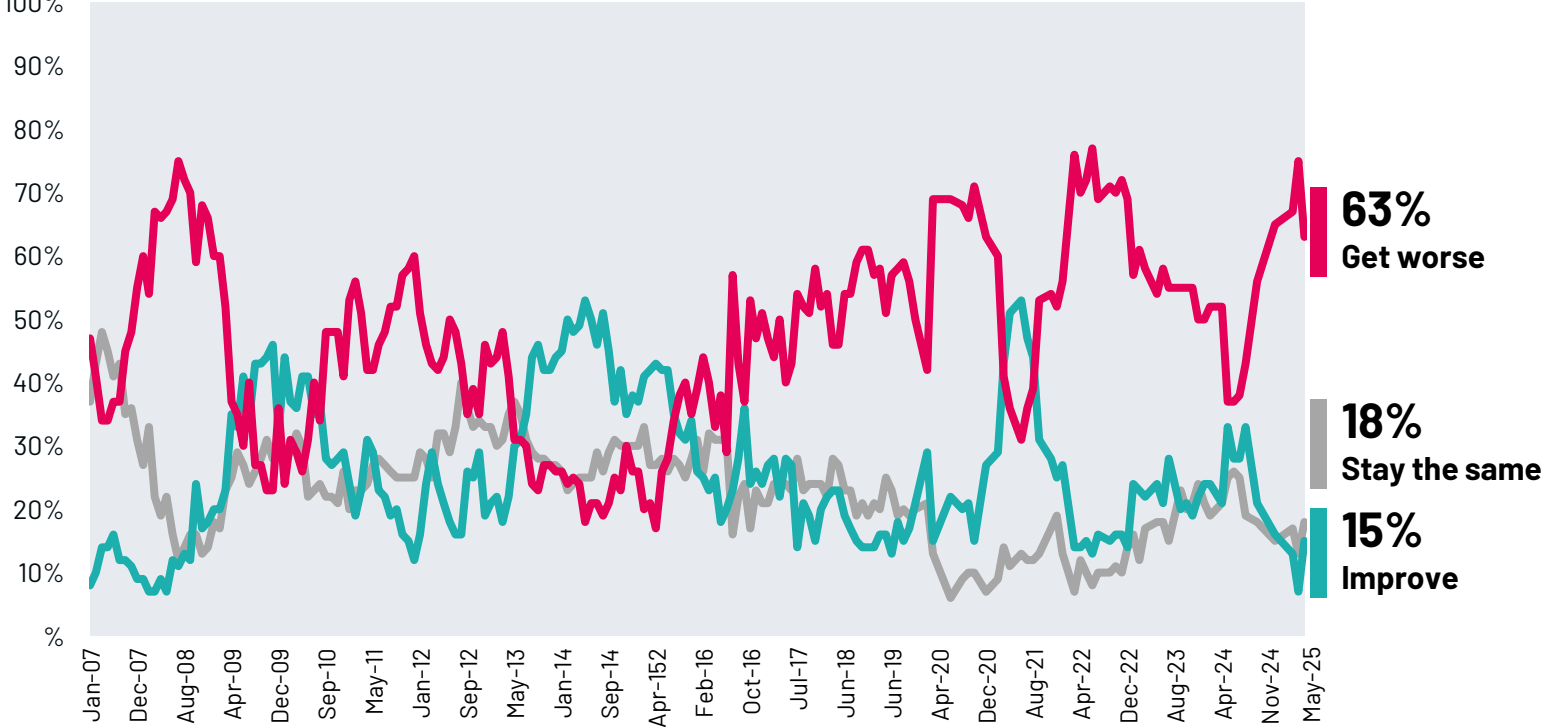
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

May 2025



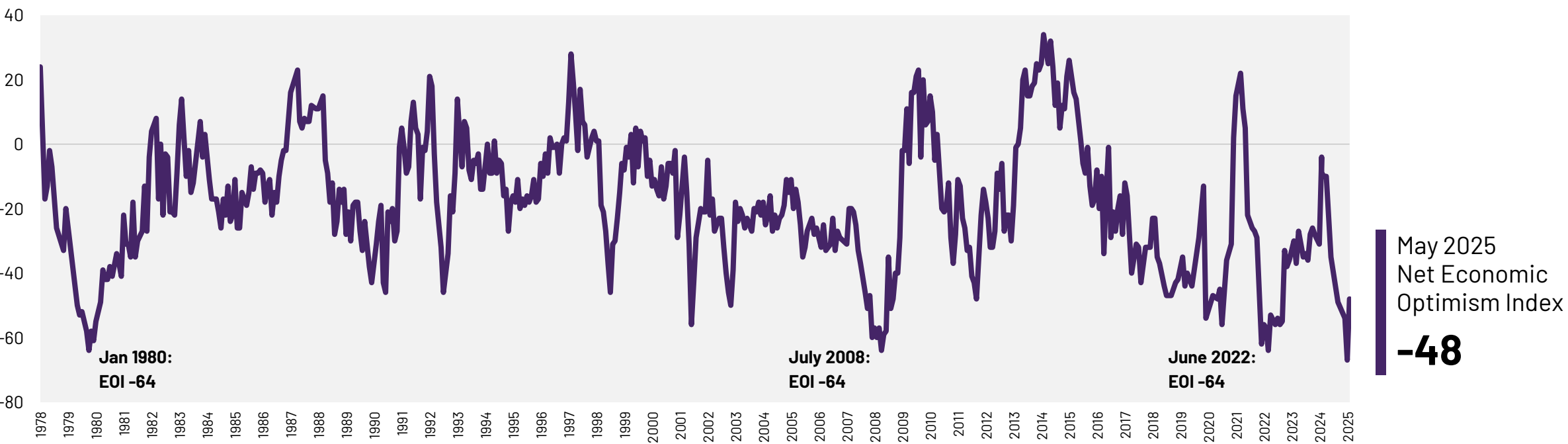
Base: 1,004 British adults 18+, 7 -13 May 2025

January 2007 – May 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*

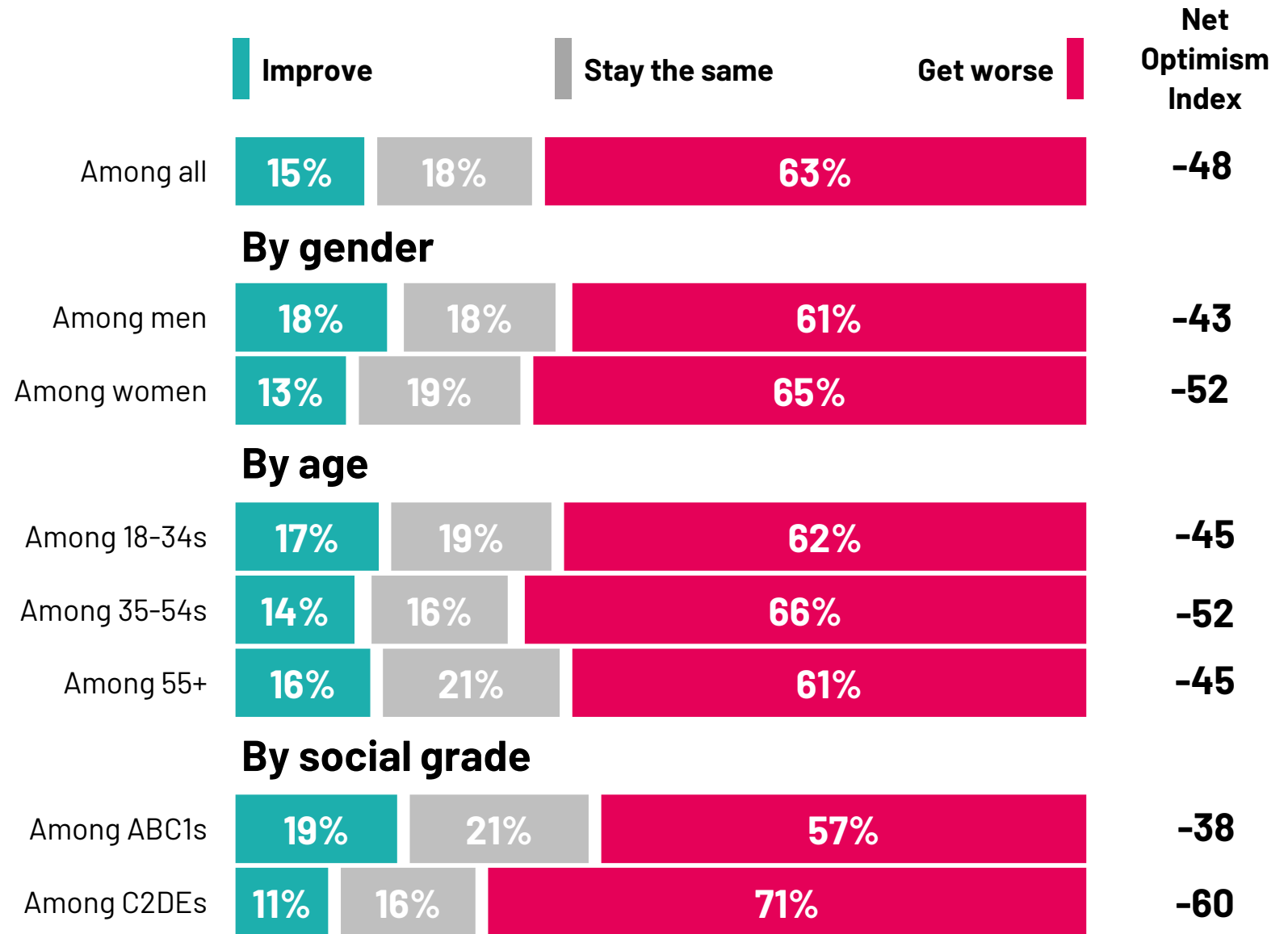


Base: c.1,000 British adults 18+ each month

Economic optimism: by sub-group

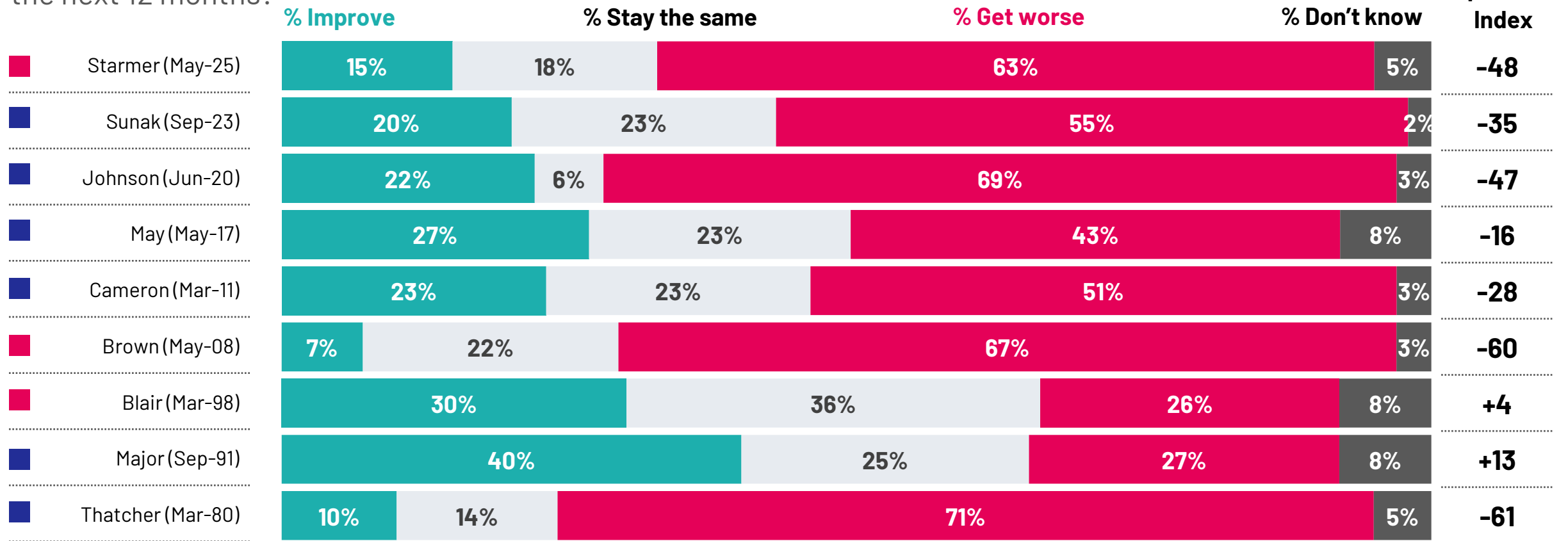
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

Base: 1004 British adults aged 18+, including (528) men, (455) women, (278) 18-34-year-olds, (302) 35-54s, (424) 55-75s, (673) ABC1, and (288) C2DE 7-13 May 2025



Economic Optimism: After 11 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 11 months after the leader became Prime Minister.



Economic Optimism May 2025

For more information

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