

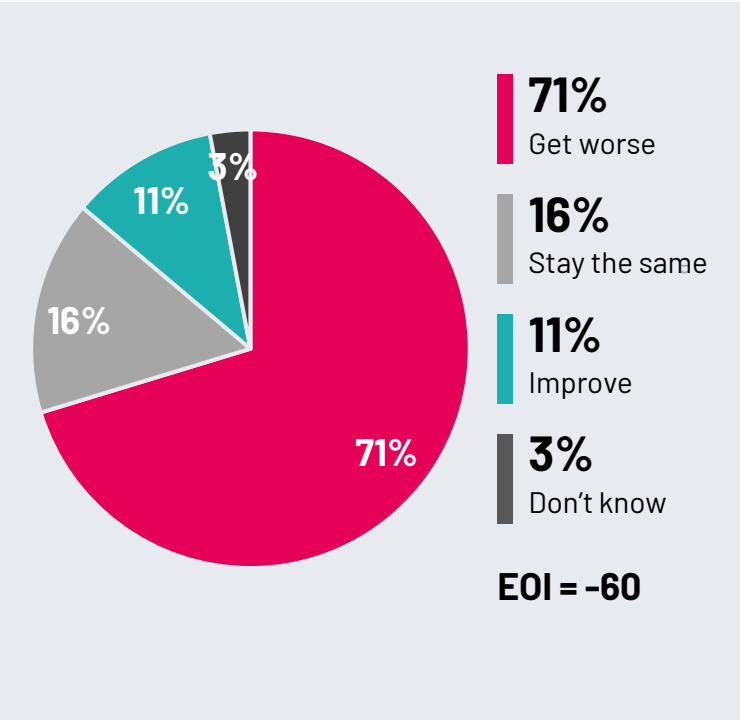
# Ipsos Economic Optimism

August 2025

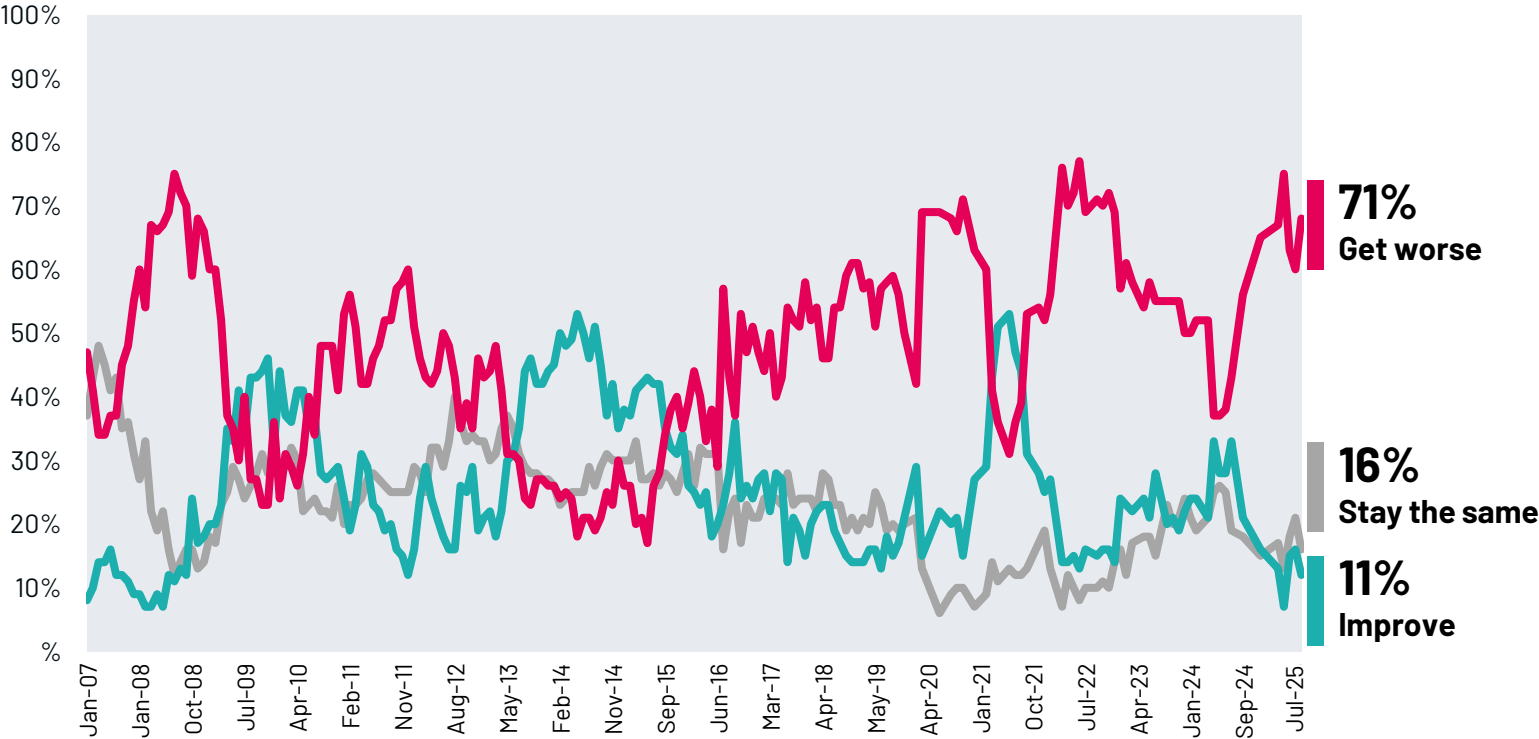
# Ipsos Economic Optimism Index

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

August 2025



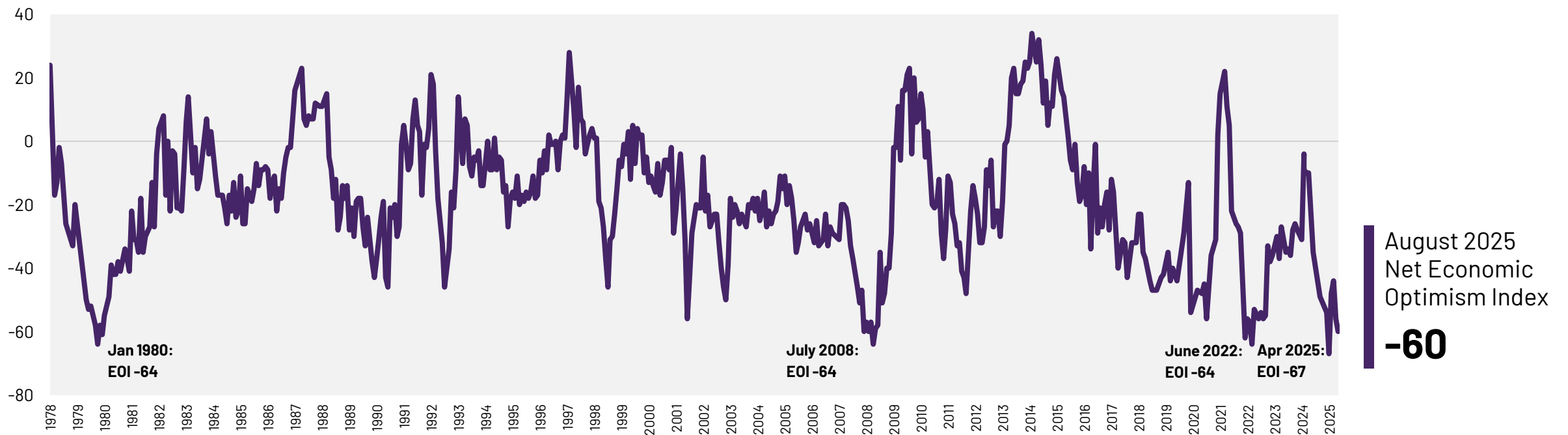
January 2007 – August 2025



Base: 1,008 British adults 18+, 6 – 12 August 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*

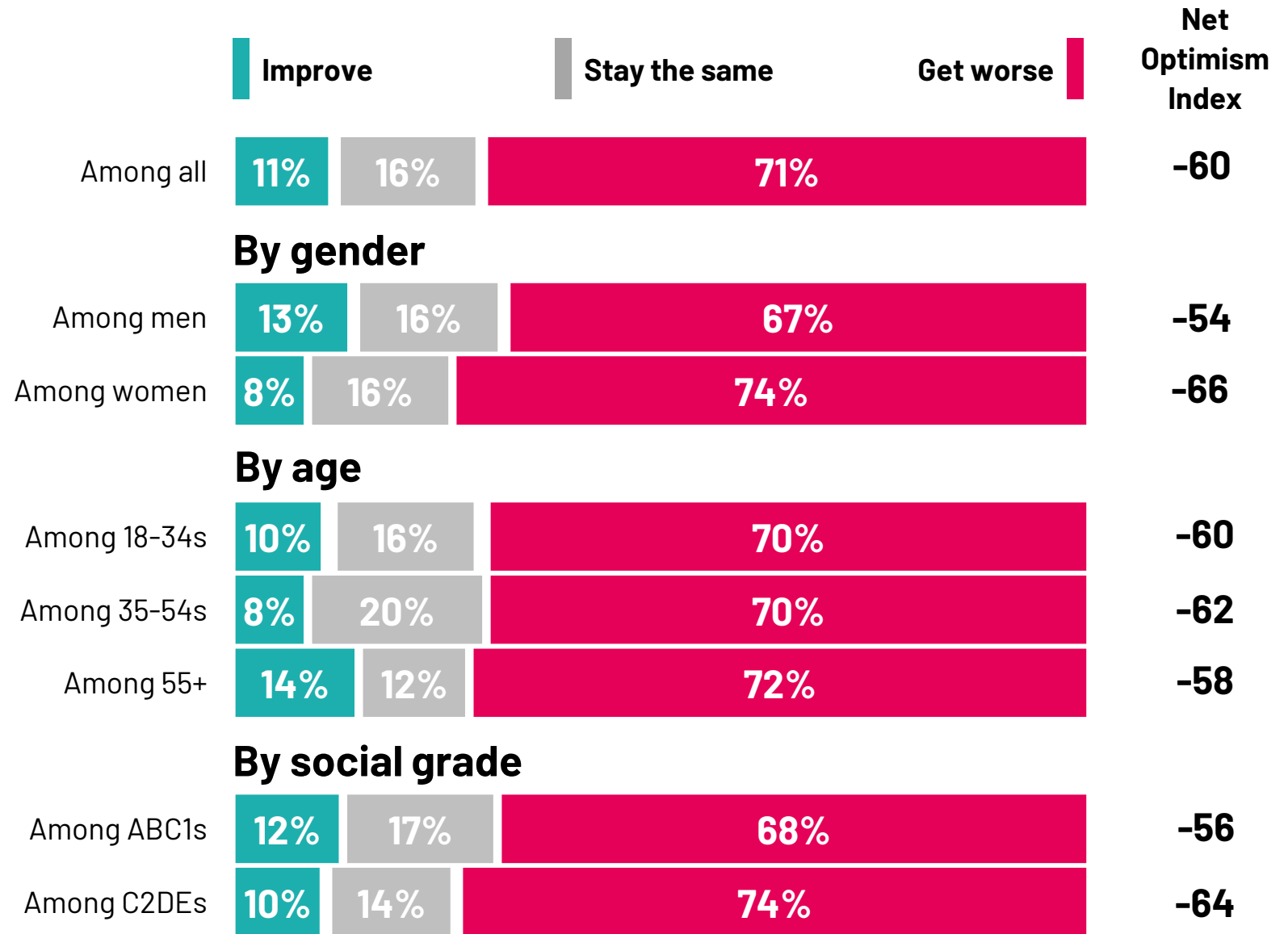


Base: c.1,000 British adults 18+ each month

# Economic optimism: by sub-group

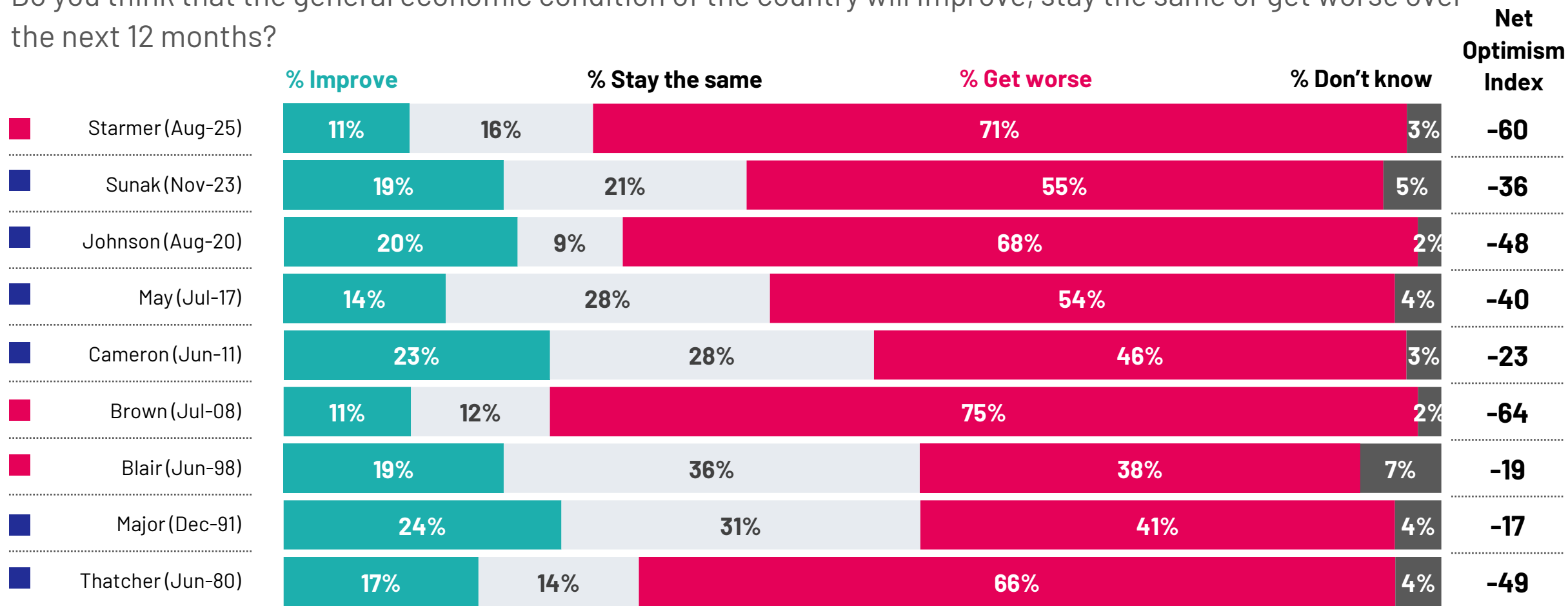
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

**Base: 1008** British adults aged 18+, including (491) men, (499) women, (281) 18-34-year-olds, (309) 35-54s, (418) 55-75s, (644) ABC1, and (319) C2DE, 6 - 12 August 2025



# Ipsos Economic Optimism Index: After 13 months as PM

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 12 months after the leader became Prime Minister.



## **Economic Optimism August 2025**

### **For more information**

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