



Table 22
ECONOMY - 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: ALL ADULTS AGED 18+

	SEX			AGE										SOCIAL GRADE						PER INCOME				UNWEIGHTED TOTAL
	TOTAL	MALE	FEMALE	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	AB	C1	C2	DE	ABC1	C2DE	UP TO 24999	25000-49999	50000 PLUS			
Unweighted base	1000	495	505	91	190	180	179	115	207	241	207	410	260	176	115	168	644	313	105	165	405	1000		
Unweighted base	1000	495	511	103*	227*	197*	179	121	237	283	233	327	210	138	279	215	264	521	434	119*	183*	341	1000	
Improve	387	62	63	15	12	16	10	19	35	27	26	54	33	29	21	22	62	43	15	19	36	110		
	12%	13%	8%	14%	7%	10%	6%	12%	18%	10%	8%	14%	14%	11%	11%	9%	12%	10%	13%	12%	10%	11%		
	ab							ad	e			af												
Stay the same	159	79	79	23	22	17	29	20	27	46	66	47	49	41	27	36	90	63	11	21	75	165		
	16%	16%	16%	22%	12%	22%	18%	12%	11%	16%	20%	12%	20%	15%	14%	14%	17%	14%	10%	13%	22%	16%		
	ba			ba		ba		d		d	da													
Get worse	756	321	379	68	159	167	133	120	169	197	230	289	196	200	146	190	396	336	92	118	235	795		
	72%	67%	74%	62%	73%	62%	76%	74%	72%	70%	72%	64%	73%	75%	72%	68%	74%	77%	72%	68%	76%	76%		
	ap		a	i		i							bp		i									
Don't know	27	16	9	2	10	5	1	4	5	12	6	9	7	5	2	11	12	12	-	5	6	24		
	3%	3%	2%	2%	5%	3%	1%	2%	2%	4%	2%	2%	3%	2%	2%	6%	2%	2%		3%	2%	3%		
					af				e	j														

Proportions/Percent Columns Totaled (5% risk level) - c/a/b - d/a/c/h/f/g/h/i/j/k - a/f/m/h/a/b/a/g - d/f/h/i - d/a/v

Overlap formula used: * small base

Respondent type: GB Adults 18+

Fieldwork dates: 16h August - 12th August 2021

Source: Ipsos (IP Q218)



Table 23

ECONOMY - 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: ALL ADULTS AGED 18+

	TOTAL	GOVERNMENT OFFICE REGION										TENURE		EDUCATION		WORKING STATUS			AREA			UK/UK+ TOTAL
		END LAND	WALES	SCOT LAND	NORTH ENGL.	SCOT LAND	WALES	MID LANDS	GL	SOUTH ENGL. GL	OWNED	MORT GAGED	RENTED	GRAD UATE	NON GRAD UATE	FULL TIME	PART TIME	NOT WORKING	URBAN	SUBURBAN	RURAL	
Unweighted Base	1000	852	55	100	237	209	243	130	262	405	207	262	622	447	486	88	434	465	310	227	1000	
Weighted Base	1000	872	69	86	242	212	252	138	272	363	185	232	582	459	430	114	469	466	316	234	1000	
Improve	327	96	6	5	27	37	31	13	25	47	31	24	48	56	40	24	42	41	49	17	110	
	32%	11%	13%	5%	11%	12%	12%	9%	11%	14%	11%	8%	12%	10%	9%	48%	10%	9%	15%	7%	11%	
Stay the same	228	142	5	12	26	41	37	43	36	56	62	42	72	79	87	22	56	72	47	39	265	
	56%	16%	10%	14%	11%	13%	14%	32%	16%	19%	22%	14%	21%	13%	19%	10%	12%	16%	14%	17%	16%	
	45	8	-	-	4	5	7	7	4	8	5	12	11	12	9	-	18	9	13	7	28	
Get worse	758	612	78	88	66	166	227	188	276	272	147	224	212	415	333	89	293	332	271	162	705	
	75%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	70%	
Don't know	27	23	-	-	4	9	7	7	4	8	5	12	11	12	9	-	18	9	11	7	28	
	3%	3%	-	-	4%	4%	2%	3%	3%	1%	2%	2%	4%	1%	2%	2%	4%	2%	3%	3%	3%	

Proportions/Means: Columns Tested (5% risk level) - $\chi^2/a/b/c/d/e/f/g/h/i - \chi^2/j/k - \chi^2/l/m - \chi^2/n/p/q/r - \chi^2/s/t/u$

Overlap formulae used: * small base; ** very small base (under 30) ineligible for sig testing

Respondent type: GOS Adults 18+

Fieldwork dates: 6th August - 12th August 2025

Source: Ipsos (IN Q213)



Table 24

ECONOMY - 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: ALL ADULTS AGED 18+

	PARTY PREFERENCE (NOT V)						IMD QUINTILES					SECTOR WORKING IN		ETHNIC		CHILD IN HH	UNWTD TOTAL
	TOTAL (a)	CON SERV ATIVE (b)	LAB OUR (c)	LIB DEM (d)	REFOR M UK (e)	NONE (f)	1 (g)	2 (h)	3 (i)	4 (j)	5 (k)	PUBLI C (l)	PRI VATE (m)	WHITE (n)	BME (o)		
Unweighted Base	2008	120	100	77	242	876	265	195	174	204	172	210	278	880	255	252	1008
Weighted Base	1008	124	166	89*	262	220	181	193	163	206	167	102	480	845	152*	276	1008
Improve	107 11% dv	7 6% d	52 31% za	9 10% d	4 2% d	21 10% d	13 7% d	18 9% d	21 13% d	19 9% d	27 16% d	17 16% d	43 9% d	79 9% d	26 17% zv	24 9% d	110 11% d
Stay the same	129 16% d	18 14% d	49 30% za	27 31% zad	9 4% d	25 11% d	22 12% d	23 15% d	28 17% d	41 20% d	26 16% d	16 16% d	88 18% d	113 16% d	25 17% d	52 19% d	165 16% d
Get worse	716 71% bc	98 79% bc	62 37% d	52 58% b	247 94% za	162 74% bc	143 79% ak	142 73% m	108 67% d	143 69% d	110 66% d	68 66% d	340 71% d	613 73% z	95 63% d	191 69% d	705 70% d
Don't know	27 3% d	1 1% d	3 2% d	1 1% d	1 + d	12 6% ad	3 2% d	4 2% d	6 4% d	3 1% d	3 2% d	1 1% d	9 2% d	20 2% d	6 4% d	9 3% d	28 3% d

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h - z/i/j/k/l/m - z/n/o/p/q - z/r/s/t/u - z/v/w
Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing
Respondent type : GB Adults 18+
Fieldwork dates : 6th August - 12th August 2025
Source : Ipsos (IN Q218)