

Ipsos Cost of living polling

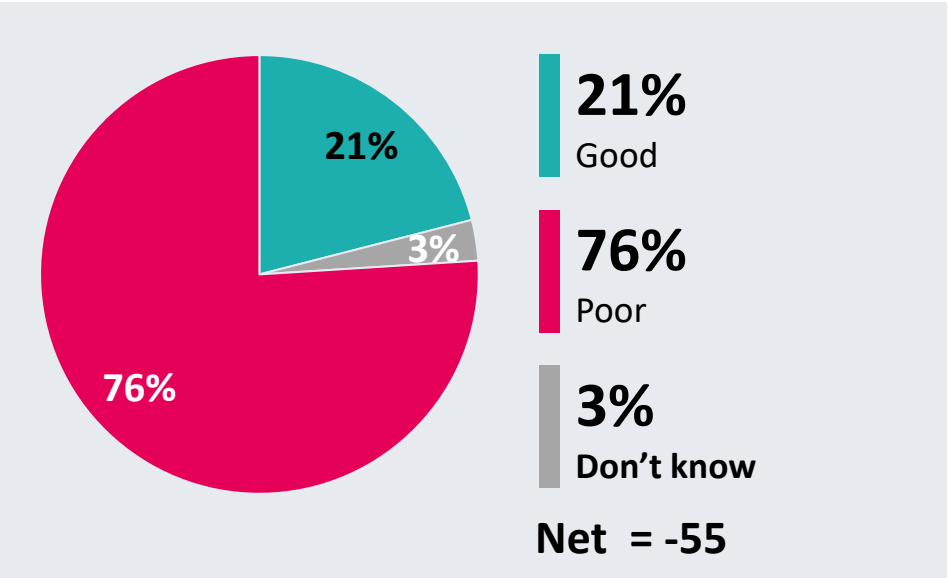
October 2025



Perceptions of the British economy: Trend

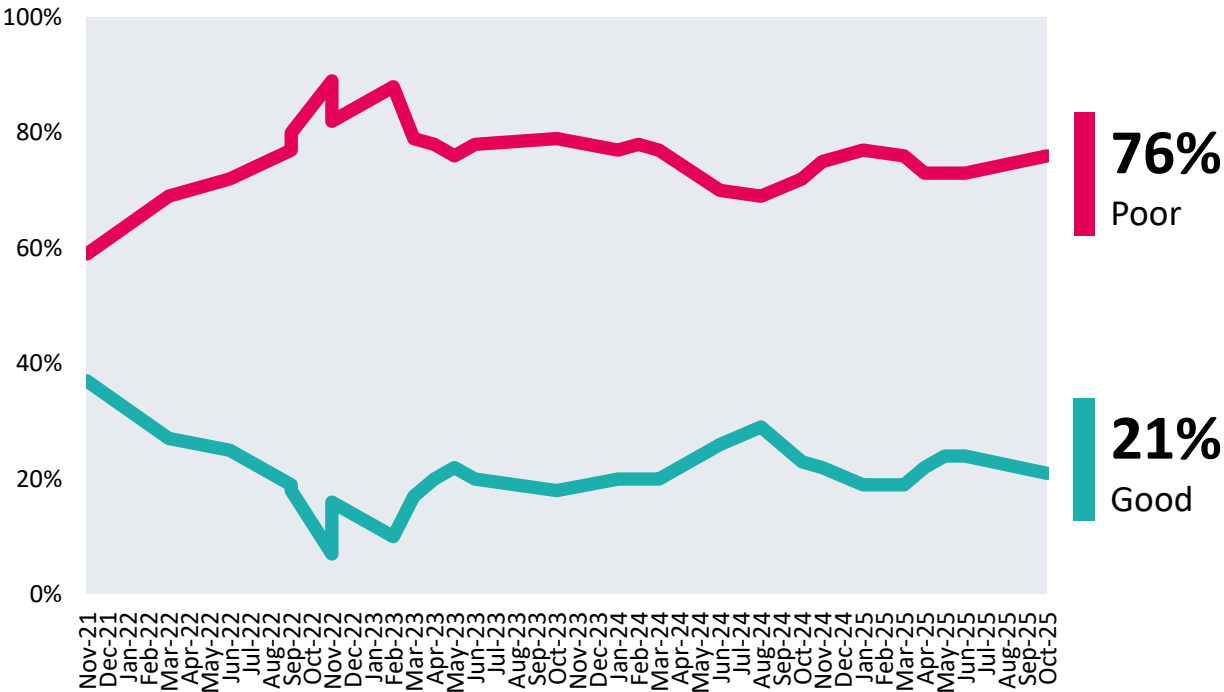
How would you describe the current state of the British economy? Would you say it is...?

October 2025



Base: 1,091 Online British adults aged 18-75, 17-21 October 2025

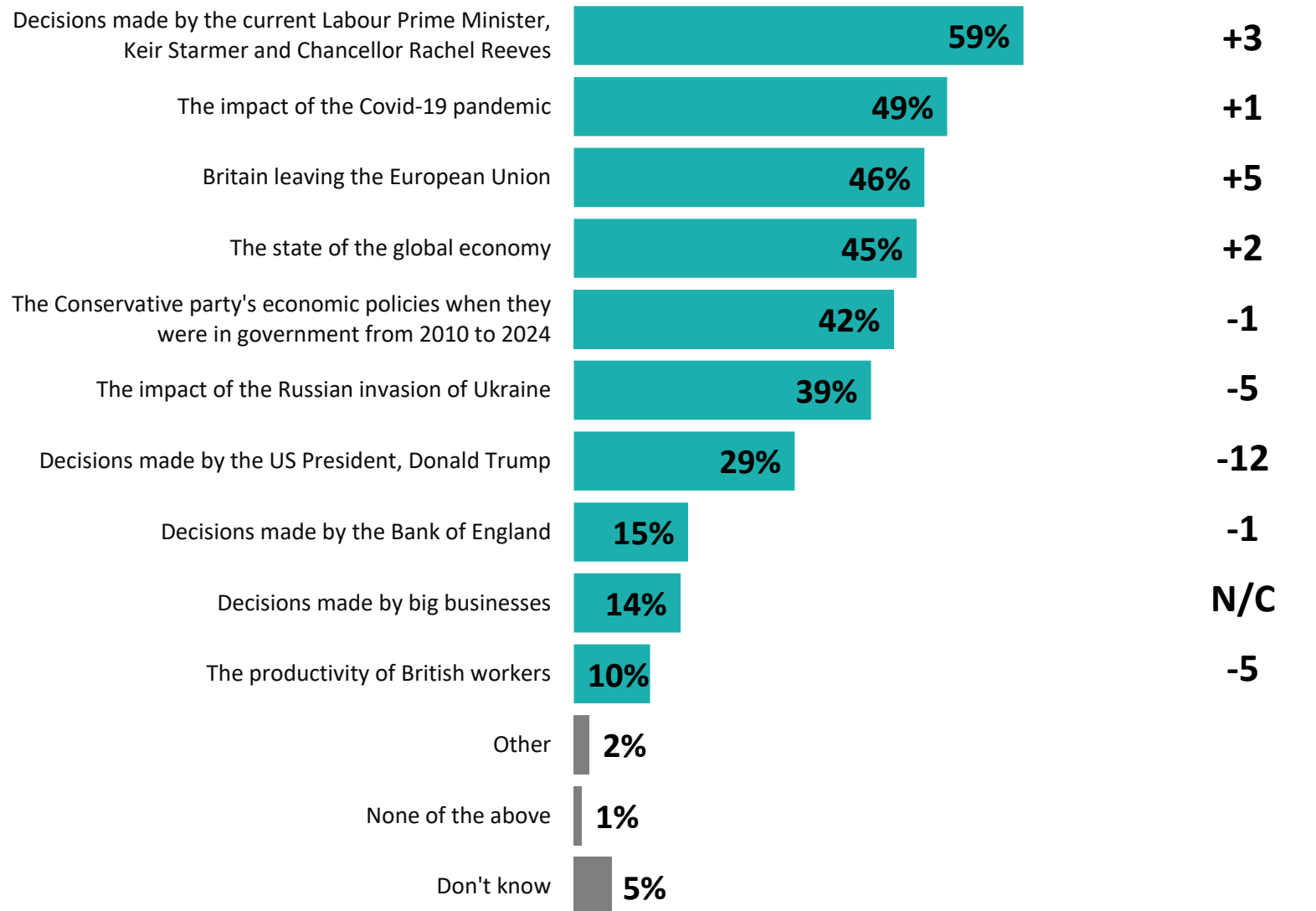
November 2021 – October 2025



Three in five Britons who say the British economy is in a poor state blame decisions made by Keir Starmer and Rachel Reeves

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.

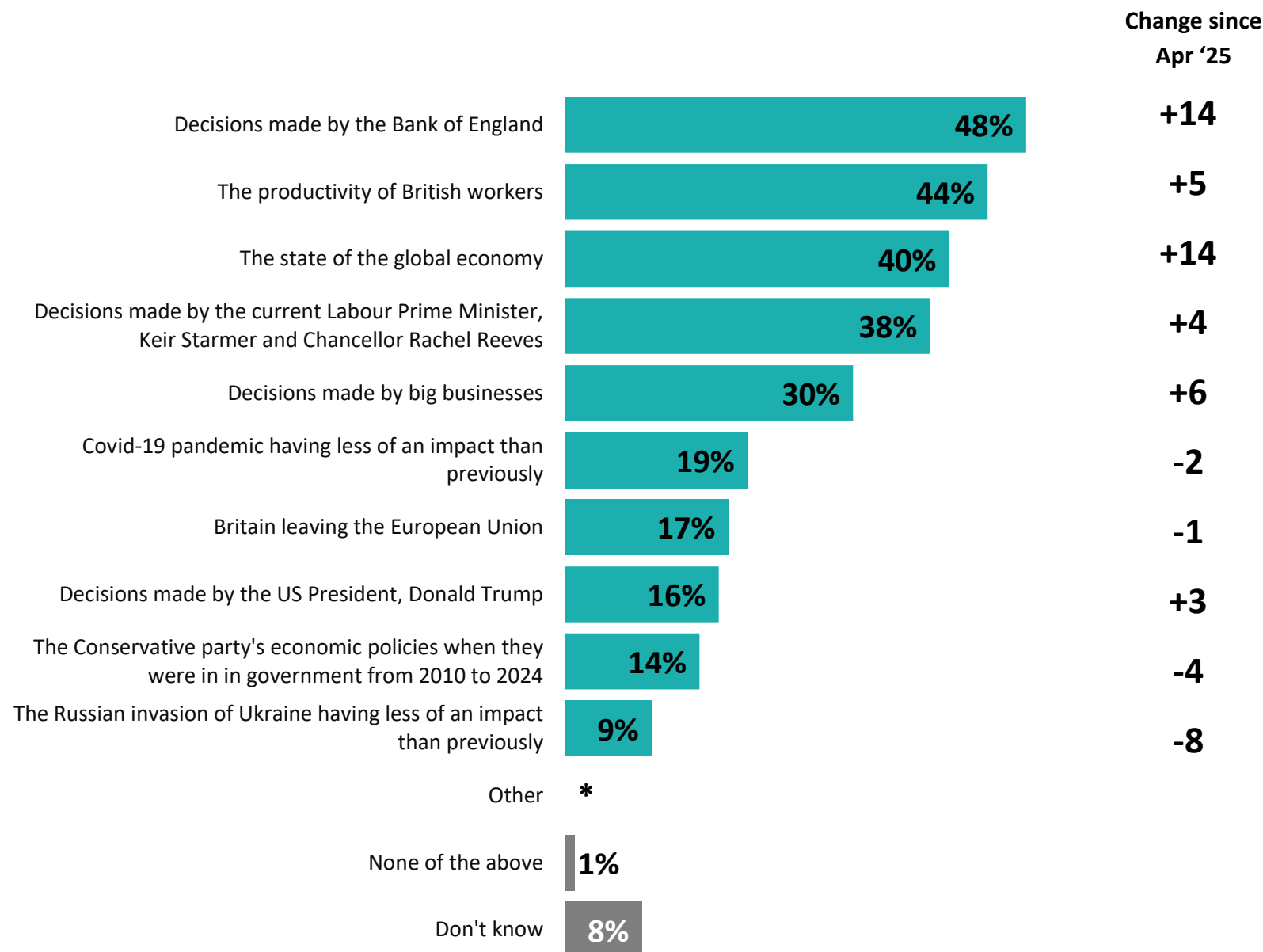
Base: 794 Online British adults 18-75 who described the British economy as being in a poor state, 17-21 October 2025



Almost half of Britons who think the economy is in a good state say that decisions made by the Bank of England have contributed most

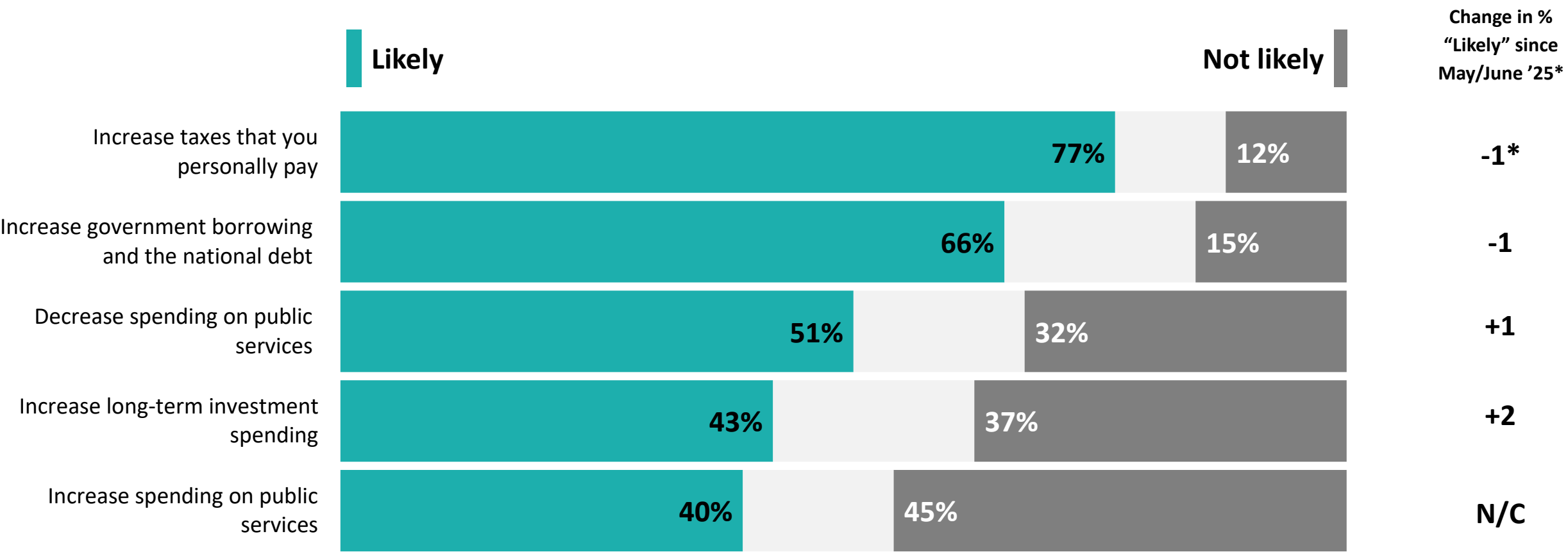
Which of the following, if any, would you say have contributed MOST to the British economy currently being in a GOOD state?
Please pick as many as apply.

Base: 266 Online British adults 18-75 who described the British economy as being in a good state, 17-21 October 2025



Around three quarters of Britons think it is likely that Labour will increase taxes that they personally pay over the next year

How likely, if at all, do you think the Labour party will be to do each of the following over the next year?



Base: 1,091 Online British adults aged 18-75, 17-21 October 2025. *This question and answer code was last asked in June 2025, so the data is trended against June 2025, all others are trended against May 2025. .

Britons continue to think it is likely the Labour party will increase the taxes people personally pay, but are split on whether they will increase spending on public services

How likely, if at all, do you think the Labour party will be to do each of the following over the next year?

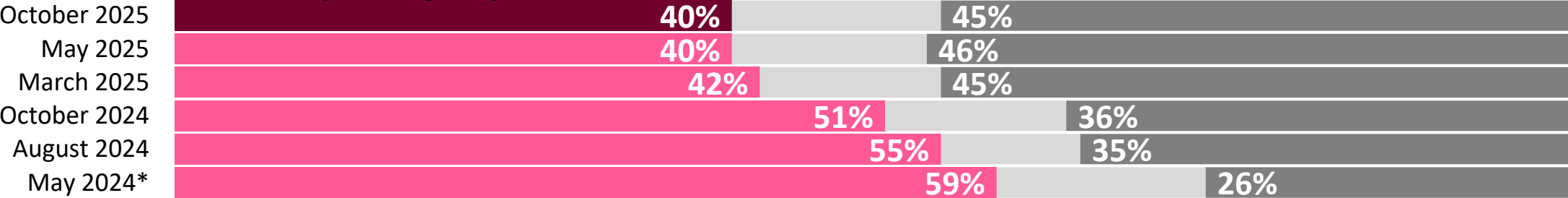
Very / fairly likely

Not very likely / not likely at all

Increase taxes that you personally pay



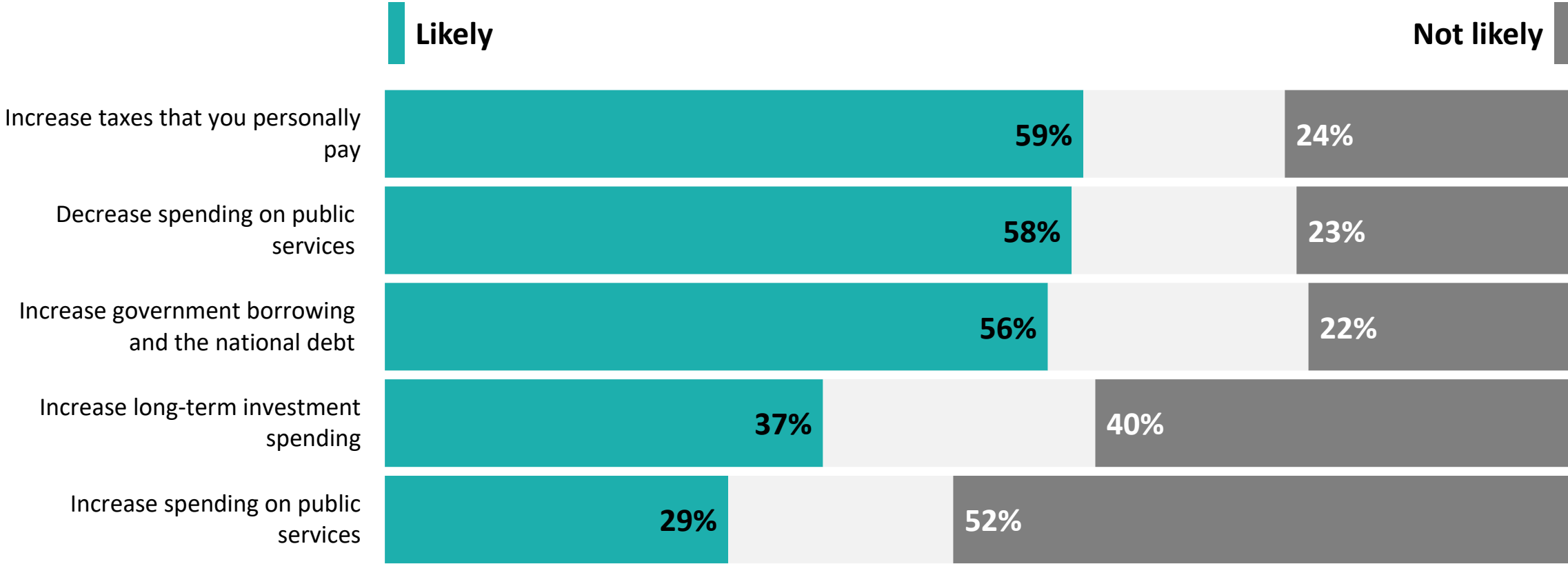
Increase spending on public services



Base: 1,091 Online British adults aged 18-75, 17-21 October 2025. *How likely, if at all, do you think the Labour party / Conservative party would be to do each of the following if they were to win the next election?

Three in five Britons think it likely that if the Conservatives were in government, they would increase taxes and decrease spending on public services

How likely, if at all, do you think the Conservative party would be to do each of the following if they were in government?

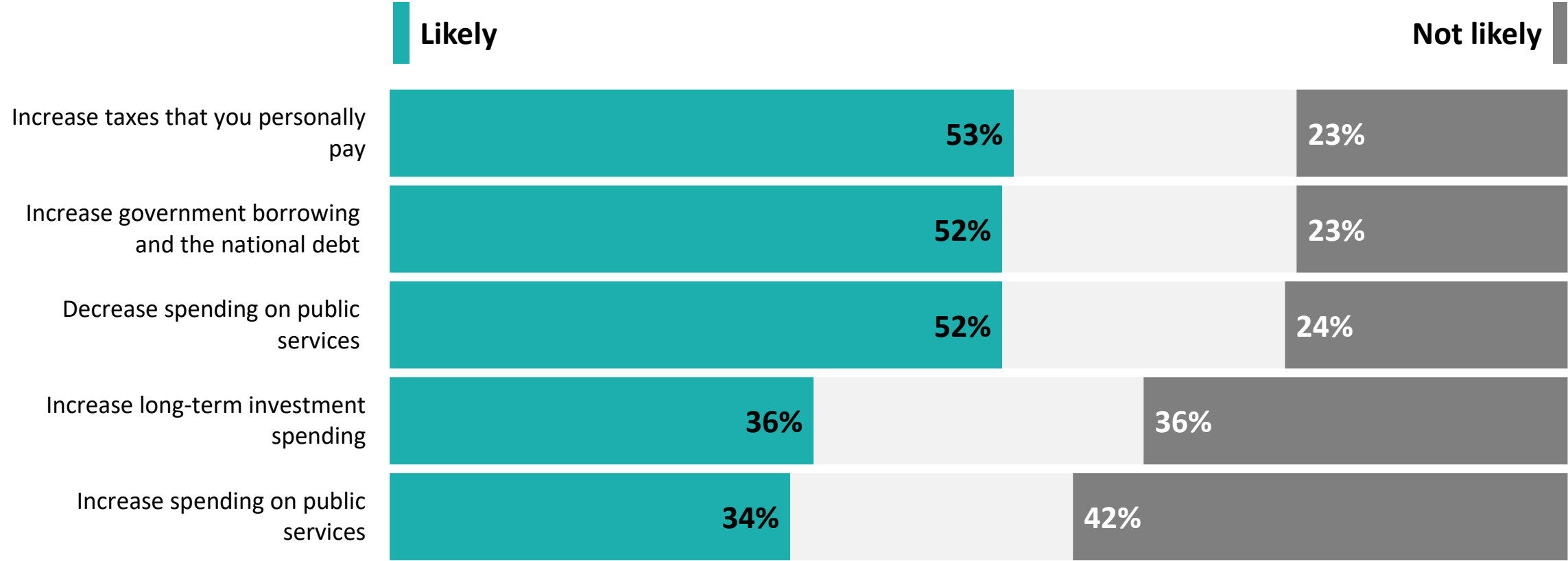


Base: 1,091 Online British adults aged 18-75, 17-21 October 2025



If Reform UK were in Government, half of Britons think it is likely that they would increase taxes and decrease spending on public services

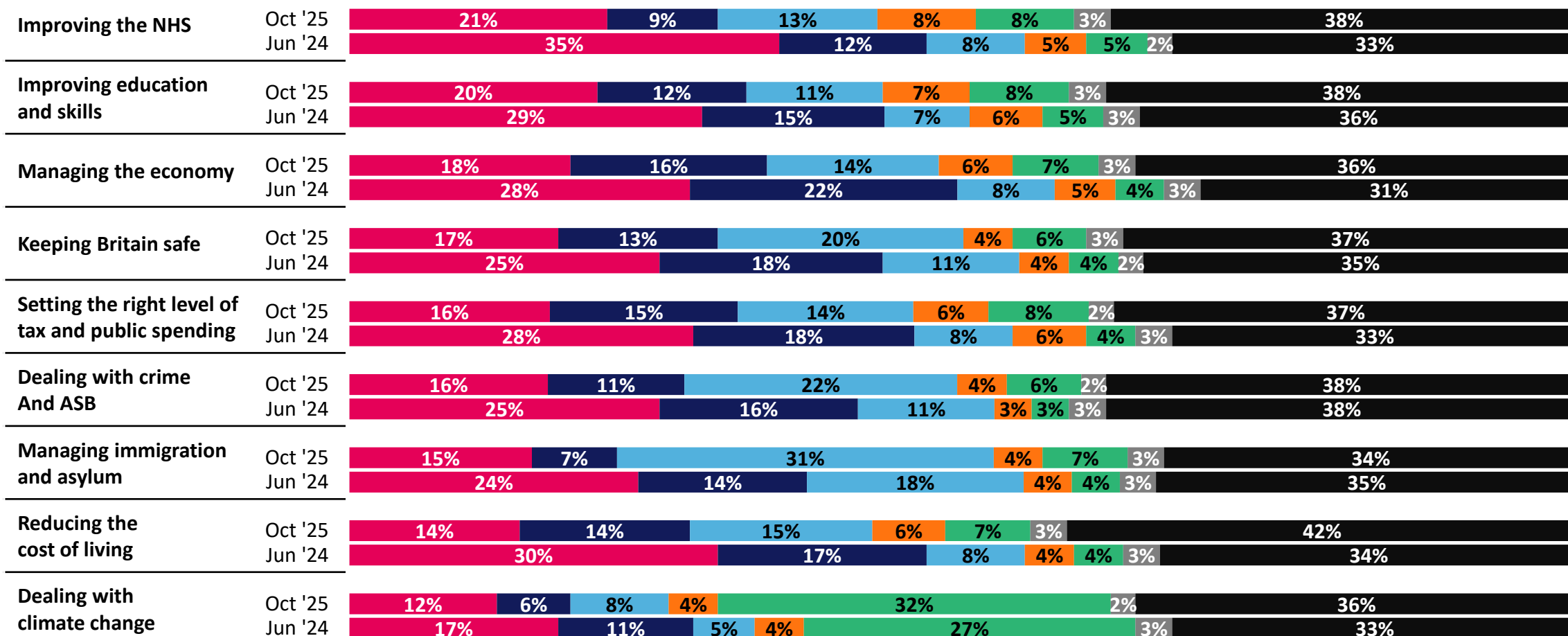
How likely, if at all, do you think Reform UK would be to do each of the following if they were in government?



Base: 1,091 Online British adults aged 18-75, 17-21 October 2025

Labour's lead on which party has the best policies has either been cut or lost altogether across several key issues since the 2024 General Election campaign

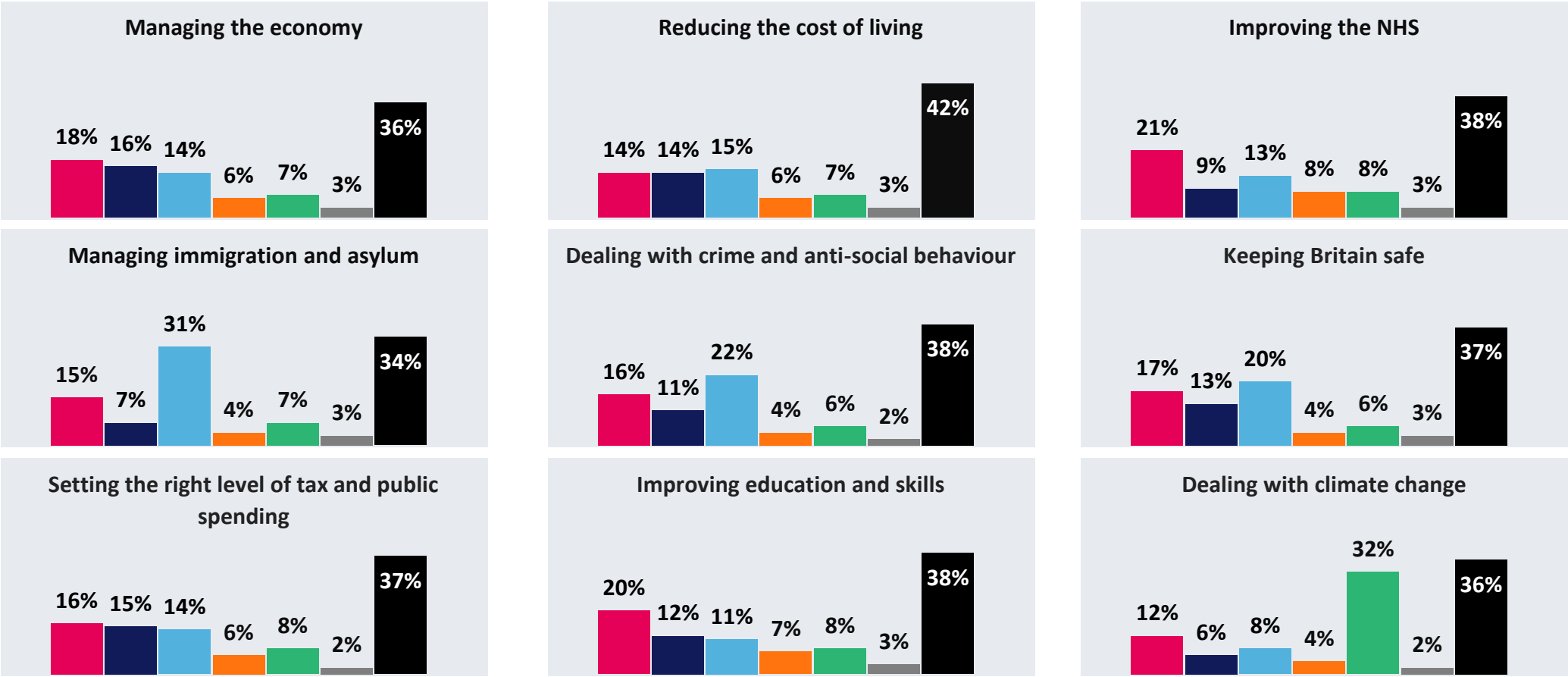
Thinking about the following issues, which party, if any, do you think has the best policies to address them?



Base: 1,091 Online British adults aged 18-75, 17-21 October 2025

Best party on key policy issues

Thinking about the following issues, which party, if any, do you think has the best policies to address them?

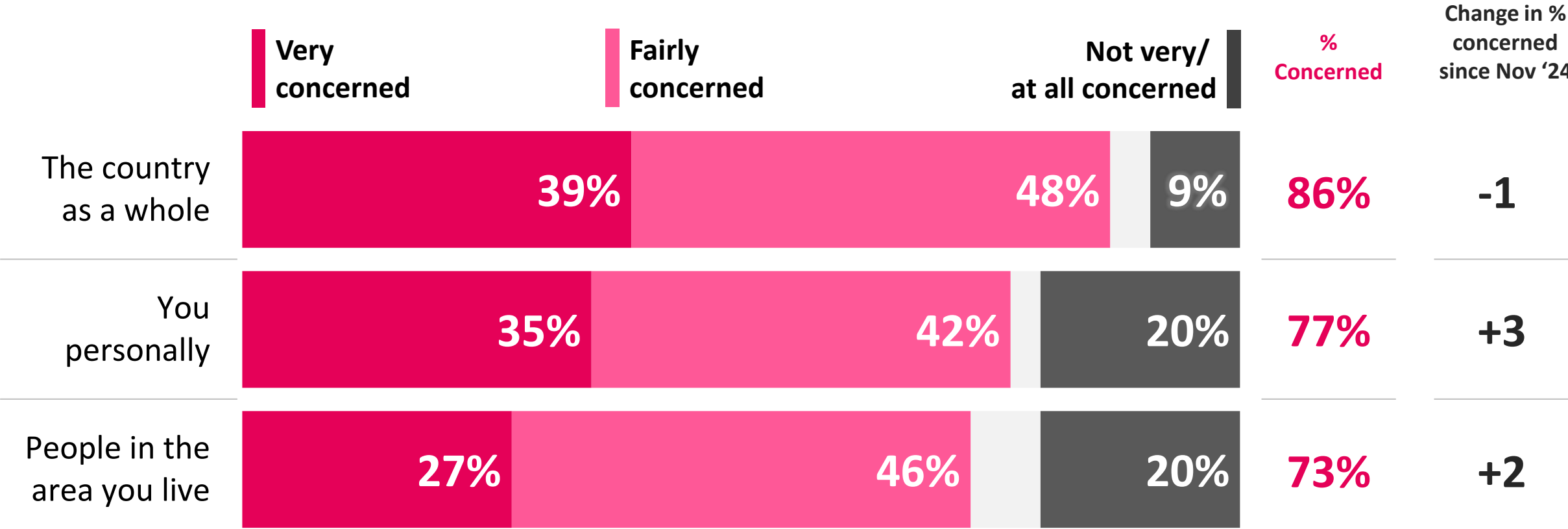


Base: 1,091 Online British adults aged 18-75, 17-21 October 2025



A majority of Britons still say they are concerned about the impact of the cost of living

To what extent, if at all, would you say you are concerned about the cost of living over the next six months for each of the following?

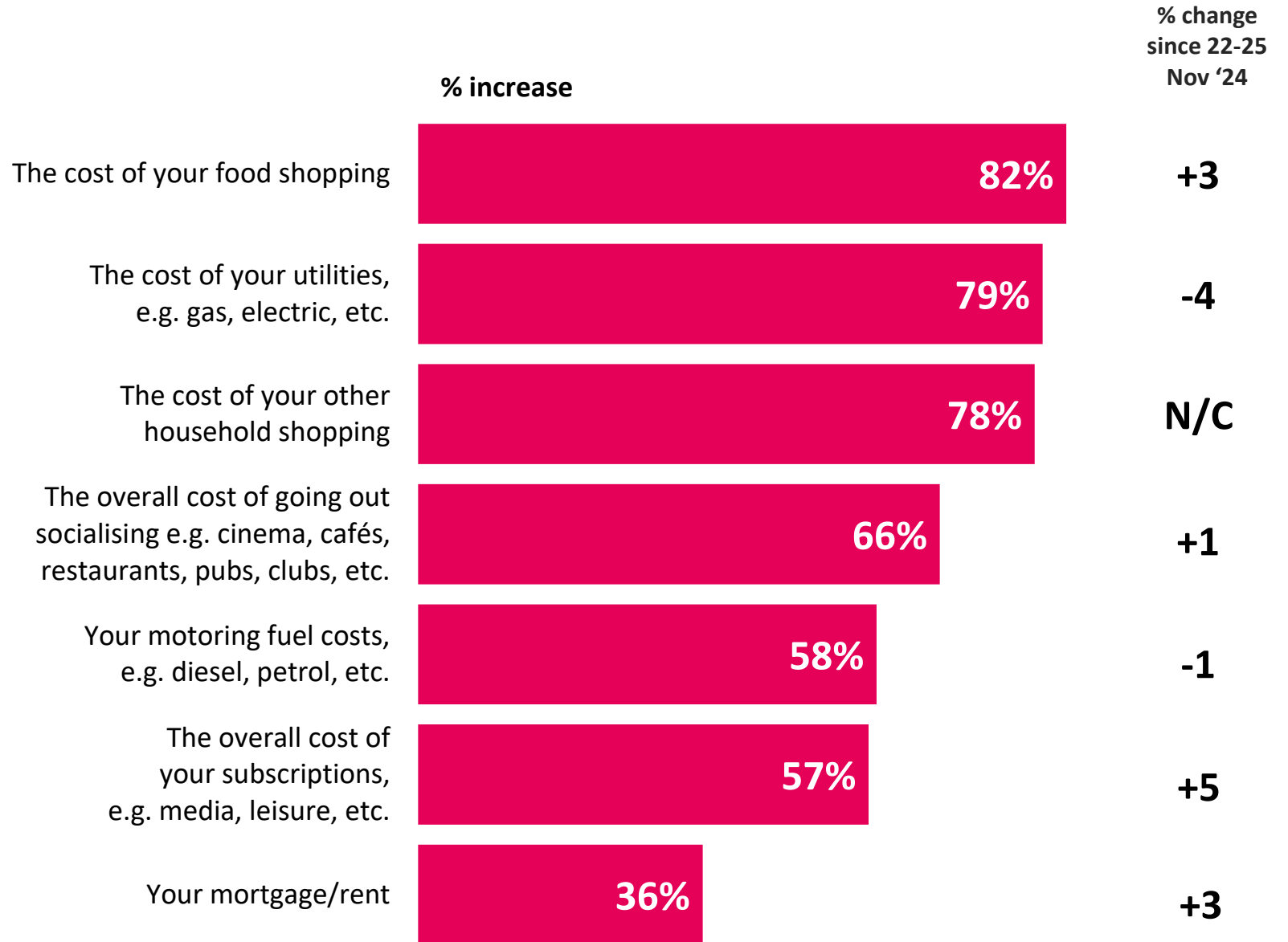


Base: 1,091 Online British adults aged 18-75, 17-21 October 2025

4 in 5 Britons expect the cost of their food shopping to increase in the next six months

Thinking now about your household spend in the next 6 months, for each of the following types of spend, please say whether you expect it to increase, decrease or the stay the same as it is now?

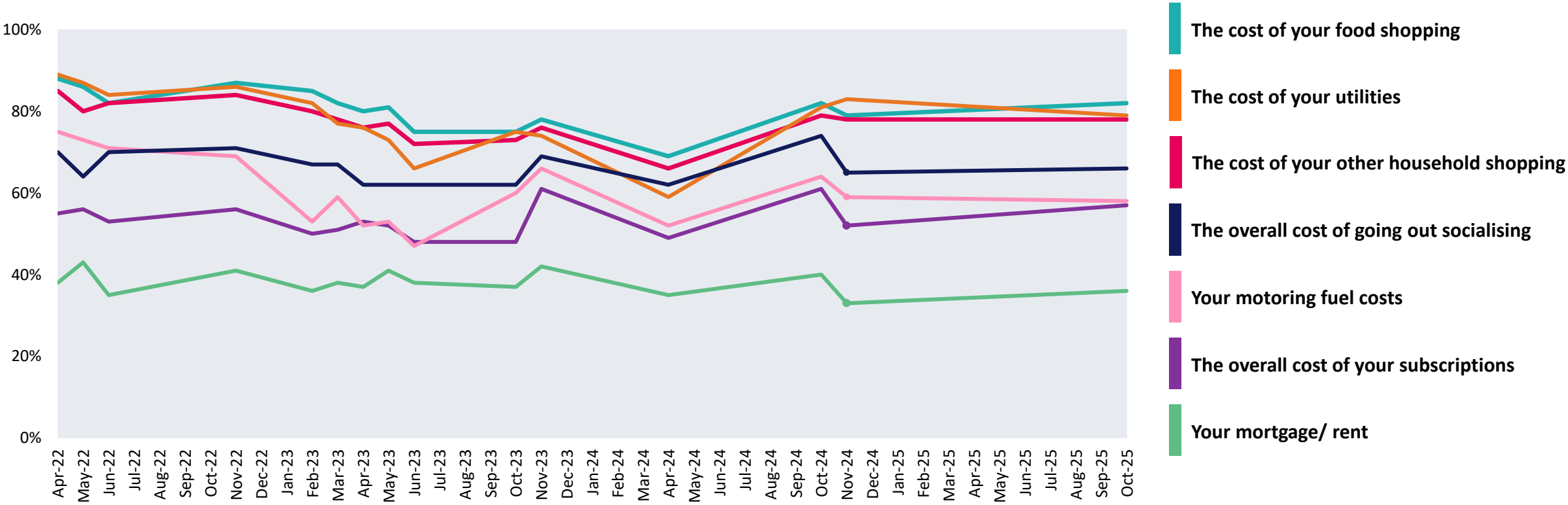
Base: 1,091 Online British adults aged 18-75, 17-21 October 2025



Household spend over the next 6 months – long term trends 2022-25

Thinking now about your household spend in the next 6 months, for each of the following types of spend, please say whether you expect it to increase, decrease or the stay the same as it is now?

% increase

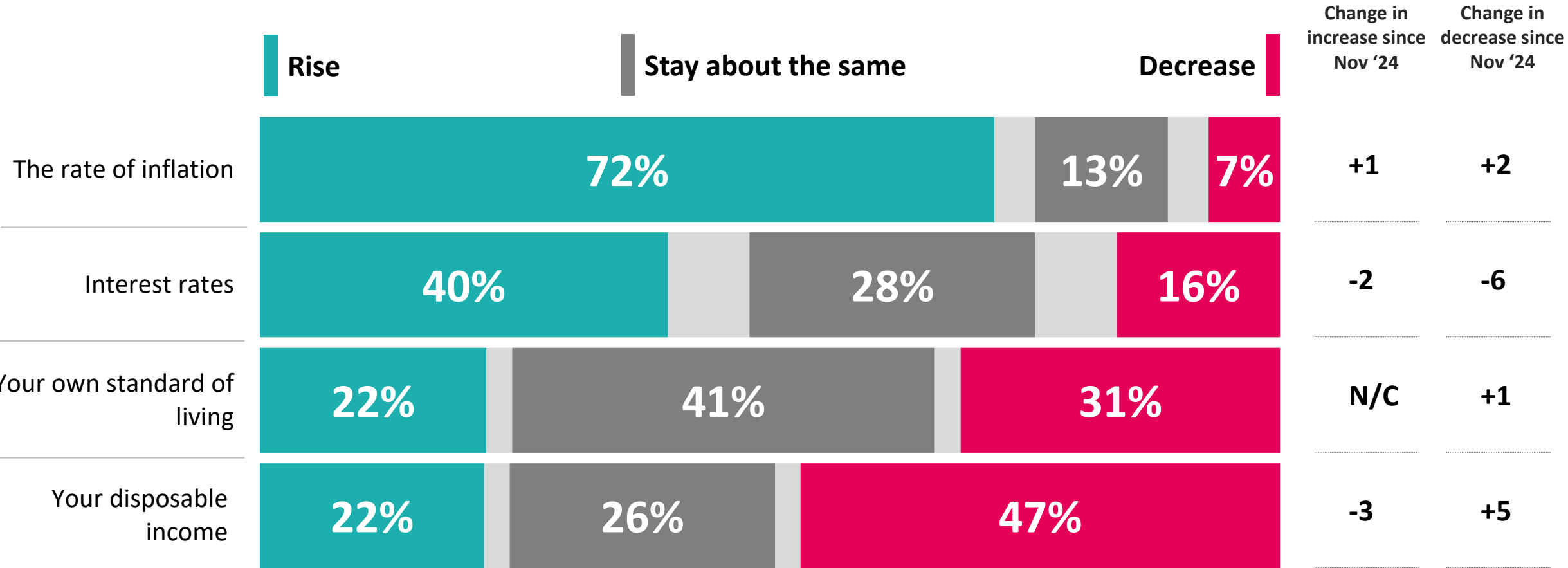


Base: 1,091 Online British adults aged 18-75, 17-21 October 2025



Seven in ten Britons expect the rate of inflation to rise over the next year, while almost half now expect their disposable income to decrease

Over the next year, do you think each of the following will rise, decline, or stay at about the same level?



Base: 1,091 Online British adults aged 18-75, 17-21 October 2025

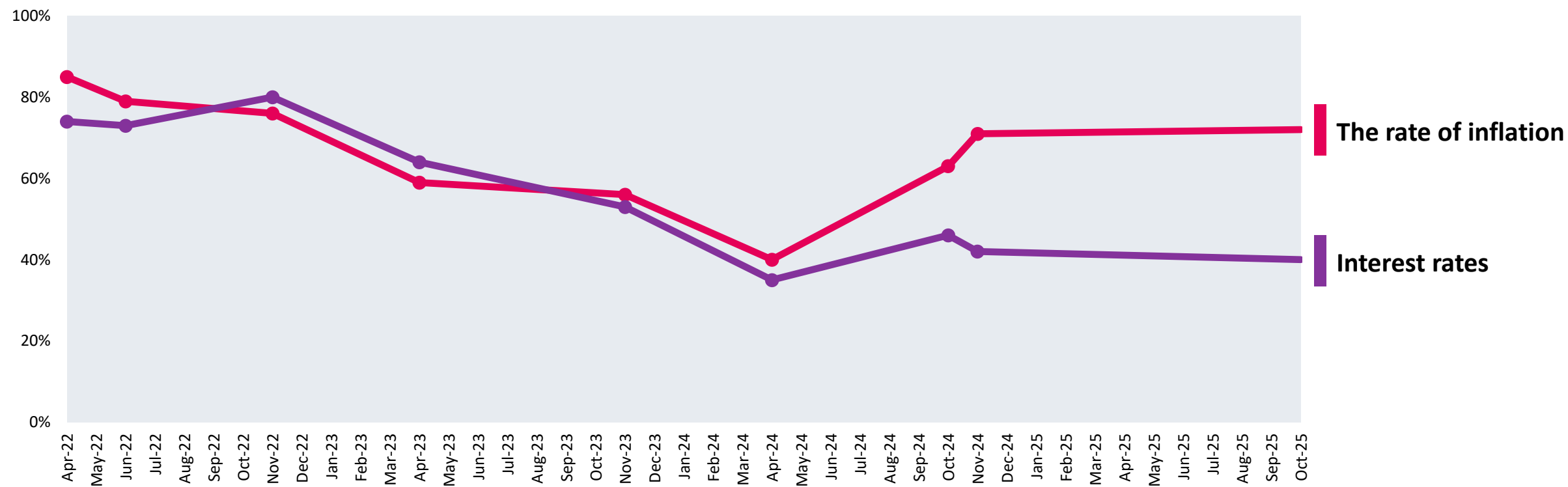


Do you think the following will rise, decline, or stay at about the same level?

Long term trends 2022-25

Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

% who think ... will rise



Base: 1,091 Online British adults aged 18-75, 17-21 October 2025

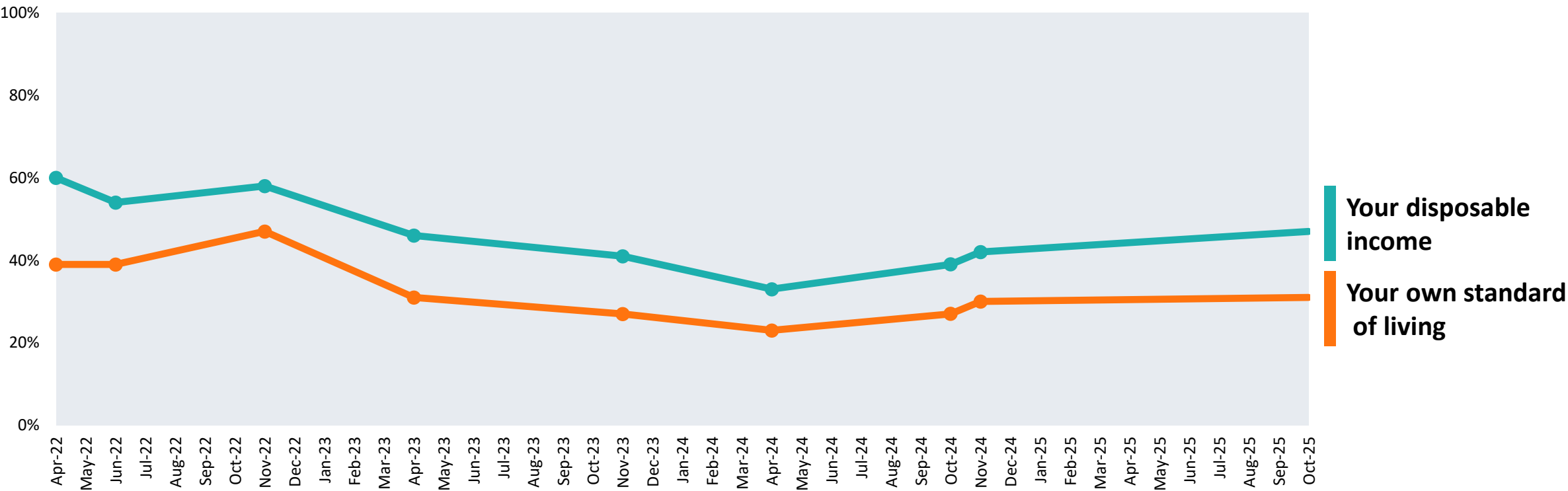


Do you think the following will rise, decline, or stay at about the same level?

Long term trends 2022-25

Over the next year, do you think each of the following will rise, decline, or stay at about the same level?

% who think ... will decrease

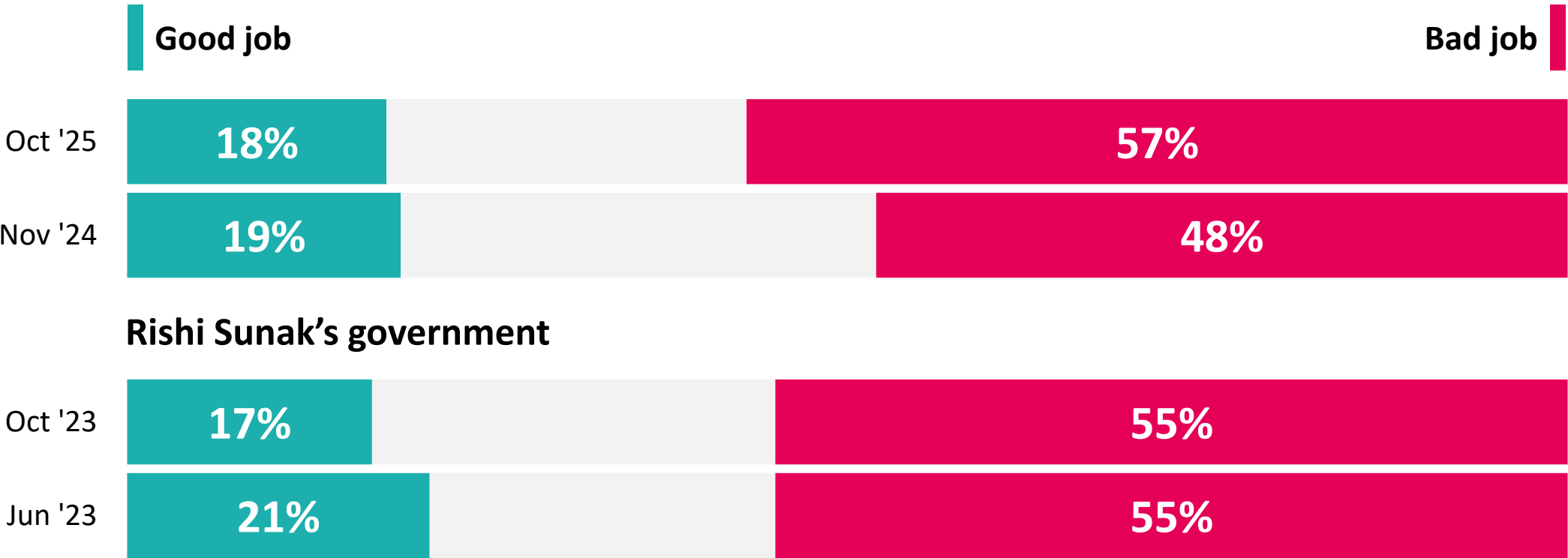


Base: 1,091 Online British adults aged 18-75, 17-21 October 2025



Over half of Britons think that Keir Starmer’s government has been doing a bad job at managing the rising cost of living. Perceptions are now as bad as they were under Sunak’s government

Do you think that Keir Starmer’s government has been doing a good or bad job at managing the rising cost of living?



Base: 1,091 Online British adults aged 18-75, 17-21 October 2025





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For more information

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