

Ipsos Economy Polling

November 2025



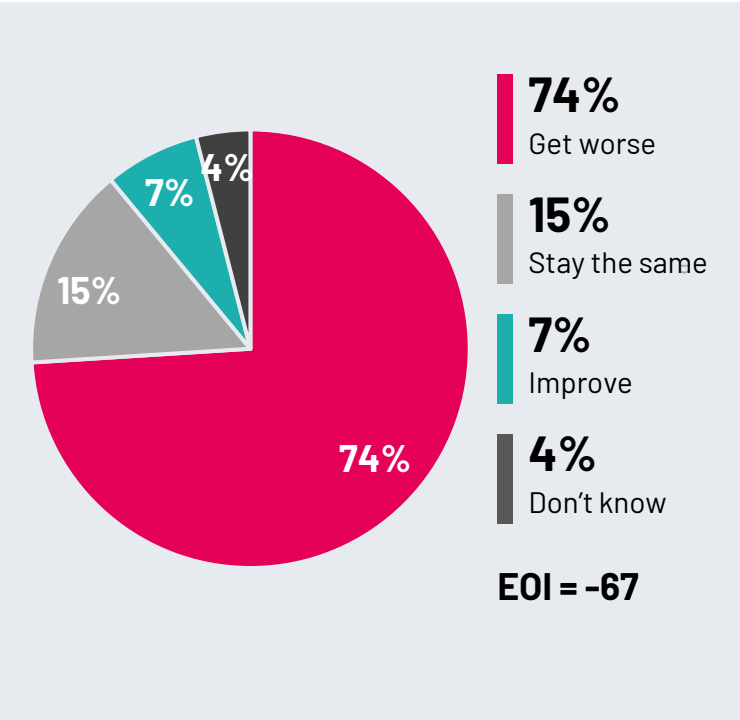
Economic Optimism

5-12 November 2025

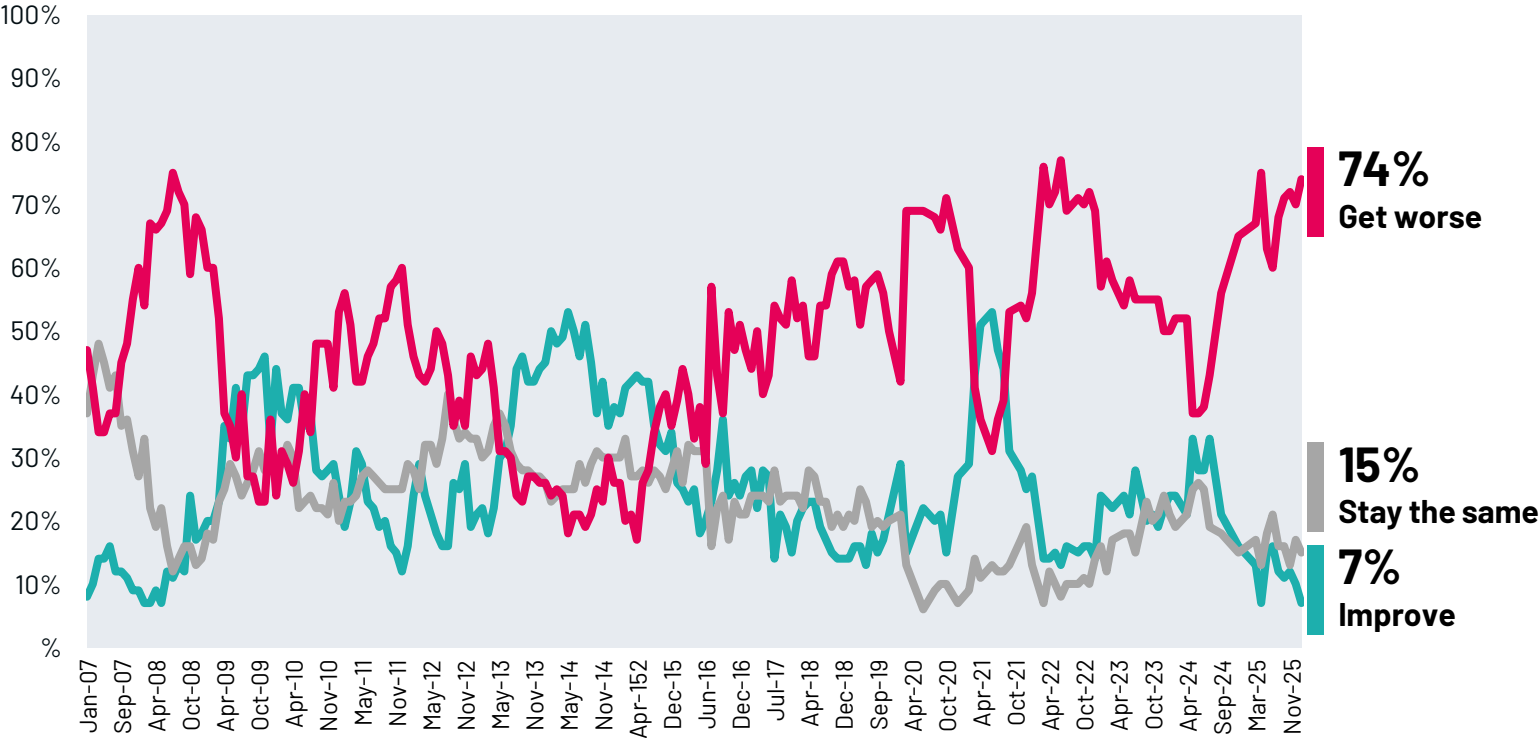
Ipsos Economic Optimism Index

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

November 2025



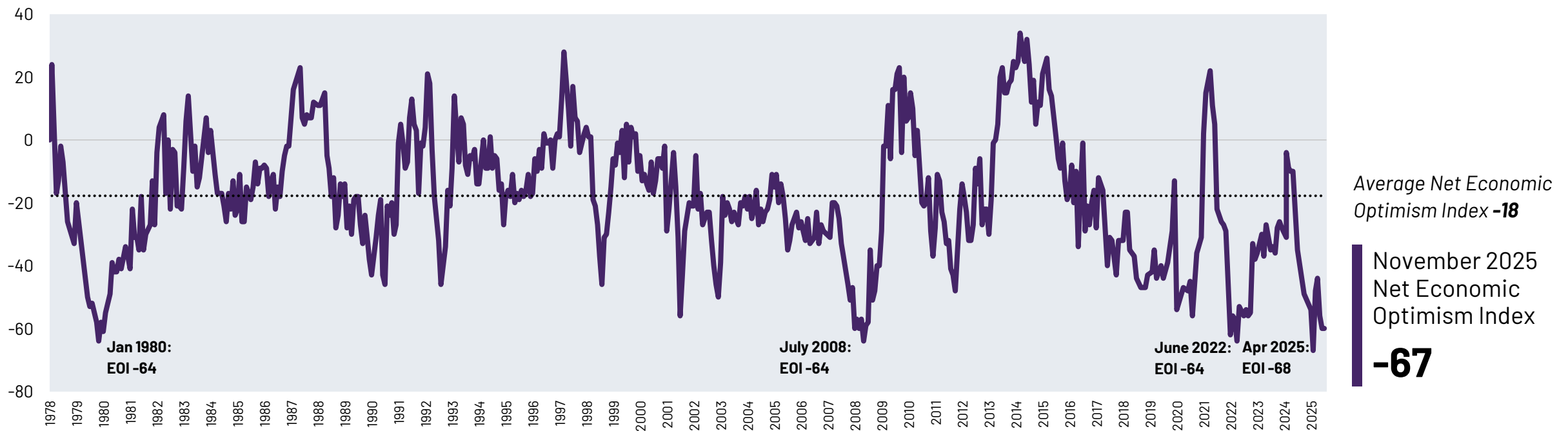
January 2007 – November 2025



Base: 1,008 British adults 18+, 5-12 November 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*

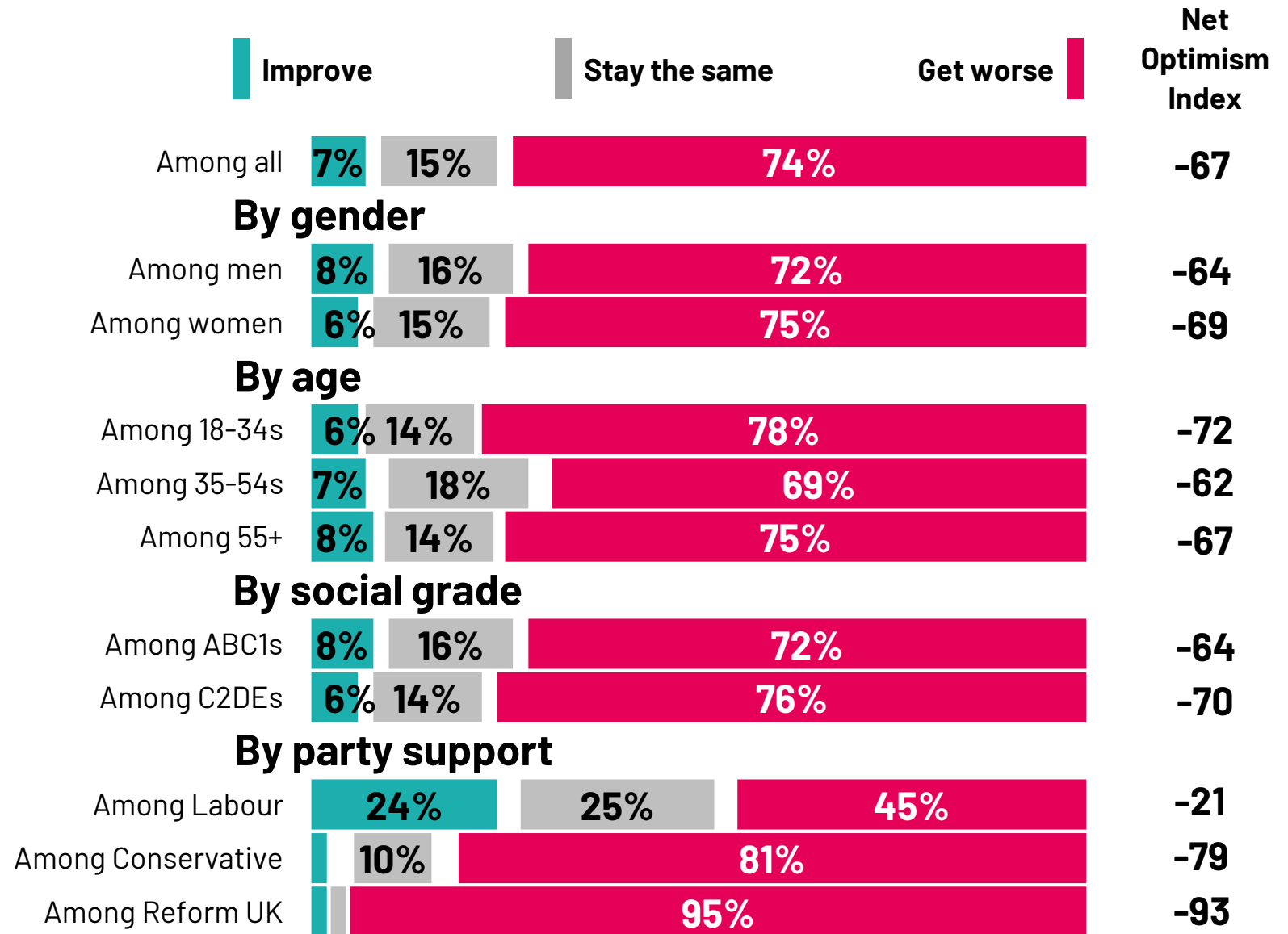


Base: c.1,000 British adults 18+ each month

Economic optimism: by sub-group

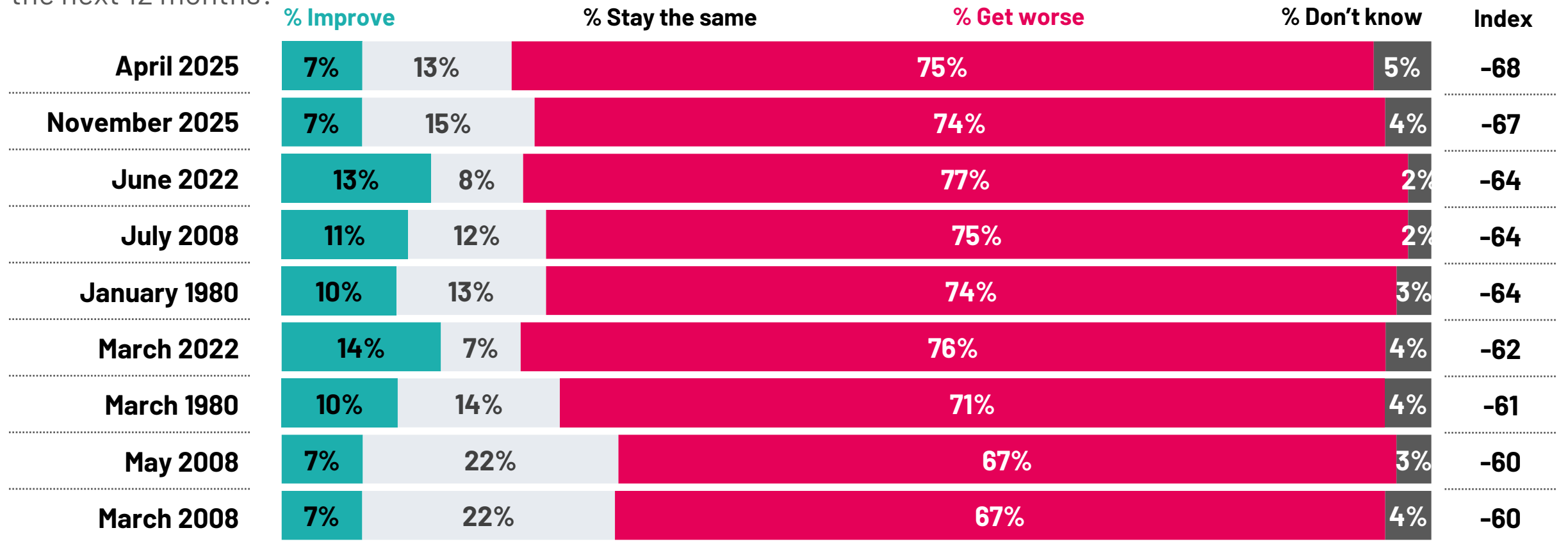
Do you think that the general economic condition of the country will improve, stay the same or get worse over the next 12 months?

Base: 1,008 British adults aged 18+, including (522) men, (470) women, (246) 18-34-year-olds, (300) 35-54s, (462) 55+s, (723) ABC1, and (285) C2DE, 5-12 November 2025



Worst net Economic Optimism Index ratings on record

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

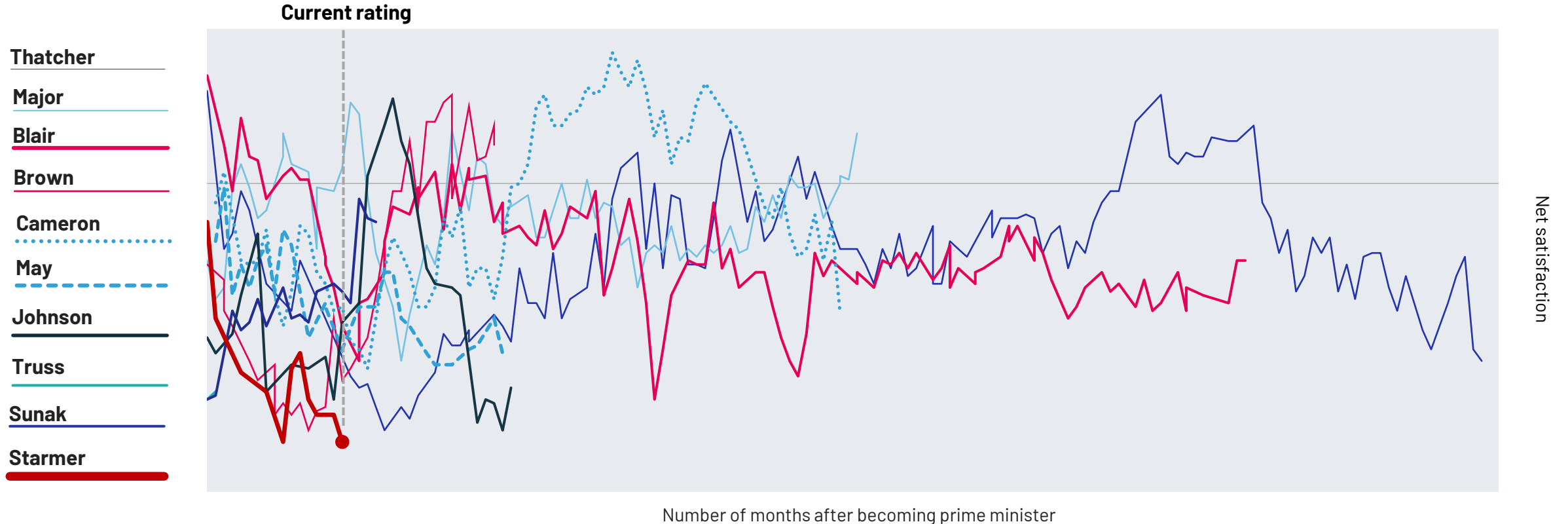


Note: Data collected prior to February 2008 was collected via face-to-face methodology; data collected from February 2008 was via telephone

Base: c.1,000 British adults each month

Net Economic Optimism Index: *By Prime Minister*

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*



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 18+ each month

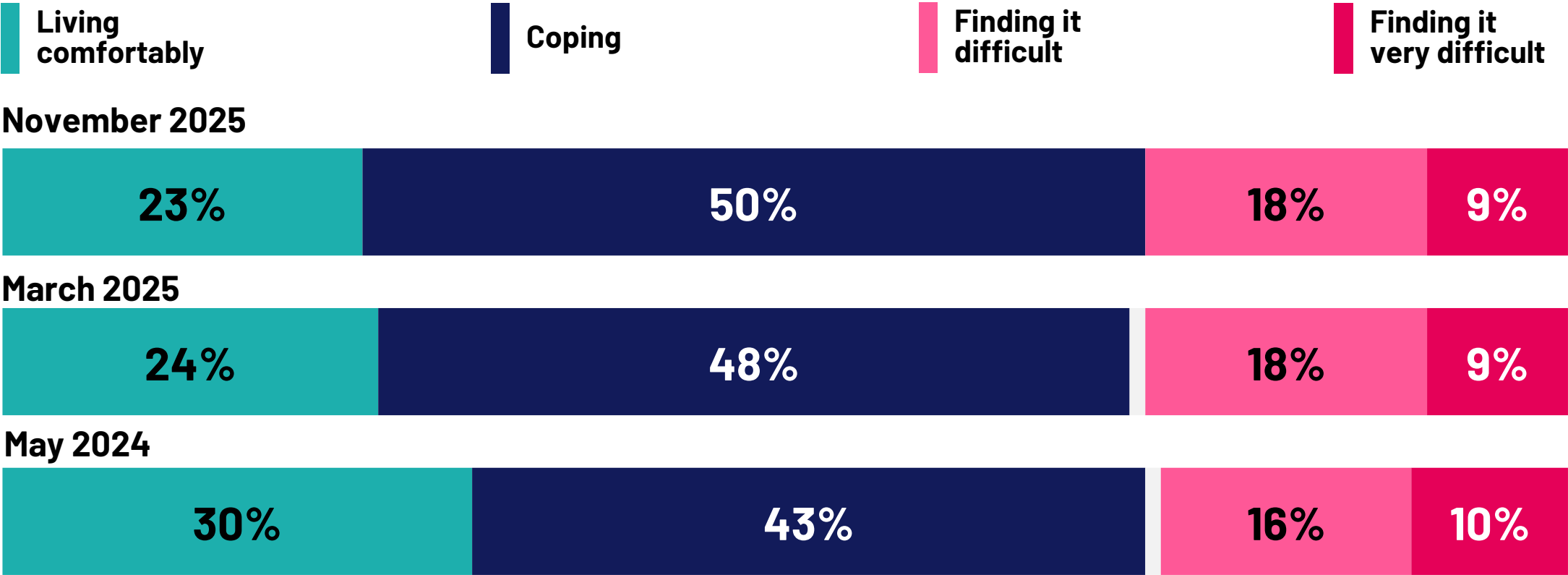
Pre-Budget views

13-14 November 2025



Around one in four say they are finding their household's income difficult nowadays, while half say they are coping

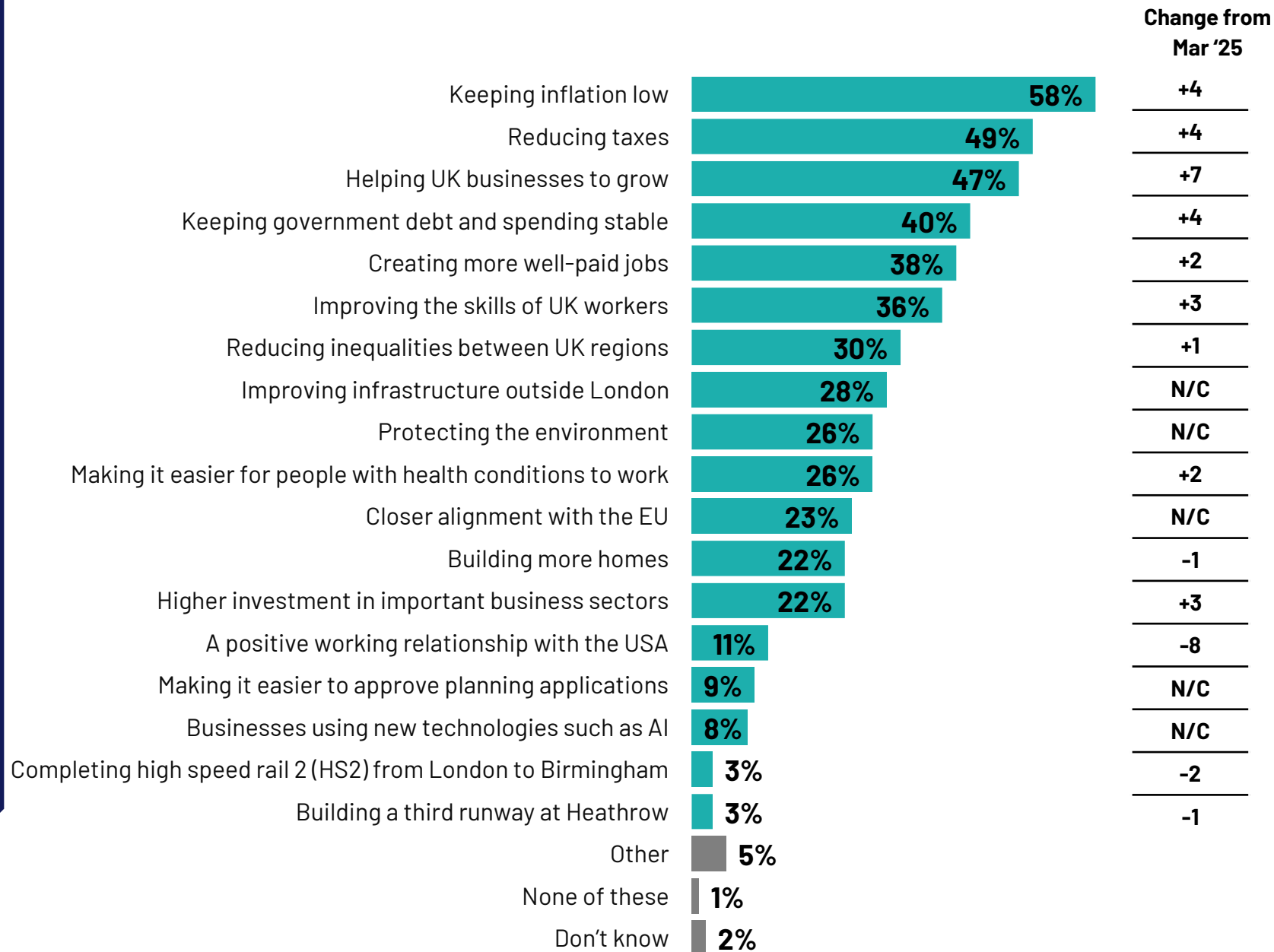
Which of these descriptions comes closest to how you feel about your household's income nowadays?



Base: 1,028 Online British adults aged 18-75, 13 - 14 November 2025

Almost three in five think keeping inflation low is the most important factor in helping the UK economy grow, followed by around half who say reducing taxes

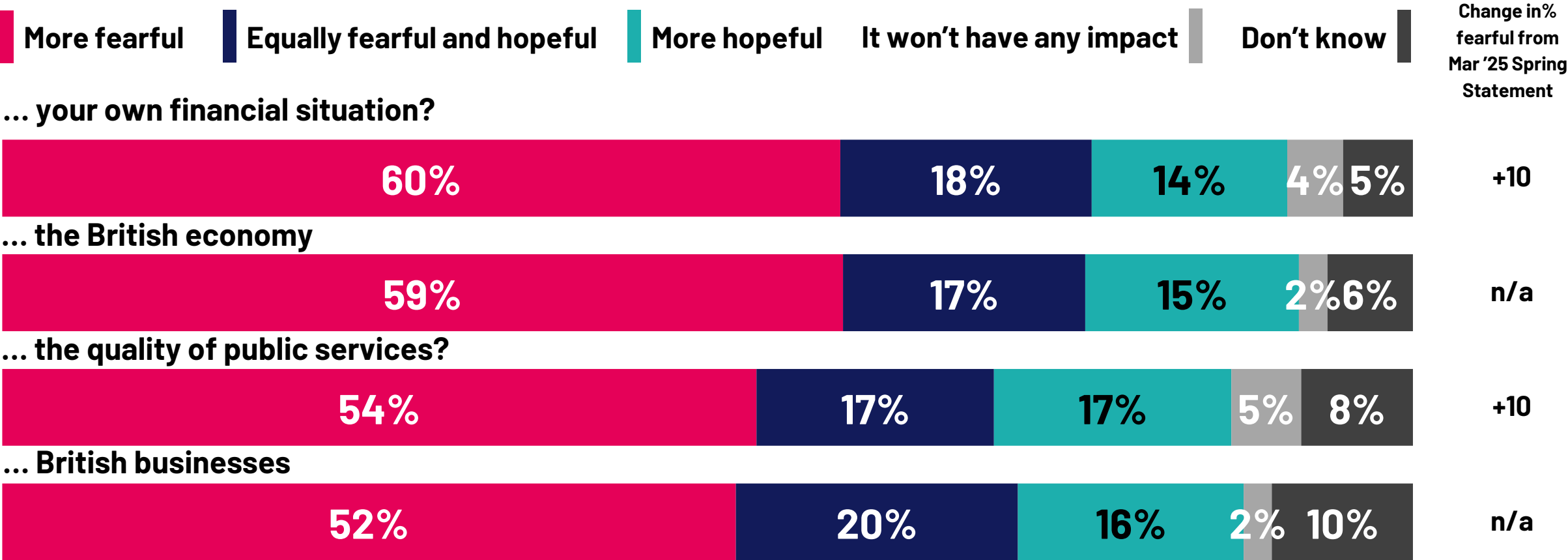
Thinking about the following, which would you say are the most important for **growing the UK economy**? Please select all that apply.



Base: 1,028 Online British adults aged 18-75, 13 - 14 November 2025

Three in five say they are fearful about how the Autumn Budget might impact their own financial situation and the British economy

As you may know, Chancellor Rachel Reeves will be announcing the Autumn Budget on Wednesday 26th November. To what extent, would you say you are hopeful or fearful of how announcements in the upcoming Autumn Budget might impact...



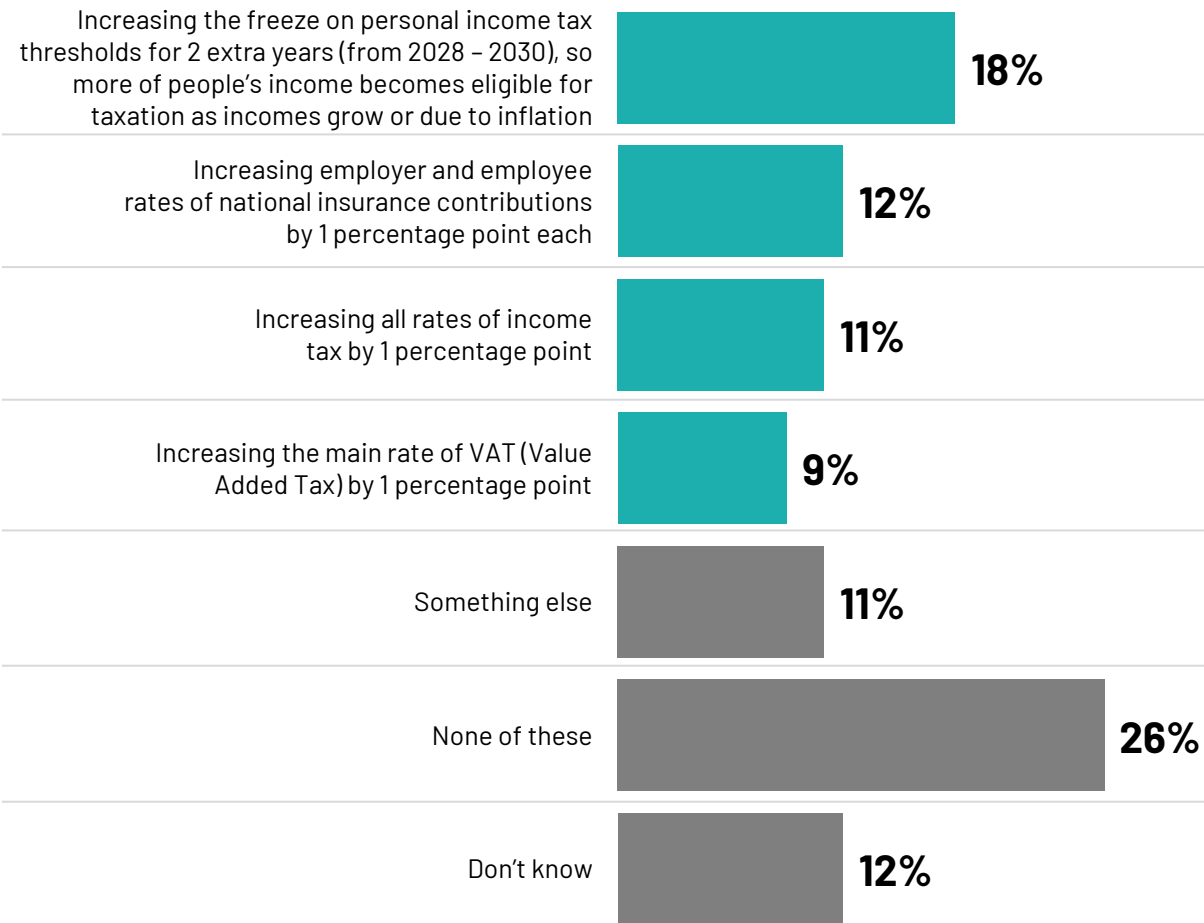
Base: 1,028 Online British adults aged 18-75, 13 - 14 November 2025



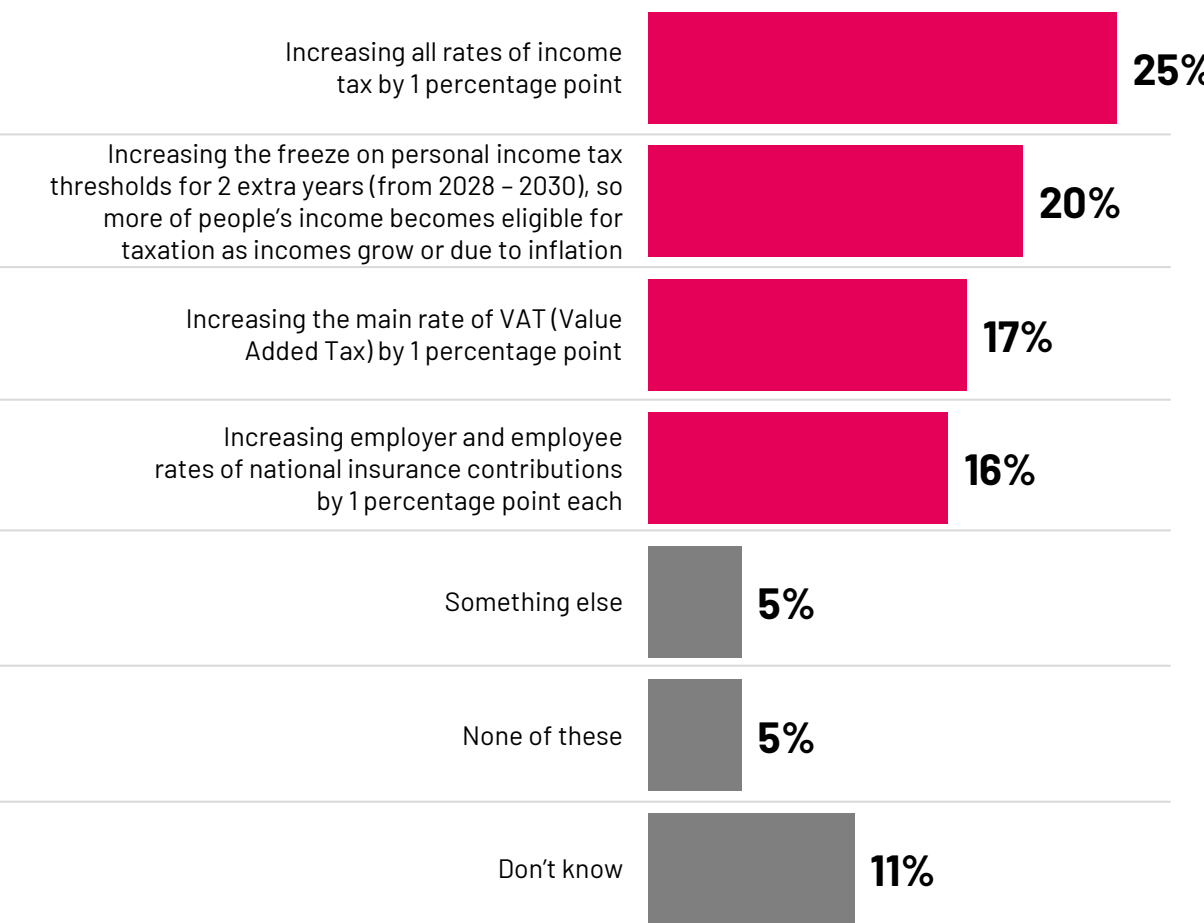
If Rachel Reeves had to make a change to the “big” taxes, Britons are most likely to oppose increasing income tax by 1 percentage point, but no options are particularly favoured

If the UK Government had to make one of these changes to taxes, which would you...*

... Most support being introduced?

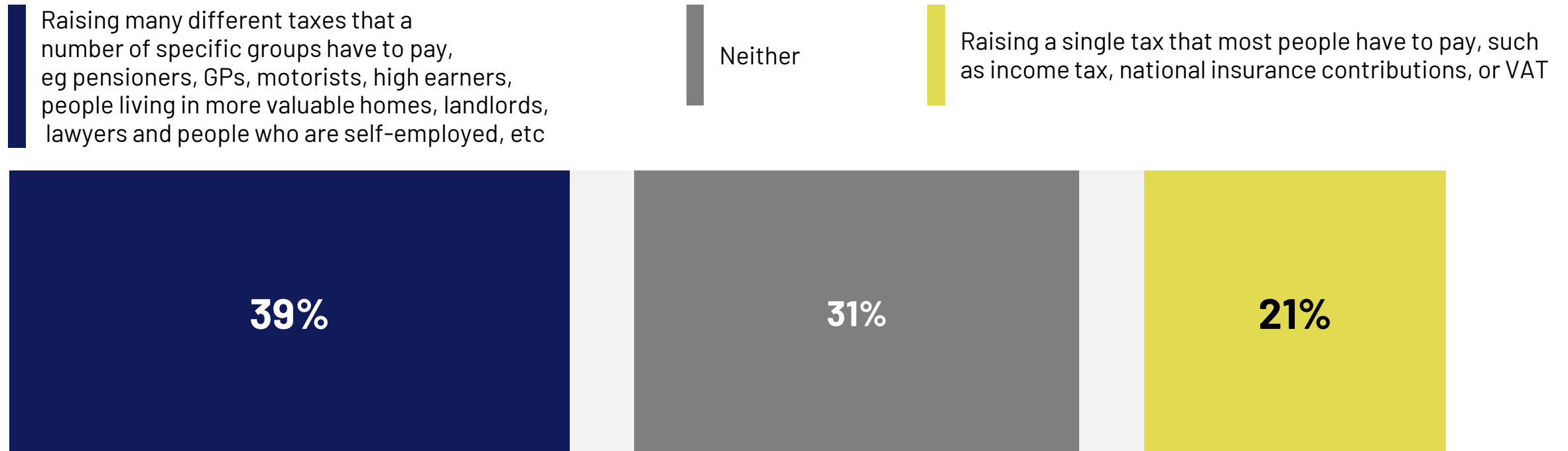


... Most oppose being introduced?



If the Chancellor has to raise taxes, more would prefer her to raise many different taxes that numerous specific groups pay, rather than raising a single tax that most people have to pay

Overall, if the Chancellor had to raise taxes, which, if either, of the following approaches would you most prefer?

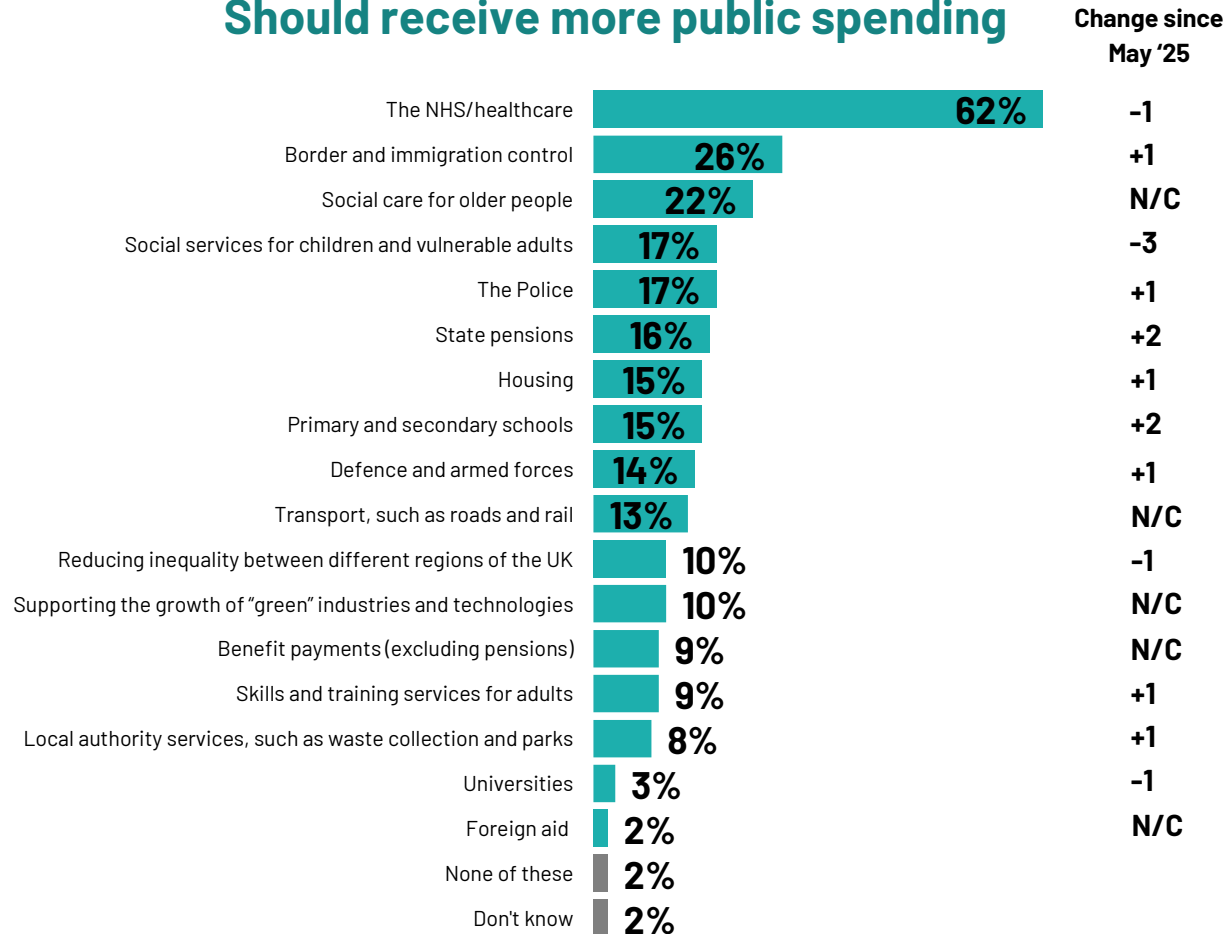


Base: 1,028 Online British adults aged 18-75, 13 - 14 November 2025

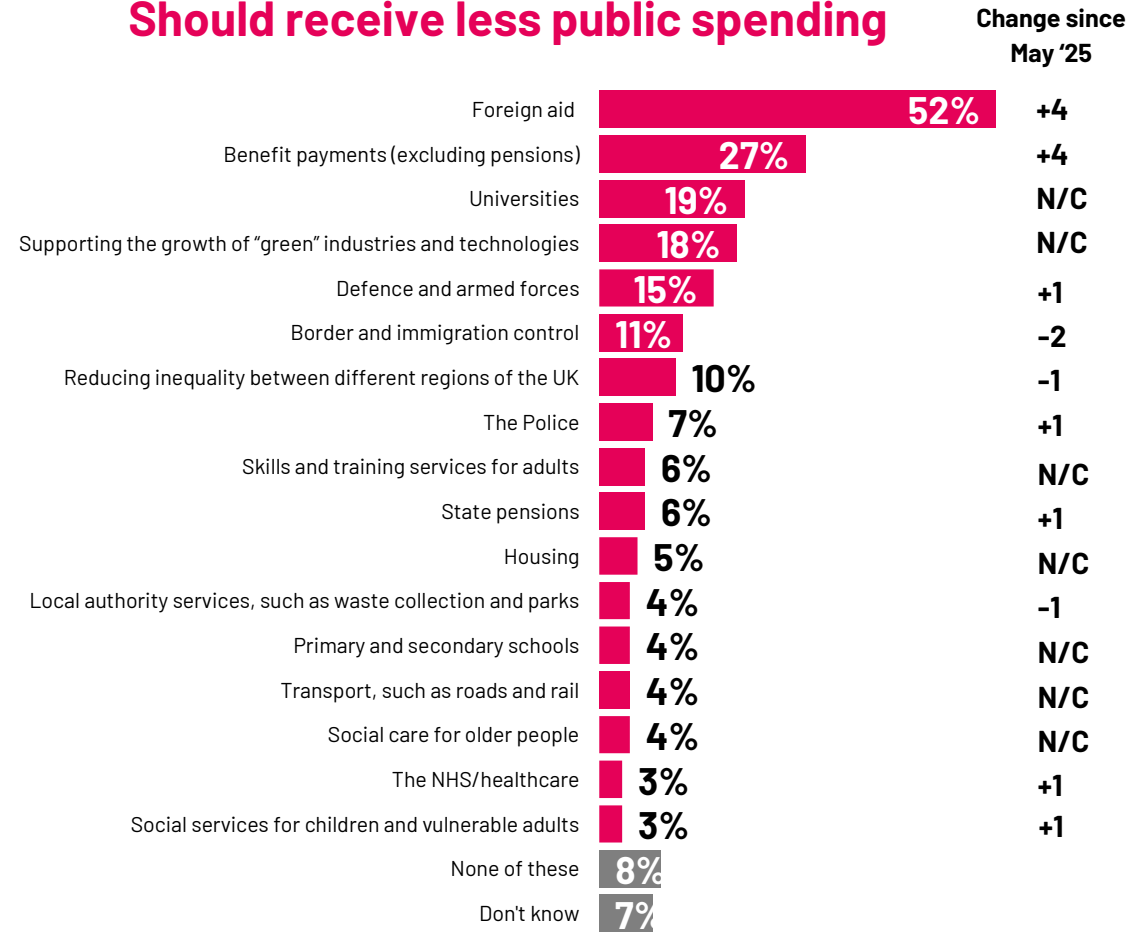
Britons continue to think the NHS/ healthcare should be prioritised for more public spending and that foreign aid should receive less public spending in the future

Which two or three, if any, of the following areas do you think should be prioritised to receive more/ less public spending in the future?

Should receive more public spending



Should receive less public spending



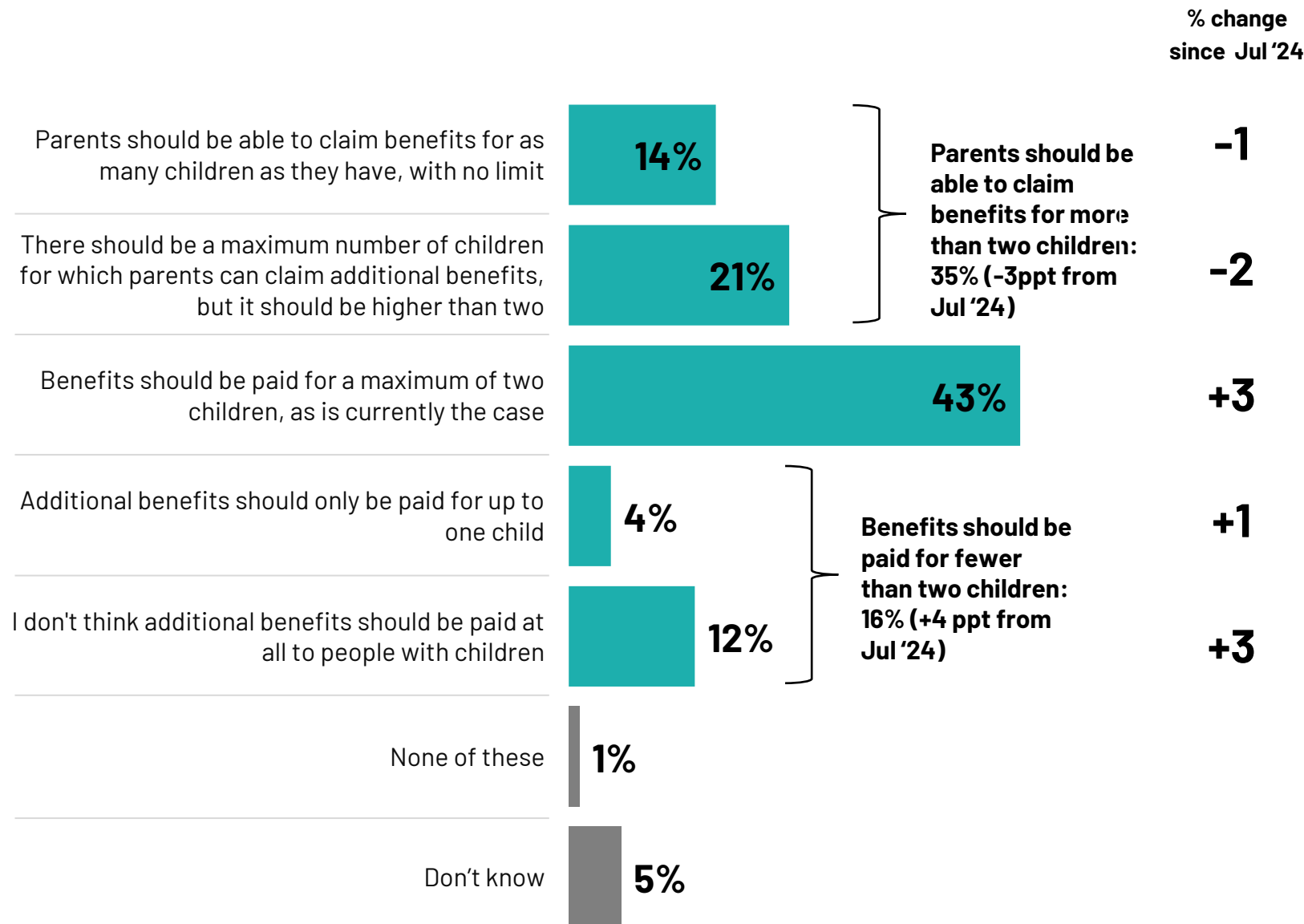
Base: 1,028 Online British adults aged 18-75, 13 - 14 November 2025

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Two in five continue to support the two-child benefit cap and another 16% think it should be stricter, while around one in three want the cap to be eased

As you may know, parents who claim in-work or out-of-work benefits receive an additional amount for their children. Since 6 April 2017 the number of children which an additional amount can be claimed for has been capped at two children for people claiming Universal Credit and Child Tax Credit.

Which of the following, if any, would be your preferred policy for the government providing additional benefits for those with children?

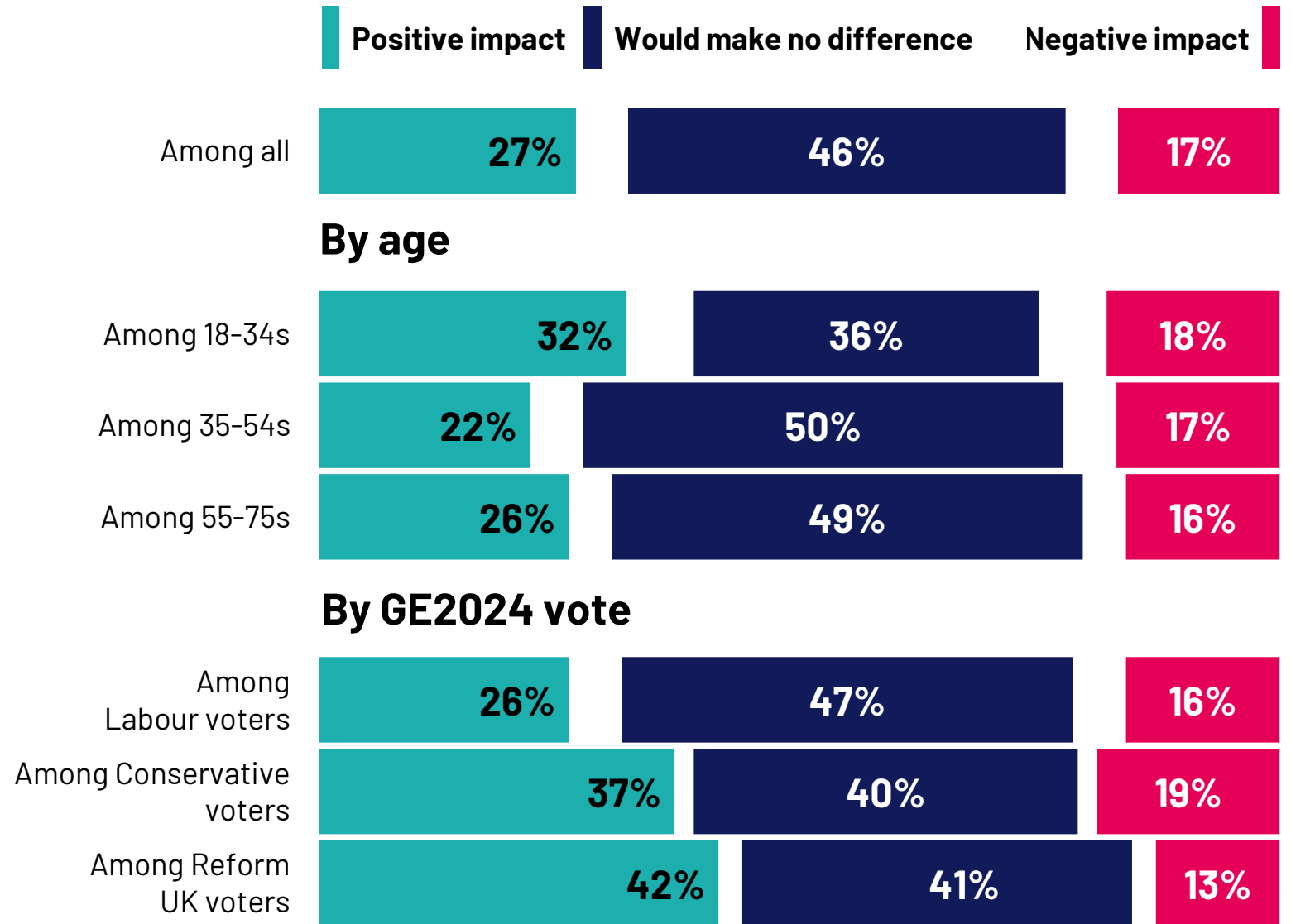


Base: 1,028 Online British adults aged 18-75, 13 - 14 November 2025

Almost half of think it would not make a difference to the economy if Labour replaced Keir Starmer and Rachel Reeves

Overall, if Labour replaced Keir Starmer as Prime Minister and Rachel Reeves as Chancellor with other Labour politicians, do you think it would have a positive or negative impact on the British economy, or would it make no difference?

Base: 1,028 Online British adults aged 18-75, including (257) 18-34-year-olds, (391) 35-54s, (380) 55-75s, (353) 2024 Labour voters, (173) 2024 Conservative voters and (111) 2024 Reform UK voters, 13-14 November 2025



Arguments for and against income tax rises

31 Oct- 3 Nov 2025

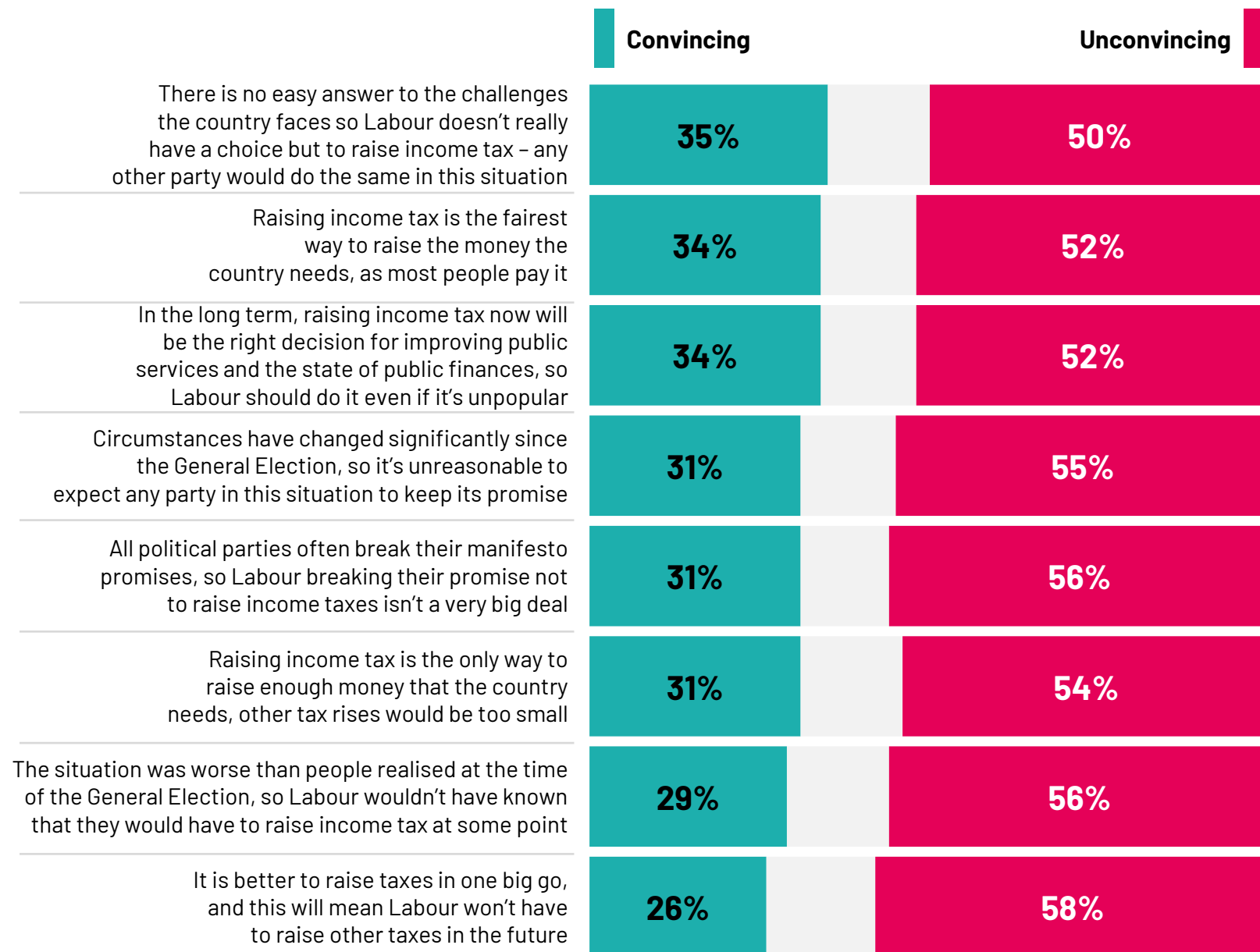


Around half of Britons do not find any of the arguments for raising income tax convincing

As you may know, one of the options the government might consider in the upcoming Autumn Budget is to raise the basic level of income tax, in order to raise money for public services and improve the state of the public finances. However, in their manifesto for the 2024 General Election, Labour said they would not increase taxes on working people and promised not to raise the basic level of income tax.

How convincing or unconvincing do you find each of the following arguments over why it **WOULD be acceptable for Labour to raise the basic rate of income tax?**

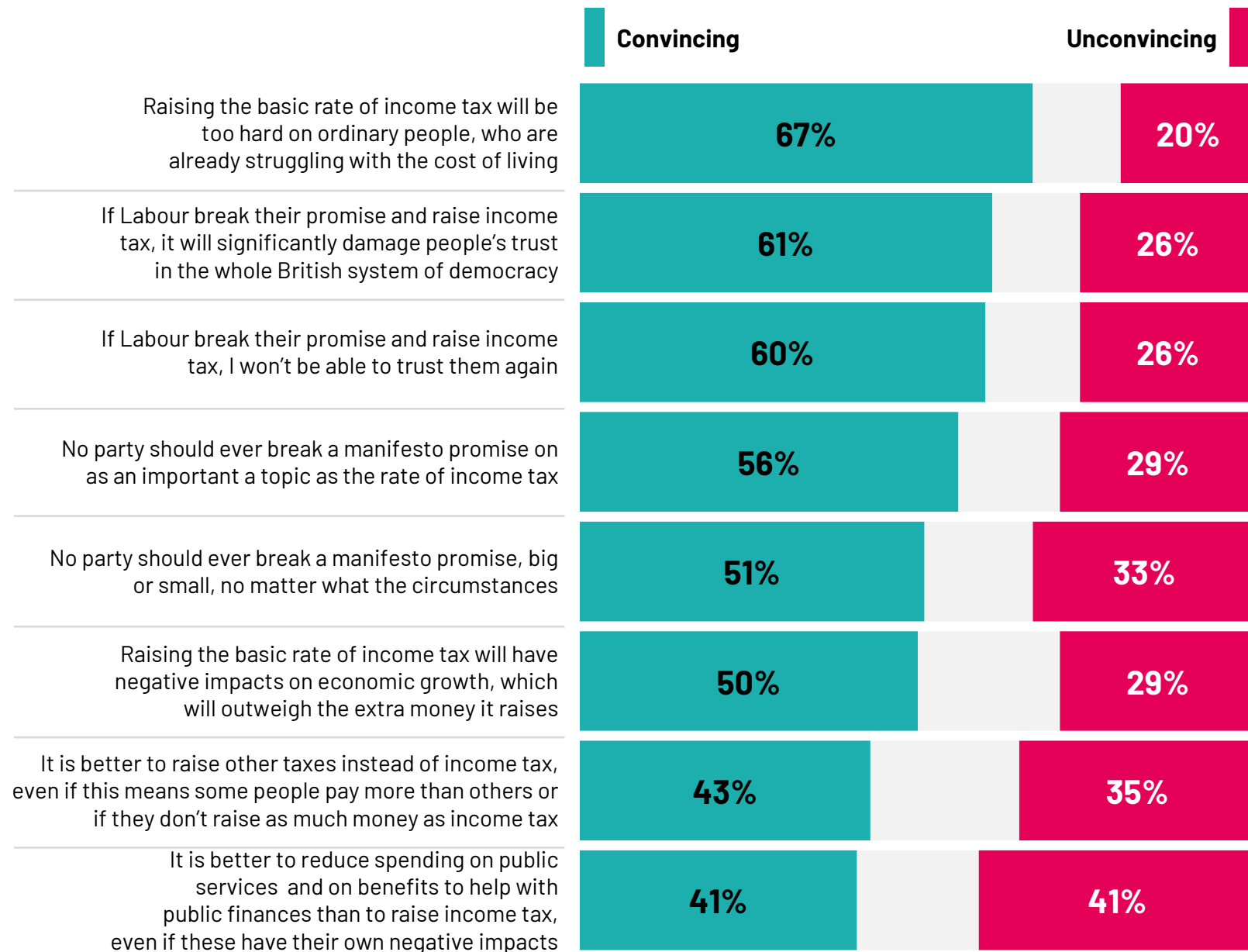
Base: 1,135 Online British adults aged 18+, 31 October – 3 November 2025



Three in five Britons think that if Labour raised the basic rate of income tax, it will significantly damage people's trust in Labour and the whole British system of democracy – but the most convincing argument against is the impact it will have on the cost of living for ordinary people

How convincing or unconvincing do you find each of the following arguments over why it **WOULD NOT** be acceptable for Labour to raise the basic rate of income tax?

Base: 1,135 Online British adults aged 18+, 31 October – 3 November 2025





November 2025 Economy polling

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