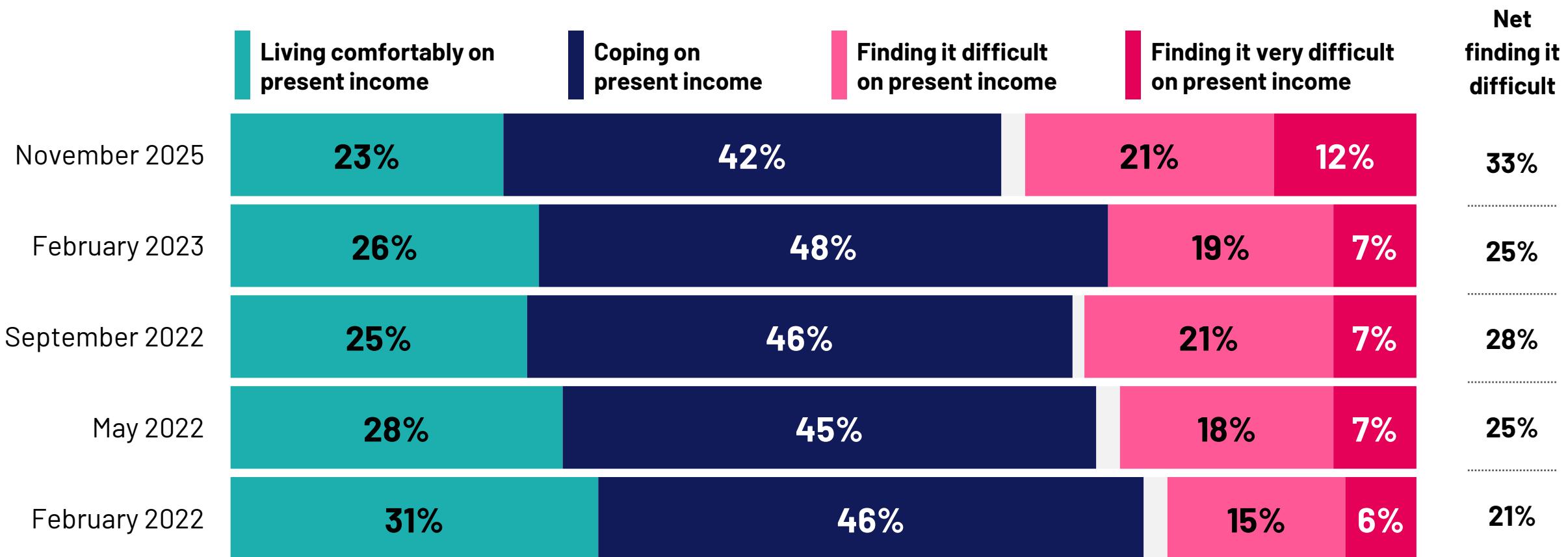


# Ipsos Political Monitor Financial wellbeing

November 2025

# How do Britons feel about their household's income

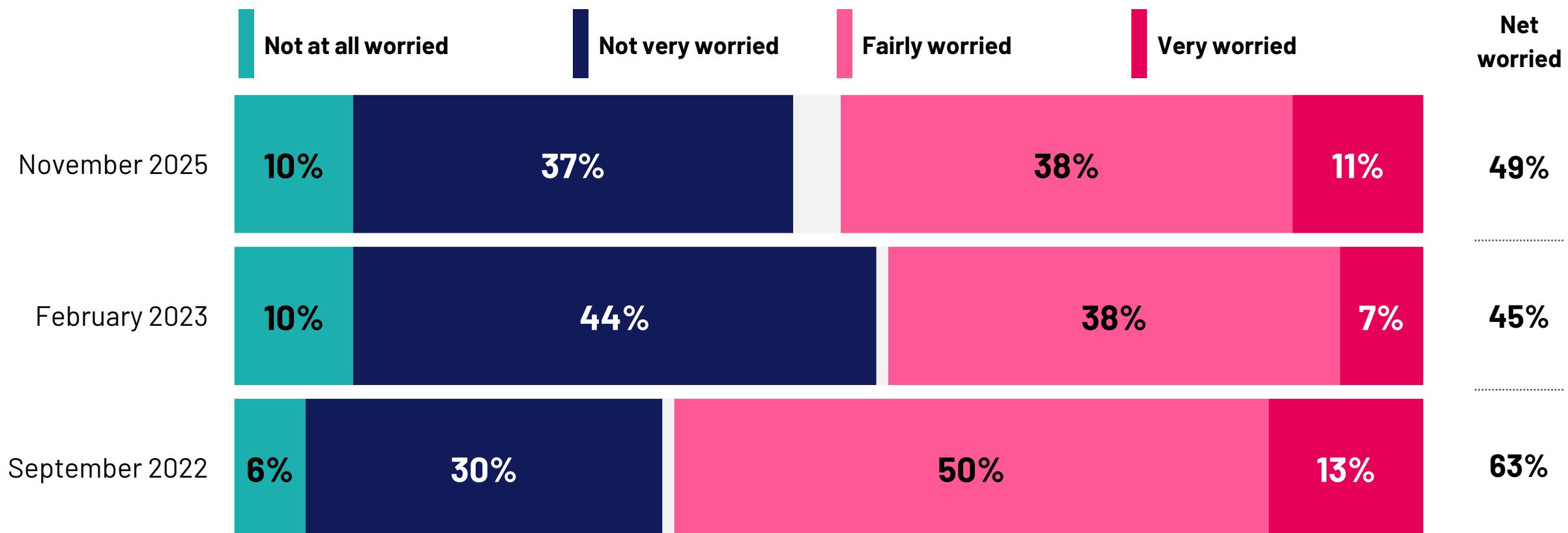
Which of these descriptions comes closest to how you feel about your household's income nowadays?



Base: 1,148 British adults 18+, 30 October – 5 November

# How worried are Britons about their household's financial situation

How worried, if at all, are you about you and your household's financial situation?



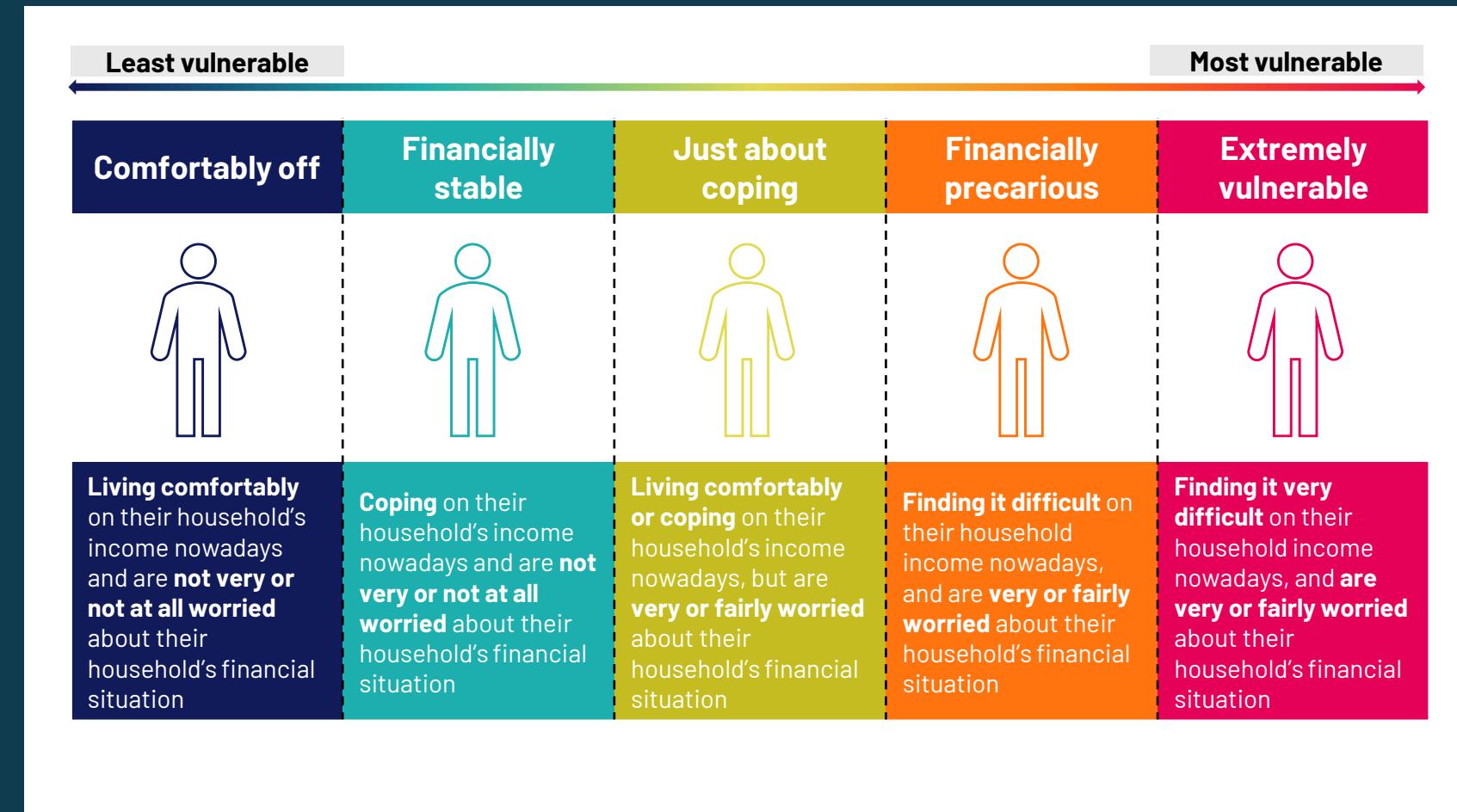
Base: 1,148 British adults 18+, 30 October – 5 November

# Financial wellbeing segmentation

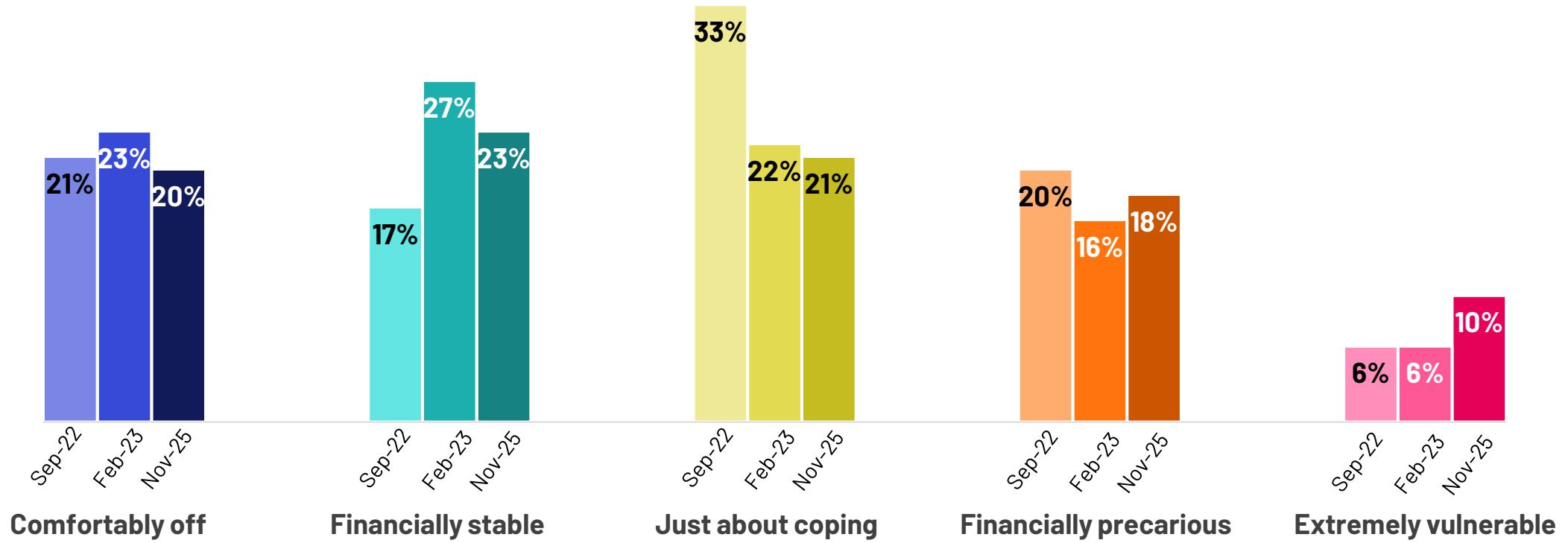
We've identified **five financial conditions** based on people's self-reported financial situation and concerns about their finances

People can move in and out of these conditions as their financial situation and/or their outlook change.

Ipsos in the UK have been tracking these segments since 2022.

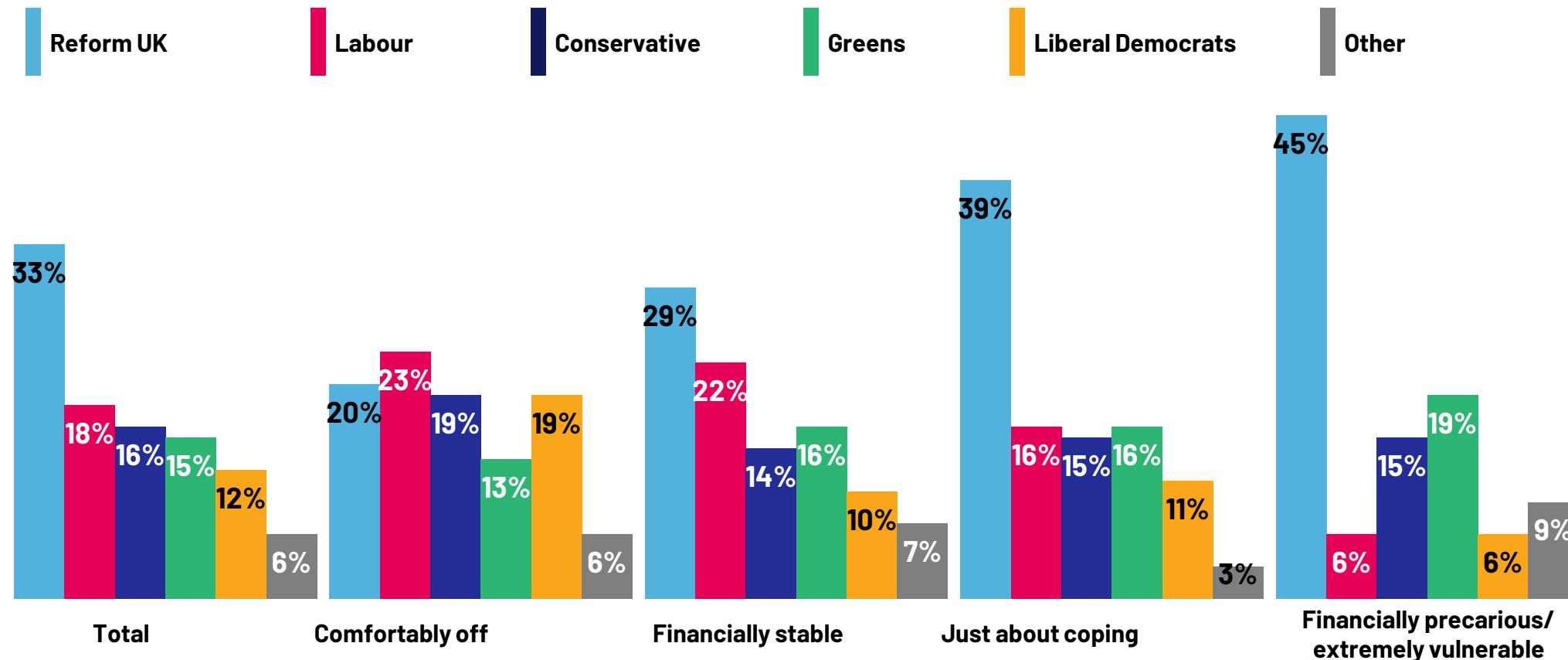


# Financial wellbeing segments trends



Base: 1,148 British adults 18+, 30 October – 5 November 2025; February 2023(5,914), September 2022(5,346)

# Headline voting intention among financial wellbeing segments



**Base:** 1,148 British adults 18+, 30 October - 5 November 2025; Headline Voting Intention: all 9/10 certain to vote, always/usually/it depends vote in General Elections = 797; Comfortably off (199), Financially stable (201), Just about coping (182), Financially precarious/extremely vulnerable (174)

# About the Ipsos KnowledgePanel

Ipsos, part of the Ipsos group, is one of the UK's largest and most innovative research agencies, working for a wide range of global businesses and many government departments and public bodies.

The KnowledgePanel, set up in 1999 in the US, 2020 in the UK, and since across Europe, is an online random probability panel.

In the UK, panellists aged 16+ are recruited via a postal push-to-web methodology. Invitations are sent to randomly selected addresses in the UK. Those who are digitally excluded are provided with a tablet and restricted internet access, free of cost. Our recruitment approach means all UK households in private residential settings have a known and non-zero chance of being invite to join the panel.

A high-quality random selection process is followed for all survey sampling. Panel members are randomly selected to take part in surveys. Data collection usually takes place over a week, online. Being a probability sample, quotas are not applied. Instead, the selected sample is stratified to ensure it is balanced on key characteristics. All those invited are allowed to take part in the survey.

# Methodology

We interviewed a representative random sample of 1,148 British adults aged 18+ via the Ipsos UK KnowledgePanel. Data was collected online between 30 October – 5 November 2025. A sample of 2,278 adults aged 18+ were invited to take part in the survey. The sample was stratified by nation, age, qualifications and vote at the 2024 general election (as collected immediately after the election).

The achieved sample was weighted in two stages:

- Design weights were applied to correct for the unequal probabilities of a person being selected for a survey.
- Calibration weights were applied to correct for differential non-response. Data was weighted to the adult population profile on age and gender, region, ethnicity, qualifications, work status and sector (public sector/other), social grade (office coded), number of cars in household, constituency type and newspaper readership (print and digital). Population targets were obtained from the 2021/22 Census, ONS population estimates and other large probability surveys.

A two-part voting intention question is used with prompting on main parties (Conservative, Labour, Reform UK, Liberal Democrats, SNP in Scotland and Plaid Cymru in Wales) and a follow-up “squeeze” question of those who are undecided or refuse the first question. A turnout filter is used based on two questions: current stated likelihood to vote (at least 9 out of 10 certain to vote) and previous voting behaviour (if they say they “always” or “usually” vote in general elections or that “it depends”).

Note that this is a new methodology implemented since June 2025. It involves a new form of data collection (online random probability panel instead of quota telephone survey), an updated voting intention (which involves prompting for Reform UK), and an updated weighting scheme. This is based on our learnings during and since the 2024 General Election. This means that comparisons with previous waves need to be made with caution. In particular, at this stage we are not making direct comparisons with previous satisfaction ratings for opposition party leaders. As always, we continually review our methods, and may make further changes to our methodology in the future.



## November 2025 Political Monitor

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