

Ipsos MORI Political Monitor - January 2016

Table 1

Q.8 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

	Total Weighted	Gender		Age										Social Class						Working status		Work sector		Tenure							UnW Tot.
		Male	Female	18-34	35-54	55+	18-24	25-34	35-44	45-54	55-64	65+	75+	AB	C1	C2	DE	ABC1	C2DE	Full-time	Not full-time/Not working	Public	Private	Mortgage	Owned outright	Private renter	Social renter	Total renter	Total owner occupier		
Unweighted Total	1027	533	494	212	360	455	90	122	165	195	205	250	93	322	307	197	201	629	398	467	560	224	339	351	385	150	125	275	736	1027	
Weighted Total	1027	500	527	297	357	373	120	177	173	184	149	224	103	275	277	224	251	552	475	456	571	106	448	351	316	189	156	344	667	1027	
Improve	267 26%	143 29%	124 24%	81 27%	107 30%	79 21%	29 24%	52 29%	52 30%	54 29%	32 22%	47 21%	29 28%	77 28%	87 31%	65 29%	37 15%	164 30%	103 22%	145 32%	122 21%	26 25%	144 32%	100 29%	77 24%	47 25%	37 24%	84 24%	177 27%	247 24%	
Stay the same	317 31%	151 30%	166 31%	93 31%	105 30%	119 32%	33 28%	59 33%	41 24%	64 35%	45 30%	74 33%	31 30%	83 30%	91 33%	58 26%	85 34%	174 31%	143 30%	144 32%	172 30%	32 30%	136 30%	122 35%	101 32%	53 28%	37 24%	89 26%	223 33%	330 32%	
Get worse	400 39%	184 37%	216 41%	110 37%	135 38%	155 42%	46 38%	64 36%	78 45%	57 31%	67 45%	87 39%	36 35%	105 38%	85 31%	94 42%	116 46%	190 34%	210 44%	152 33%	248 43%	46 43%	154 34%	115 33%	123 39%	81 43%	75 48%	156 45%	238 36%	413 40%	
Don't know	44 4%	22 4%	21 4%	14 5%	10 3%	20 5%	12 10%	2 1%	* 1%	9 5%	4 3%	16 7%	7 7%	10 4%	14 5%	6 3%	14 5%	24 4%	20 4%	15 3%	29 5%	2 2%	13 3%	13 4%	15 5%	8 4%	6 4%	14 4%	29 4%	37 4%	
Net improve	-133 -13%	-41 -8%	-92 -17%	-29 -10%	-29 -8%	-76 -20%	-17 -14%	-12 -7%	-26 -15%	-2 -1%	-35 -24%	-41 -18%	-8 -7%	-28 -10%	3 1%	-29 -13%	-79 -31%	-26 -5%	-107 -23%	-7 -2%	-126 -22%	-20 -18%	-10 -2%	-15 -4%	-46 -15%	-35 -18%	-38 -24%	-72 -21%	-61 -9%	-166 -16%	

Fieldwork dates : 23rd to 25th January 2016

Respondent Type : GB Adults, General Public 18+ - Telephone

Source : Ipsos MORI J14-090542-01

*=Less than 0.5%

s=Where unweighted base sizes smaller than 100, please note results are indicative only

Our long term political and social trends have been collected over the last 30+ years and are unrivalled amongst polling organisations:

<http://www.ipsos-mori.com/politicaltrends>

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Table 2

Q.8 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

	Total Weighted	GOR Regions						UnW Tot.
		North	North excl. Scot	Mid-lands	South	Grea-ter London	Eng-land	
Unweighted Total	1027	345	240	308	374	135	865	1027
Weighted Total	1027	338	248	317	371	137	886	1027
Improve	267 26%	83 24%	65 26%	89 28%	95 26%	33 24%	239 27%	18 24%
Stay the same	317 31%	104 31%	76 31%	91 29%	122 33%	43 32%	269 30%	28 32%
Get worse	400 39%	137 41%	95 38%	123 39%	139 37%	50 37%	336 38%	43 47%
Don't know	44 4%	14 4%	13 5%	14 4%	15 4%	11 8%	42 5%	2 2%
Net improve	-133 -13%	-55 -16%	-30 -12%	-35 -11%	-44 -12%	-18 -13%	-97 -11%	-24 -27%

Fieldwork dates : 23rd to 25th January 2016

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