

YouGov / University of Bristol Survey Results

Sample Size: 1715 GB Adults
Fieldwork: 21st - 23rd April 2017

	EU Ref 2016			Vote in 2015				Gender		Age				Social Grade		Region				
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1715	674	732	484	401	103	164	830	885	199	732	424	360	978	737	206	569	369	413	158
Unweighted Sample	1715	721	768	509	415	111	167	751	964	197	688	435	395	1017	698	174	600	369	418	154
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

From the list below, which two or three, if any, are the three biggest challenges that affect you personally? (Please tick up to three options)

Increasing prices	38	40	38	35	42	38	38	38	38	32	40	39	38	37	39	37	41	34	39	39
Saving enough for retirement	27	29	28	28	27	32	27	25	28	8	35	37	8	28	26	29	28	27	24	30
Not having enough money to make ends meet	26	22	25	16	30	20	24	22	29	24	32	24	15	22	30	19	24	30	29	23
Being able to buy my first house	13	17	8	10	14	13	8	12	14	46	17	1	0	15	10	19	14	11	11	7
Not being able to get physical or mental health treatment	11	11	12	8	15	13	8	10	12	11	10	12	12	11	12	8	12	13	10	9
Finding affordable housing	10	12	6	7	11	11	6	9	11	27	13	4	1	11	8	15	11	9	8	6
Not knowing how to invest the money I have	10	13	10	14	9	11	10	11	10	16	8	12	12	13	7	11	12	10	9	10
Fear of losing my job at any time	9	10	9	10	12	8	8	10	9	5	14	12	1	11	8	4	8	11	12	12
Finding a job	8	9	5	5	10	3	3	9	7	22	9	5	0	7	9	12	7	6	7	9
Being able to afford long-term care for a relative or yourself	8	10	8	10	8	10	6	6	10	4	5	11	15	8	8	8	9	8	8	9
None of the above	23	19	26	29	17	23	29	24	22	17	16	25	39	23	23	20	22	24	23	29
Don't know	3	2	3	1	4	1	2	3	3	4	4	2	1	2	4	4	3	3	2	2

For the following question, a respondent saw the three options that they chose in the first question

To what extent would it help, if at all, if you had a better understanding of economics for each of the following?

\$bristol1_choice_1

Would help a great deal	14	13	15	14	12	8	19	13	15	20	15	14	9	14	15	18	13	16	12	15
Would help a fair amount	25	27	22	25	25	19	19	25	25	33	25	23	20	25	24	24	22	27	25	30
Would not help very much	25	26	27	24	24	43	28	26	24	24	25	24	28	26	23	25	25	25	25	25
Would not help at all	26	26	28	28	29	23	28	28	24	16	24	30	35	27	25	20	30	24	30	17
Don't know	9	9	9	8	10	7	6	7	11	8	11	8	7	7	12	14	9	8	7	13

REBASED

Unweighted Sample

935	403	365	232	247	53	71	422	513	133	462	228	112	541	394	113	322	201	216	84
958	442	385	244	263	59	71	383	575	137	453	238	130	569	389	97	343	208	224	86
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

\$bristol1_choice_2

Would help a great deal	19	18	19	20	18	13	23	15	22	29	18	14	19	17	22	21	17	21	19	19
Would help a fair amount	22	22	23	24	23	21	19	25	20	27	18	28	22	23	21	19	23	23	20	26
Would not help very much	23	26	22	23	18	39	24	25	22	25	24	22	19	26	20	25	25	22	20	28
Would not help at all	27	27	29	28	33	18	27	29	25	14	27	29	34	27	26	25	25	26	33	19
Don't know	9	8	7	5	9	10	6	7	10	5	12	6	6	7	11	10	9	9	8	8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

REBASED
Unweighted Sample

551	240	208	119	149	32	42	240	311	99	286	124	42	325	226	67	195	118	120	52
568	268	218	121	161	35	42	214	354	100	289	131	48	343	225	59	209	121	126	53
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

\$bristol1_choice_3

Would help a great deal	22	20	23	20	22	12	31	17	26	39	19	17	14	21	23	21	25	18	23	19
Would help a fair amount	21	19	23	29	16	24	9	23	19	27	15	24	37	21	21	19	21	24	15	25
Would not help very much	22	23	23	23	17	34	24	27	18	18	23	26	14	23	21	19	22	25	20	24
Would not help at all	26	29	23	20	36	19	26	26	25	13	31	24	26	28	23	24	23	25	31	27
Don't know	9	10	8	9	10	10	10	6	12	3	12	10	9	8	12	17	9	8	10	5

How frequently, if at all, do you access news stories related to economics or the economy (in print, online, on television or on the radio)?

Never	13	7	14	9	14	4	8	9	16	16	11	14	12	10	16	11	11	13	14	14
Rarely	23	23	22	20	21	21	22	21	26	20	25	20	26	21	26	20	22	23	25	28
Monthly	7	9	6	5	7	6	6	6	7	10	8	6	3	7	6	9	6	6	6	10
Weekly	19	22	19	22	18	34	21	19	19	22	19	22	16	20	18	16	22	21	18	13
Almost every day	21	22	22	25	21	20	25	25	17	11	18	25	26	24	16	22	20	19	22	21
Every day	10	11	10	12	10	11	12	13	7	10	9	9	12	11	9	13	10	9	10	8
Not sure	7	7	7	7	9	3	5	7	8	11	10	4	5	6	10	8	9	8	5	6

How easy or difficult do you find it to understand discussions about economics in newspapers, radio and TV and on digital devices?

Very easy to understand	11	12	11	13	11	7	11	15	7	9	9	12	12	13	7	14	9	10	11	10
Fairly easy to understand	29	34	27	35	28	39	35	36	23	29	29	30	28	33	25	30	31	29	28	27
TOTAL EASY TO UNDERSTAND	40	46	38	48	39	46	46	51	30	38	38	42	40	46	32	44	40	39	39	37
Neither easy nor difficult	23	23	25	23	24	27	24	23	23	17	23	26	24	21	25	23	24	24	22	22
Fairly difficult to understand	19	17	19	16	18	19	18	13	24	24	18	18	17	19	18	18	18	17	19	24
Very difficult to understand	5	4	5	3	5	2	3	3	8	6	7	4	4	5	6	3	5	6	7	4
TOTAL DIFFICULT TO UNDERSTAND	24	21	24	19	23	21	21	16	32	30	25	22	21	24	24	21	23	23	26	28
Don't know	3	3	1	1	4	4	1	3	3	2	5	0	1	2	4	6	2	2	2	3
Not applicable – I don't read or listen to discussions about economics	11	7	11	9	11	3	8	8	13	12	9	10	13	8	14	7	11	12	11	10

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Weighted Sample
Unweighted Sample

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%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you wanted to get more information about a particular story on economics, where are you most likely to look? Please select up to three options.

A general or non-specialist news website (e.g. bbc.co.uk)	26	32	24	26	28	45	23	29	24	28	26	30	21	30	22	26	26	25	29	25
An economics oriented website (e.g. FT.com, MoneySavingExpert.com, BankofEngland.co.uk, or World Bank.org)	26	34	22	30	27	33	16	27	25	25	26	29	22	30	20	26	30	21	24	28
Take one of the top recommendations from Google or another internet search engine.	20	19	20	17	21	22	20	21	19	29	22	18	13	20	20	14	20	21	21	21
Friends and/or family	19	20	16	17	19	17	16	14	23	27	22	16	11	22	14	20	21	17	17	15
A specialist magazine, newspaper or website (e.g. The Economist or The Financial Times)	13	18	10	12	14	16	10	15	12	19	13	12	11	16	9	20	14	9	10	16
A non-specialist magazine or newspaper (e.g. The Daily Mail, The Daily Telegraph or The Times)	10	10	11	14	8	10	10	10	9	7	6	12	15	11	8	9	10	10	9	9
My bank, an accountant or financial adviser	9	9	9	10	6	10	5	8	10	9	6	9	13	10	7	5	10	10	8	9
Social media (e.g. Twitter, Facebook)	6	7	5	6	7	2	5	7	5	10	8	4	3	6	7	9	5	8	5	7
Work colleagues and/or neighbours	6	7	5	6	5	6	5	6	5	10	8	5	1	7	4	7	5	5	8	4
None of these	3	3	3	2	4	2	6	4	2	3	3	3	4	2	4	4	2	3	4	1
Don't know	10	9	9	9	10	6	8	9	11	9	12	9	8	7	14	10	11	10	8	12
Not applicable – I do not think I will ever want to get more information about a story on economics	15	9	17	14	14	7	15	14	16	12	11	15	23	11	20	14	13	17	16	11

In which, if any, of the following have you ever studied economics? (Please select all that apply)

At school	13	13	11	18	11	10	9	15	11	17	15	13	6	15	10	15	14	13	11	10
In higher education (e.g. university, college)	11	13	9	12	9	9	8	12	9	13	11	9	11	14	6	14	10	10	12	8
Through self-directed study (e.g. by deliberately reading books, magazine or newspaper articles, or watching/listening to radio, podcasts, TV or YouTube programmes on economics)	10	12	10	11	12	9	13	13	8	15	11	7	10	12	8	13	11	9	10	9
Self-motivated study (e.g. taking a course or an online tutorial programme such as a MOOC)	1	1	1	1	1	2	1	2	1	2	2	1	1	2	1	0	2	1	1	2
Other	2	3	2	2	3	5	1	3	2	2	2	3	2	2	2	3	2	2	2	0
Don't know/ Can't recall	5	3	6	4	5	1	7	4	7	7	6	6	3	4	8	3	5	7	3	12
Not applicable – I have never studied economics	64	63	67	62	65	66	65	60	68	57	62	66	70	60	69	57	64	65	67	64

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, do you think that learning economics should or should not be taught in school?

Should – children should take a specific, individual economics course while at school	21	21	22	21	19	19	28	21	21	25	22	20	18	22	19	23	22	23	16	24
Should – economics should be embedded in the general education of school-age children	55	62	53	60	55	66	51	56	55	59	52	59	57	58	52	50	57	51	57	59
Should not	5	4	6	4	4	5	8	7	3	3	6	4	5	5	5	8	4	5	6	2
Don't know	19	13	19	15	22	9	13	16	21	13	21	17	21	15	23	19	17	21	21	15

How relevant, if at all, do you think economics is to everyday life?

Very relevant	36	43	35	42	36	45	39	36	37	32	32	43	39	40	31	41	40	33	34	35
Fairly relevant	47	45	48	45	46	47	46	47	46	47	49	45	43	47	46	41	45	49	47	52
TOTAL RELEVANT	83	88	83	87	82	92	85	83	83	79	81	88	82	87	77	82	85	82	81	87
Not very relevant	5	4	7	4	5	2	6	7	4	7	6	3	7	5	6	7	5	5	6	5
Not relevant at all	1	1	2	1	1	0	2	2	1	1	1	2	2	1	2	1	1	1	4	0
TOTAL NOT RELEVANT	6	5	9	5	6	2	8	9	5	8	7	5	9	6	8	8	6	6	10	5
Don't know	10	8	9	7	12	6	7	7	12	12	12	7	9	7	14	10	10	12	9	9

For each of the following, please choose the statement that comes closest to your view.

Economics related to the world

I would like to increase my understanding of this area	44	56	37	43	47	55	38	45	44	57	47	41	35	49	38	49	44	42	41	55
I would not like to increase my understanding of this area	32	26	40	34	26	34	44	35	29	17	30	36	38	31	33	27	32	33	34	28
Don't know	24	18	23	23	26	11	18	20	27	26	22	23	27	20	29	24	24	25	25	17

Economics related to my personal finances

I would like to increase my understanding of this area	56	64	53	57	58	67	46	54	59	72	58	55	46	61	50	57	57	56	53	63
I would not like to increase my understanding of this area	24	22	27	25	20	28	36	28	20	9	22	27	32	23	24	21	24	24	26	22
Don't know	20	14	19	18	21	5	18	18	22	19	20	18	22	15	26	22	19	20	21	15

Economics related to making informed decisions for voting at elections

I would like to increase my understanding of this area	48	57	44	50	50	61	43	48	49	64	50	46	39	51	44	56	48	48	45	50
I would not like to increase my understanding of this area	30	27	35	31	25	33	40	34	27	13	29	34	37	31	29	24	31	30	34	29
Don't know	22	15	21	19	25	6	17	18	25	23	21	20	24	18	27	20	22	22	22	21

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How well, if at all, do you understand each of the following?

The effects of a fall in the pound's exchange rate

Understand it very well	12	15	12	14	11	13	14	18	7	10	10	14	15	15	8	12	12	15	10	8
Understand it fairly well	43	46	46	47	43	52	48	47	40	36	39	49	49	46	40	42	43	39	47	50
TOTAL UNDERSTAND IT WELL	55	61	58	61	54	65	62	65	47	46	49	63	64	61	48	54	55	54	57	58
Do not understand it that well	25	29	23	26	26	24	21	22	29	30	28	23	20	25	25	22	27	29	21	24
Do not understand it at all	10	6	11	7	10	7	9	6	13	10	11	9	9	7	13	14	8	8	13	6
TOTAL NOT UNDERSTAND IT	35	35	34	33	36	31	30	28	42	40	39	32	29	32	38	36	35	37	34	30
Don't know	10	5	9	7	9	4	8	7	12	14	12	5	6	6	14	11	10	9	9	11

Main economic consequences of Brexit

Understand it very well	8	10	8	8	9	9	11	12	5	6	8	9	9	10	6	12	7	9	8	7
Understand it fairly well	34	34	37	37	33	37	46	38	29	33	31	36	37	36	31	33	33	34	36	31
TOTAL UNDERSTAND IT WELL	42	44	45	45	42	46	57	50	34	39	39	45	46	46	37	45	40	43	44	38
Do not understand it that well	33	37	31	35	33	37	25	30	36	37	33	35	30	34	32	28	34	36	32	37
Do not understand it at all	12	11	12	10	14	8	7	8	15	9	13	10	12	11	13	17	10	10	13	11
TOTAL NOT UNDERSTAND IT	45	48	43	45	47	45	32	38	51	46	46	45	42	45	45	45	44	46	45	48
Don't know	13	9	12	11	10	9	11	11	14	14	15	10	11	9	17	10	15	12	10	13

Main economic consequences of government spending cuts

Understand it very well	11	14	10	10	14	13	10	15	7	8	10	14	11	13	8	14	11	12	9	8
Understand it fairly well	44	48	44	49	43	56	52	49	38	41	39	49	48	48	38	38	45	41	46	46
TOTAL UNDERSTAND IT WELL	55	62	54	59	57	69	62	64	45	49	49	63	59	61	46	52	56	53	55	54
Do not understand it that well	25	25	26	24	23	25	23	20	30	28	27	22	24	24	26	25	24	29	23	26
Do not understand it at all	10	6	11	8	10	2	7	6	13	9	10	9	10	7	13	13	8	9	12	9
TOTAL NOT UNDERSTAND IT	35	31	37	32	33	27	30	26	43	37	37	31	34	31	39	38	32	38	35	35
Don't know	11	7	9	9	10	3	9	9	12	14	14	6	7	7	15	10	12	10	9	11

The economics of government prioritising spending within a limited budget

Understand it very well	10	12	10	11	10	13	11	13	7	7	9	12	11	12	7	13	9	10	9	8
Understand it fairly well	40	44	41	45	40	46	50	47	34	36	37	47	41	44	35	35	40	38	42	47
TOTAL UNDERSTAND IT WELL	50	56	51	56	50	59	61	60	41	43	46	59	52	56	42	48	49	48	51	55
Do not understand it that well	28	29	27	27	27	31	23	22	33	33	28	24	28	27	28	26	28	31	25	25
Do not understand it at all	12	8	12	9	11	3	8	9	14	10	12	11	12	9	15	15	10	10	14	11
TOTAL NOT UNDERSTAND IT	40	37	39	36	38	34	31	31	47	43	40	35	40	36	43	41	38	41	39	36
Don't know	11	8	9	8	11	7	9	9	12	15	14	6	8	8	15	11	12	10	11	10

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which, if any, of the following do you think economists do?

(Please tick all that apply)

Forecast economic conditions, such as growth and inflation	65	74	64	70	67	84	67	69	61	59	62	75	64	71	57	62	69	61	61	71
Advise the government about how to run certain industries, e.g. the water industry	33	40	31	35	36	45	30	36	31	34	31	36	34	39	27	33	35	33	29	39
Advise business managers on how to run their companies, such as deciding on prices or investments	33	40	31	33	38	45	31	36	31	35	33	35	32	38	28	36	34	32	31	39
Advise local councils about running the local economy	32	37	29	32	31	42	30	33	30	37	30	34	30	35	27	28	33	33	29	32
Advise the government on policies such as the number of immigrants to allow into the UK	26	30	23	26	25	32	23	30	22	30	25	29	22	31	20	26	26	24	25	33
Provide financial advice to individuals	21	21	20	21	19	20	22	23	19	33	19	20	17	23	18	18	22	23	17	24
Try and understand how the majority of people live	21	25	17	21	20	26	15	24	17	24	24	19	13	25	15	24	21	21	18	18
Set interest rates	20	24	18	21	20	29	14	23	18	26	21	20	16	22	17	24	20	21	16	24
Earn money or help companies, organisations or individuals make money	19	21	18	20	20	21	17	22	15	22	20	17	17	22	14	26	20	15	17	17
Run banks	14	17	13	14	14	20	13	16	12	16	15	14	13	17	11	11	16	16	12	17
None of the above	4	3	4	2	5	1	5	4	4	6	4	2	4	3	5	3	3	7	4	1
Don't know	24	17	24	21	23	9	20	19	29	23	28	17	25	19	31	23	23	25	26	21

Generally speaking, do you think that government should or should not listen to the advice of economists regarding, for example, the national and world economy?

Should listen	64	79	56	67	66	83	50	71	58	68	63	65	63	70	57	67	64	65	60	71
Should not listen	6	2	9	5	3	3	14	8	4	7	5	6	6	6	5	7	5	5	7	5
Don't know	30	19	35	27	31	14	35	22	38	25	33	28	30	24	38	27	31	30	33	25

Thinking about the debate about Brexit before the referendum, which one of the following statements comes closest to your view? Economists made comments based on...

Mainly verifiable data and analysis	21	31	13	20	25	32	10	22	19	31	21	20	15	23	17	24	19	21	16	30
Mainly personal opinions	15	12	20	15	11	14	30	17	12	9	14	16	19	15	15	14	11	17	16	18
Mainly political opinions or affiliations	20	16	26	25	15	20	30	23	16	16	17	22	25	21	17	19	23	16	23	9
All of the above	14	15	13	14	15	13	12	15	13	14	13	16	14	15	13	10	14	16	16	11
Don't know	31	26	28	27	34	21	18	22	39	30	36	27	28	27	37	33	33	31	29	31

Sample Size: 1715 GB Adults
Fieldwork: 21st - 23rd April 2017

	EU Ref 2016		Vote in 2015					Gender		Age				Social Grade		Region				
	Total	Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1715	674	732	484	401	103	164	830	885	199	732	424	360	978	737	206	569	369	413	158
Unweighted Sample	1715	721	768	509	415	111	167	751	964	197	688	435	395	1017	698	174	600	369	418	154
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent do you trust the opinions of economists on issues relating to the national and world economy?

Trust a great deal	3	6	1	3	3	7	2	4	2	7	3	2	2	4	2	4	3	3	2	4
Trust a fair amount	32	45	22	33	34	46	21	35	30	44	32	33	25	36	27	33	34	33	26	38
TOTAL TRUST	35	51	23	36	37	53	23	39	32	51	35	35	27	40	29	37	37	36	28	42
Don't trust very much	31	26	39	35	27	31	41	31	30	15	25	37	43	30	31	25	30	31	34	29
Don't trust at all	8	2	14	7	7	1	17	10	6	5	7	8	11	7	10	7	8	7	10	4
TOTAL DO NOT TRUST	39	28	53	42	34	32	58	41	36	20	32	45	54	37	41	32	38	38	44	33
Don't know	26	21	25	22	29	16	19	19	33	30	32	20	20	23	30	31	25	26	27	25

For the following statement please tick the option that best applies.
I regard economics as a subject that is usually associated with...

Men	32	33	32	35	30	37	33	32	32	41	31	32	28	33	30	33	31	30	33	34
Women	1	1	0	1	0	0	1	0	1	2	1	0	0	1	0	3	0	0	1	1
Both equally	54	54	57	54	57	56	60	54	54	42	50	60	61	54	54	50	53	56	55	56
Not sure	13	11	10	10	13	7	5	14	13	15	17	8	10	12	16	15	16	14	11	9

How important, if at all, do you think public figures are in communicating to the public about their specialist subject, for example Professor Brian Cox on physics, Kate Williams on history, Michael Mosley on health and David Attenborough on natural history?

Very important	28	35	24	29	32	41	22	29	28	29	30	30	24	31	24	35	30	28	23	28
Fairly important	43	49	42	47	43	48	41	45	42	39	40	45	50	45	41	37	42	45	45	50
TOTAL IMPORTANT	71	84	66	76	75	89	63	74	70	68	70	75	74	76	65	72	72	73	68	78
Not very important	11	7	16	11	10	7	20	11	10	10	9	12	13	10	11	9	11	9	12	11
Not important at all	4	2	5	4	4	1	8	5	3	2	4	4	4	4	4	3	3	4	6	2
TOTAL NOT IMPORTANT	15	9	21	15	14	8	28	16	13	12	13	16	17	14	15	12	14	13	18	13
Don't know	14	7	13	10	12	3	9	10	17	20	17	9	9	10	19	16	13	13	14	10

In the box below, please write in anyone in the public eye that you associate with the area of economics? If you're not sure, please tick the 'Don't know' box.
(see Tab 1)

Sample Size: 1715 GB Adults
Fieldwork: 21st - 23rd April 2017

		EU Ref 2016		Vote in 2015				Gender		Age				Social Grade		Region				
Total		Remain	Leave	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1715	674	732	484	401	103	164	830	885	199	732	424	360	978	737	206	569	369	413	158
Unweighted Sample	1715	721	768	509	415	111	167	751	964	197	688	435	395	1017	698	174	600	369	418	154
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How interested, if at all, would you be in each of the following?

Attending public debates or talks on economic subjects

Very interested	2	2	2	2	3	1	2	3	2	6	3	2	0	4	1	5	2	2	2	1
Fairly interested	12	16	9	12	13	15	9	14	11	19	13	11	7	15	9	16	13	11	11	10
TOTAL INTERESTED	14	18	11	14	16	16	11	17	13	25	16	13	7	19	10	21	15	13	13	11
Not very interested	33	38	32	33	31	49	36	34	32	30	31	34	38	35	30	36	32	31	33	40
Not interested at all	46	38	53	47	45	34	49	42	49	30	44	50	52	41	52	35	46	49	49	43
TOTAL NOT INTERESTED	79	76	85	80	76	83	85	76	81	60	75	84	90	76	82	71	78	80	82	83
Don't know	7	5	4	5	8	1	4	6	7	16	9	2	3	6	8	8	7	8	5	6

**Receiving economic news relevant to me on my digital devices
(e.g. smartphone)**

Very interested	6	6	6	7	6	3	7	7	4	8	7	4	3	6	5	6	7	5	5	3
Fairly interested	24	31	20	25	24	32	20	27	21	35	28	21	13	26	21	24	23	25	25	20
TOTAL INTERESTED	30	37	26	32	30	35	27	34	25	43	35	25	16	32	26	30	30	30	30	23
Not very interested	28	32	26	28	24	33	31	28	28	24	28	29	28	30	26	29	27	25	28	35
Not interested at all	34	25	43	34	34	31	37	30	38	17	26	40	53	30	39	30	35	35	34	34
TOTAL NOT INTERESTED	62	57	69	62	58	64	68	58	66	41	54	69	81	60	65	59	62	60	62	69
Don't know	9	7	6	5	12	2	5	9	9	15	11	5	3	8	9	12	8	10	7	7

**Television documentaries on economic issues such as inequality
or the 'gig' economy**

Very interested	8	11	7	7	10	10	7	10	7	12	10	7	4	10	6	14	8	6	9	5
Fairly interested	33	42	28	32	38	51	28	34	31	35	32	35	31	36	28	33	35	31	29	38
TOTAL INTERESTED	41	53	35	39	48	61	35	44	38	47	42	42	35	46	34	47	43	37	38	43
Not very interested	26	25	28	29	17	23	34	27	26	23	25	26	30	26	26	23	24	28	27	28
Not interested at all	25	15	32	25	26	15	25	22	27	15	23	27	30	21	30	21	23	25	28	23
TOTAL NOT INTERESTED	51	40	60	54	43	38	59	49	53	38	48	53	60	47	56	44	47	53	55	51
Don't know	8	7	5	7	8	2	6	7	10	16	10	5	4	7	10	9	9	10	7	5

**Short videos/ podcasts to explain economic concepts in non-
technical language made by institutions such as the Bank of
England or Royal Economic Society**

Very interested	10	14	8	11	11	15	9	12	9	21	11	7	6	12	8	13	13	9	9	7
Fairly interested	33	41	29	34	35	44	28	32	33	38	32	34	29	37	27	32	34	30	32	35
TOTAL INTERESTED	43	55	37	45	46	59	37	44	42	59	43	41	35	49	35	45	47	39	41	42
Not very interested	23	25	24	27	18	21	27	24	22	19	21	25	28	23	23	26	20	24	25	26
Not interested at all	27	16	34	23	28	18	31	25	28	10	26	30	34	21	34	21	26	29	29	27
TOTAL NOT INTERESTED	50	41	58	50	46	39	58	49	50	29	47	55	62	44	57	47	46	53	54	53
Don't know	7	4	6	5	8	1	5	7	7	12	10	4	3	6	8	8	8	8	6	4