

YouGov Survey Results

Sample Size: 2004 adults in GB
Fieldwork: 9th - 10th March 2023

		Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
Total		Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South
Weighted Sample	2004	655	485	170	706	746	970	1034	210	828	495	471	1142	862	1729	100	174	483	333	242	671
Unweighted Sample	2004	709	500	178	861	768	877	1127	129	835	543	497	1226	778	1721	111	172	466	343	214	698
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How well or badly would you say the government is doing at managing the cost of living?

Very well	1	2	1	1	2	1	2	0	3	1	1	0	2	0	1	0	0	1	0	5	0
Fairly well	13	27	4	8	9	19	15	11	8	8	13	24	13	13	14	12	7	11	11	10	18
TOTAL WELL	14	29	5	9	11	20	17	11	11	9	14	24	15	13	15	12	7	12	11	15	18
Fairly badly	31	37	22	32	26	37	30	32	25	26	31	41	31	31	31	30	29	29	34	32	31
Very badly	47	27	69	54	58	37	46	48	49	56	50	28	49	45	46	49	57	51	45	48	43
TOTAL BADLY	78	64	91	86	84	74	76	80	74	82	81	69	80	76	77	79	86	80	79	80	74
Don't know	8	7	5	4	5	7	7	8	15	8	5	6	6	10	8	9	7	9	9	5	7

Thinking about the cost of living, which of the following comes closest to your view?

I have already had to make cuts to my usual spending, and expect to have to make further cuts	49	42	59	49	54	49	44	54	29	55	57	38	47	52	49	56	49	46	49	42	52
I have already had to make cuts to my usual spending, but do not expect to make further cuts	17	18	13	16	16	17	19	15	23	18	14	16	18	16	17	14	17	15	17	29	15
TOTAL MADE CUTS	66	60	72	65	70	66	63	69	52	73	71	54	65	68	66	70	66	61	66	71	67
I have been able to maintain my usual spending so far, but expect to have to make cuts soon	15	16	13	19	17	15	14	16	11	13	15	21	15	15	15	12	16	17	16	11	15
I have been able to maintain my usual spending so far, and expect to be able to continue to do so	14	21	10	14	12	17	18	10	19	9	13	23	16	12	14	14	14	16	12	13	15
TOTAL MAINTAINED USUAL SPENDING	29	37	23	33	29	32	32	26	30	22	28	44	31	27	29	26	30	33	28	24	30
Don't know	5	2	4	2	2	2	5	4	18	5	1	1	4	6	5	4	4	6	6	4	4

Sample Size: 2004 adults in GB
Fieldwork: 9th - 10th March 2023

2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South
Weighted Sample	2004	655	485	170	706	746	970	1034	210	828	495	471	1142	862	1729	100	174	483	333	242	671
Unweighted Sample	2004	709	500	178	861	768	877	1127	129	835	543	497	1226	778	1721	111	172	466	343	214	698
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Generally speaking, how often, if at all, have you struggled to afford the following in the past three months?

Energy bills (e.g. home heating, electricity, etc)

Always	10	8	10	7	8	10	11	8	14	9	11	6	8	12	10	11	9	10	11	7	10
Most of the time	14	13	16	14	14	16	12	16	9	14	15	15	13	16	14	12	14	14	17	13	13
Occasionally	25	22	28	22	25	26	24	26	23	26	25	25	25	26	25	24	28	24	25	29	24
Never	44	53	38	53	49	45	47	41	20	43	46	52	48	38	43	47	45	43	40	43	46
Not applicable – I do not spend money on this	5	3	6	3	3	2	4	6	27	4	2	0	5	5	6	1	2	6	4	6	6
Don't know	2	1	2	1	1	1	3	2	8	3	1	1	2	3	2	4	2	3	3	2	2

Food

Always	7	4	7	6	6	6	7	6	14	7	7	4	6	8	7	5	5	8	7	7	7
Most of the time	11	8	14	7	9	11	10	11	10	13	10	8	8	14	11	10	9	10	11	15	10
Occasionally	29	24	33	24	28	29	25	33	26	31	29	27	27	32	28	34	38	26	28	32	28
Never	50	63	42	62	55	52	54	46	36	45	53	60	55	43	50	48	46	52	48	44	52
Not applicable – I do not spend money on this	1	1	1	1	1	0	1	1	8	1	0	1	2	1	2	0	1	1	3	1	2
Don't know	2	1	2	1	1	1	2	2	6	3	0	0	2	3	2	3	1	3	3	2	1

Fuel for my vehicle

Always	6	4	5	4	4	5	7	4	13	6	4	4	6	6	6	6	4	5	5	7	6
Most of the time	9	8	12	9	11	8	8	10	10	10	10	6	9	9	9	8	5	7	12	10	9
Occasionally	23	24	25	21	22	28	22	25	12	25	23	25	23	24	22	25	32	24	24	14	23
Never	39	52	30	48	42	43	42	35	17	34	44	49	42	35	38	41	38	38	38	28	43
Not applicable – I do not spend money on this	22	12	26	17	19	15	18	25	42	22	18	16	20	24	22	17	20	23	18	39	17
Don't know	2	1	2	1	1	1	2	2	6	3	0	0	1	3	2	3	1	3	3	2	1

Rent/mortgage

Always	5	2	4	4	4	3	5	5	10	5	4	2	5	5	5	6	6	6	5	2	5
Most of the time	6	5	8	5	7	5	8	5	13	8	4	2	7	6	6	5	7	4	6	15	5
Occasionally	12	8	15	12	12	10	10	14	18	15	11	5	12	12	12	11	11	11	11	18	12
Never	42	39	46	49	48	39	44	40	24	58	40	24	45	38	42	42	45	41	41	37	45
Not applicable – I do not spend money on this	32	44	25	28	28	41	31	34	29	11	39	66	30	36	33	33	29	36	34	25	33
Don't know	2	1	2	2	1	1	3	2	6	3	1	1	1	4	2	3	2	3	3	3	1

Sample Size: 2004 adults in GB
Fieldwork: 9th - 10th March 2023

2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South
Weighted Sample	2004	655	485	170	706	746	970	1034	210	828	495	471	1142	862	1729	100	174	483	333	242	671
Unweighted Sample	2004	709	500	178	861	768	877	1127	129	835	543	497	1226	778	1721	111	172	466	343	214	698
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your finances, which of the following best reflects your position?

I am very comfortable financially	4	4	4	7	4	3	5	3	5	4	3	4	6	1	4	2	2	3	0	10	4
I am relatively comfortable financially	31	38	29	32	37	31	33	29	28	28	27	41	37	23	31	28	30	32	32	29	31
TOTAL FINANCIALLY COMFORTABLE	35	42	33	39	41	34	38	32	33	32	30	45	43	24	35	30	32	35	32	39	35
I do not often have money for luxuries, but can normally comfortably cover the essentials	39	39	40	43	39	42	37	41	33	38	42	41	39	39	39	38	41	40	39	37	39
I can only just afford my costs and often struggle to make ends meet	18	15	19	12	15	17	17	20	19	21	21	11	13	25	18	24	21	17	20	20	16
I cannot afford my costs, and often have to go without essentials like food and heating	5	3	5	4	3	5	5	5	8	5	7	1	3	8	6	3	2	5	5	2	7
TOTAL FINANCIALLY STRUGGLING	23	18	24	16	18	22	22	25	27	26	28	12	16	33	24	27	23	22	25	22	23
Don't know	3	1	3	2	2	1	3	2	7	4	0	1	1	4	3	4	3	3	4	2	2

In 12 months' time, which one of the following, if any, do you think will most likely apply to Britain's economy?

It will be in a depression/recession	52	36	70	56	61	46	49	56	40	59	58	42	52	53	52	58	55	53	51	55	50
It will remain stable	27	44	15	28	25	34	31	24	22	23	28	37	29	26	27	32	24	26	26	27	30
It will be growing/booming	5	9	2	2	2	8	7	4	15	3	4	7	6	5	6	2	6	6	4	7	6
Don't know	15	11	13	14	12	12	12	17	23	15	10	14	13	16	15	8	16	15	19	12	14

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.