

YouGov Survey Results

Sample Size: 2062 adults in GB
Fieldwork: 14th - 15th February 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 | 2062 | 674 | 499 | 175 | 727 | 768 | 998 | 1064 | 216 | 852 | 509 | 485 | 1175 | 887 | 1780 | 103 | 179 | 497 | 342 | 250 | 691 | |
| Unweighted Sample | 2062 | 705 | 499 | 183 | 825 | 791 | 921 | 1141 | 176 | 833 | 523 | 530 | 1245 | 817 | 1774 | 112 | 176 | 501 | 358 | 204 | 711 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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

| | | | | | | | | | | | | | | | | | | | | | |
|--------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| Very well | 1 | 1 | 1 | 1 | 1 | 1 | 0 | 2 | 1 | 0 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 1 | 4 | 0 | |
| Fairly well | 13 | 26 | 3 | 7 | 9 | 18 | 12 | 13 | 5 | 10 | 13 | 21 | 12 | 14 | 13 | 9 | 9 | 15 | 12 | 13 | 12 |
| TOTAL WELL | 14 | 27 | 4 | 8 | 10 | 19 | 13 | 7 | 11 | 13 | 22 | 13 | 14 | 14 | 10 | 10 | 15 | 13 | 17 | 12 | |
| Fairly badly | 30 | 36 | 24 | 31 | 28 | 34 | 30 | 31 | 33 | 27 | 31 | 35 | 31 | 30 | 31 | 28 | 29 | 26 | 33 | 29 | 34 |
| Very badly | 49 | 30 | 69 | 56 | 57 | 42 | 50 | 49 | 46 | 55 | 51 | 38 | 50 | 49 | 48 | 53 | 55 | 53 | 47 | 48 | 46 |
| TOTAL BADLY | 79 | 66 | 93 | 87 | 85 | 76 | 80 | 80 | 79 | 82 | 82 | 73 | 81 | 79 | 79 | 81 | 84 | 79 | 80 | 77 | 80 |
| Don't know | 7 | 6 | 3 | 5 | 4 | 5 | 7 | 7 | 14 | 7 | 5 | 5 | 6 | 8 | 7 | 9 | 6 | 7 | 7 | 6 | 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 | 47 | 44 | 54 | 35 | 49 | 48 | 44 | 50 | 36 | 53 | 51 | 39 | 45 | 50 | 47 | 55 | 47 | 50 | 46 | 40 | 48 |
| I have already had to make cuts to my usual spending, but do not expect to make further cuts | 17 | 15 | 16 | 20 | 16 | 14 | 18 | 15 | 24 | 18 | 15 | 12 | 17 | 16 | 17 | 13 | 15 | 15 | 16 | 24 | 15 |
| TOTAL MADE CUTS | 64 | 59 | 70 | 55 | 65 | 62 | 62 | 65 | 60 | 71 | 66 | 51 | 62 | 66 | 64 | 68 | 62 | 65 | 62 | 64 | 63 |
| I have been able to maintain my usual spending so far, but expect to have to make cuts soon | 18 | 21 | 18 | 25 | 19 | 20 | 17 | 20 | 12 | 15 | 21 | 25 | 20 | 16 | 18 | 14 | 22 | 19 | 18 | 16 | 19 |
| I have been able to maintain my usual spending so far, and expect to be able to continue to do so | 12 | 17 | 9 | 16 | 13 | 15 | 14 | 10 | 8 | 8 | 11 | 23 | 14 | 10 | 12 | 14 | 12 | 11 | 14 | 16 | 11 |
| TOTAL MAINTAINED USUAL SPENDING | 30 | 38 | 27 | 41 | 32 | 35 | 31 | 30 | 20 | 23 | 32 | 48 | 34 | 26 | 30 | 28 | 34 | 30 | 32 | 32 | 30 |
| Don't know | 6 | 2 | 3 | 3 | 3 | 2 | 7 | 4 | 21 | 6 | 3 | 1 | 4 | 8 | 6 | 5 | 5 | 5 | 6 | 3 | 7 |

Sample Size: 2062 adults in GB
Fieldwork: 14th - 15th February 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 | 2062 | 674 | 499 | 175 | 727 | 768 | 998 | 1064 | 216 | 852 | 509 | 485 | 1175 | 887 | 1780 | 103 | 179 | 497 | 342 | 250 | 691 | |
| Unweighted Sample | 2062 | 705 | 499 | 183 | 825 | 791 | 921 | 1141 | 176 | 833 | 523 | 530 | 1245 | 817 | 1774 | 112 | 176 | 501 | 358 | 204 | 711 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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 | 8 | 6 | 8 | 4 | 5 | 9 | 8 | 8 | 4 | 10 | 9 | 6 | 5 | 12 | 8 | 5 | 10 | 8 | 10 | 7 | 7 |
| Most of the time | 15 | 14 | 16 | 13 | 15 | 16 | 13 | 16 | 14 | 16 | 15 | 14 | 13 | 17 | 15 | 20 | 15 | 16 | 15 | 12 | 15 |
| Occasionally | 22 | 20 | 27 | 19 | 24 | 21 | 23 | 21 | 17 | 24 | 23 | 20 | 23 | 20 | 22 | 24 | 21 | 21 | 22 | 25 | 22 |
| Never | 45 | 54 | 40 | 58 | 51 | 48 | 46 | 43 | 20 | 41 | 48 | 59 | 48 | 40 | 44 | 43 | 51 | 45 | 44 | 44 | 44 |
| Not applicable – I do not spend money on this | 8 | 4 | 8 | 5 | 4 | 4 | 7 | 8 | 37 | 7 | 4 | 0 | 7 | 8 | 8 | 7 | 3 | 8 | 6 | 10 | 9 |
| Don't know | 3 | 2 | 2 | 0 | 1 | 1 | 3 | 3 | 7 | 3 | 1 | 1 | 2 | 3 | 3 | 1 | 1 | 2 | 3 | 2 | 3 |

Food

| | | | | | | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Always | 6 | 4 | 7 | 4 | 5 | 7 | 5 | 7 | 6 | 6 | 6 | 5 | 4 | 8 | 6 | 5 | 5 | 6 | 7 | 7 | 5 |
| Most of the time | 12 | 10 | 11 | 9 | 9 | 12 | 11 | 12 | 17 | 13 | 10 | 8 | 10 | 14 | 12 | 9 | 11 | 12 | 13 | 9 | 12 |
| Occasionally | 26 | 20 | 31 | 23 | 27 | 24 | 25 | 28 | 30 | 28 | 28 | 20 | 26 | 26 | 26 | 29 | 28 | 28 | 25 | 28 | 25 |
| Never | 52 | 64 | 48 | 62 | 56 | 56 | 55 | 50 | 31 | 49 | 55 | 65 | 57 | 46 | 52 | 53 | 54 | 51 | 51 | 53 | 54 |
| Not applicable – I do not spend money on this | 1 | 0 | 2 | 1 | 1 | 0 | 2 | 1 | 10 | 1 | 0 | 0 | 2 | 1 | 1 | 3 | 1 | 1 | 2 | 1 | 1 |
| Don't know | 2 | 1 | 1 | 0 | 1 | 1 | 2 | 2 | 5 | 3 | 1 | 1 | 1 | 4 | 2 | 1 | 1 | 2 | 2 | 3 | 3 |

Fuel for my vehicle

| | | | | | | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Always | 4 | 2 | 3 | 3 | 3 | 4 | 4 | 4 | 5 | 5 | 3 | 3 | 4 | 5 | 4 | 8 | 5 | 5 | 4 | 2 | 3 |
| Most of the time | 8 | 8 | 9 | 5 | 8 | 9 | 9 | 8 | 8 | 9 | 9 | 7 | 8 | 9 | 9 | 8 | 5 | 9 | 10 | 5 | 9 |
| Occasionally | 20 | 21 | 23 | 16 | 22 | 22 | 20 | 21 | 14 | 22 | 22 | 18 | 22 | 19 | 20 | 28 | 18 | 20 | 22 | 14 | 22 |
| Never | 40 | 52 | 32 | 53 | 44 | 46 | 41 | 39 | 16 | 34 | 46 | 54 | 44 | 34 | 40 | 33 | 46 | 39 | 43 | 30 | 42 |
| Not applicable – I do not spend money on this | 25 | 14 | 30 | 22 | 21 | 18 | 24 | 26 | 51 | 26 | 20 | 17 | 21 | 30 | 25 | 22 | 24 | 25 | 18 | 47 | 21 |
| Don't know | 2 | 2 | 1 | 0 | 1 | 2 | 2 | 2 | 6 | 3 | 1 | 1 | 2 | 3 | 2 | 1 | 1 | 2 | 2 | 2 | 3 |

Rent/mortgage

| | | | | | | | | | | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Always | 4 | 2 | 3 | 2 | 3 | 2 | 4 | 4 | 7 | 5 | 2 | 1 | 3 | 5 | 4 | 2 | 5 | 4 | 4 | 3 | 4 |
| Most of the time | 7 | 4 | 6 | 8 | 6 | 6 | 7 | 7 | 15 | 9 | 6 | 2 | 6 | 8 | 7 | 9 | 8 | 7 | 7 | 7 | 7 |
| Occasionally | 12 | 9 | 13 | 15 | 13 | 10 | 12 | 12 | 15 | 17 | 9 | 5 | 12 | 12 | 12 | 9 | 10 | 10 | 11 | 18 | 12 |
| Never | 42 | 41 | 49 | 38 | 45 | 40 | 43 | 40 | 26 | 55 | 40 | 26 | 45 | 37 | 41 | 48 | 45 | 41 | 40 | 42 | 41 |
| Not applicable – I do not spend money on this | 33 | 43 | 28 | 37 | 32 | 41 | 30 | 35 | 29 | 11 | 42 | 64 | 32 | 34 | 33 | 31 | 31 | 37 | 35 | 27 | 32 |
| Don't know | 2 | 1 | 1 | 0 | 1 | 1 | 3 | 2 | 6 | 3 | 0 | 1 | 2 | 3 | 2 | 1 | 2 | 2 | 2 | 2 | 3 |

Sample Size: 2062 adults in GB
Fieldwork: 14th - 15th February 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 | 2062 | 674 | 499 | 175 | 727 | 768 | 998 | 1064 | 216 | 852 | 509 | 485 | 1175 | 887 | 1780 | 103 | 179 | 497 | 342 | 250 | 691 | |
| Unweighted Sample | 2062 | 705 | 499 | 183 | 825 | 791 | 921 | 1141 | 176 | 833 | 523 | 530 | 1245 | 817 | 1774 | 112 | 176 | 501 | 358 | 204 | 711 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

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

| | | | | | | | | | | | | | | | | | | | | | |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I am very comfortable financially | 4 | 5 | 4 | 6 | 5 | 3 | 5 | 3 | 3 | 3 | 4 | 4 | 4 | 2 | 4 | 2 | 1 | 2 | 4 | 6 | 4 |
| I am relatively comfortable financially | 32 | 38 | 32 | 42 | 37 | 33 | 33 | 31 | 26 | 28 | 32 | 42 | 38 | 24 | 32 | 27 | 33 | 34 | 28 | 35 | 32 |
| TOTAL COMFORTABLE | 36 | 43 | 36 | 48 | 42 | 36 | 38 | 34 | 29 | 31 | 36 | 46 | 42 | 26 | 36 | 29 | 34 | 36 | 32 | 41 | 36 |
| I do not often have money for luxuries, but can normally comfortably cover the essentials | 39 | 38 | 40 | 37 | 41 | 38 | 37 | 40 | 35 | 39 | 40 | 38 | 39 | 38 | 38 | 42 | 42 | 39 | 41 | 36 | 37 |
| I can only just afford my costs and often struggle to make ends meet | 17 | 13 | 17 | 12 | 13 | 19 | 16 | 18 | 15 | 19 | 17 | 13 | 13 | 22 | 17 | 18 | 15 | 15 | 16 | 15 | 19 |
| I cannot afford my costs, and often have to go without essentials like food and heating | 5 | 4 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 7 | 6 | 1 | 3 | 8 | 5 | 6 | 6 | 6 | 6 | 4 | 4 |
| TOTAL STRUGGLING | 22 | 17 | 21 | 15 | 16 | 24 | 21 | 23 | 20 | 26 | 23 | 14 | 16 | 30 | 22 | 24 | 21 | 21 | 22 | 19 | 23 |
| Don't know | 4 | 1 | 3 | 1 | 1 | 1 | 5 | 3 | 17 | 3 | 1 | 2 | 3 | 5 | 4 | 5 | 2 | 3 | 4 | 4 | 4 |

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 | 57 | 41 | 74 | 61 | 66 | 50 | 56 | 57 | 55 | 62 | 59 | 45 | 58 | 55 | 56 | 60 | 61 | 58 | 56 | 56 | 55 |
| It will remain stable | 25 | 40 | 13 | 23 | 21 | 33 | 27 | 23 | 13 | 20 | 27 | 34 | 26 | 22 | 25 | 26 | 23 | 24 | 28 | 19 | 25 |
| It will be growing/booming | 4 | 8 | 1 | 4 | 3 | 5 | 6 | 3 | 8 | 2 | 3 | 7 | 4 | 4 | 4 | 0 | 5 | 5 | 4 | 5 | 4 |
| Don't know | 15 | 11 | 12 | 12 | 10 | 12 | 12 | 17 | 24 | 15 | 11 | 14 | 11 | 19 | 15 | 14 | 10 | 14 | 12 | 20 | 16 |