

YouGov Survey Results

Fieldwork: 15th - 16th March 2023																		
			Vote	in 201	19 GE	EU Ref	2016	Ge	nder		Ą	ge		Social	Grade		Country	•
		Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
Weighted	Sample	2155	705	522	183	759	802	1043	1112	226	890	532	506	1228	927	1860	108	187
Unweighted	Sample	2155	716	553	195	896	799	1010	1145	192	923	539	501	1296	859	1848	113	194
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	17-18 Nov '22	15-16 Mar '23																
Do you think Jeremy Hunt is doing a good job or a bad job as Chancellor of the Exchequer?																		
He is doing a good job	22	26	47	13	31	25	35	28	24	17	21	26	40	31	21	27	22	19
He is doing a bad job	26	34	19	53	36	40	30	40	28	39	36	36	24	34	32	33	40	35
Don't know	52	40	34	34	33	35	35	32	48	44	43	38	36	35	47	40	38	46
Do you think the Government is managing the economy well or badly?			1 -			l a		l a		l a				l a				•
Very well	1	2	5 45	1 6	2 17	2 17	3	3	2 22	2	2 14	2	4	3	2	2	3	2
Fairly well TOTAL WELL	18 19	23 25	50	7	17	19	35 38	24 27	22 24	15 17	16	25 27	39 43	24 27	21 23	23 25	19 22	18 20
Fairly badly	30	32	28	35	39	32	31	30	33	32	35	31	28	32	32	32	28	35
Very badly	37	33	12	54	38	43	23	35	31	37	39	34	18	34	31	32	38	33 37
TOTAL BADLY	67	65	40	89	77	75	54	65	64	69	74	65	46	66	63	64	66	72
Don't know	14	10	10	4	5	1 6	9	8	12	15	10	8	12		15	10	12	8
In your opinion how good or bad is the state of Britain's economy at the moment?	14	10		7	J		٠		12		10	Ü	12	. '	10	10	12	Ü
Very good	0	1	1	1	0	1	0	1	0	1	1	0	0	1	0	1	0	0
Quite good	2	5	10	1	2	2	8	6	4	7	2	3	10	5	4	5	5	3
TOTAL GOOD	2	6	. 11	2	2	3	8	7	4	. 8	3	3	10	6	4	6	5	3
Neither good nor bad	9	18	33	6	9	11	27	21	15	11	13	19	29	17	19	19	14	11
Quite bad	36	39	40	36	50	39	40	37	40	35	38	40	40	39	38	39	36	42
Very bad	48	34	15	53	38	45	24	32	35	35	41	36	18	36	31	33	39	39
TOTAL BAD	84	73	55	89	88	84	64	69	75	70	79	76	58	75	69	72	75	81
Don't know	5	4	2	2	1	2	2	3	6	11	4	2	3	2	7	4	6	5



YouGov Survey Results

Fieldwork: 15th - 16th March 2023											
				Region in	England			Cost o	f living segmen	tation	
		Total	North	Midlands	London	South	Squeezed but coping	Calm and comfortable	Unsettled withstanders	Worried and suffering	Cautiously hopeful strugglers
Weighted		2155	519	358	261	722	595	473	407	355	325
Unweighted	Sample		513	366	248	721	606	474	403	359	313
	17-18 Nov '22	% 15-16 Mar '23	%	%	%	%	%	%	%	%	%
Do you think Jeremy Hunt is doing a good job or a bad job as Chancellor of the Exchequer?											
He is doing a good job	22	26	25	24	31	29	15	50	22	10	35
He is doing a bad job	26	34	35	34	33	31	42	15	34	54	22
Don't know	52	40	39	41	36	40	42	35	44	36	43
Do you think the Government is managing the economy well or badly? Very well	1	2	2	2	5	2	l 0	6	0	0	6
Fairly well	18	23	22	20	21	27	12	45	16	5	37
TOTAL WELL	19	25	24	22	26	29	12	51	16	5	43
Fairly badly	30	32	33	33	30	31	37	21	40	26	34
Very badly	37	33	33	32	38	29	43	11	36	61	11
TOTAL BADLY	67	65	66	65	68	60	80	32	76	87	45
Don't know	14	10	10	12	7	11	7	16	9	7	13
In your opinion how good or bad is the state of Britain's economy at the moment?											
Very good	0	1	0	1	2	0	0	0	0	0	3
Quite good	2	5	4	6	4	5	0	11	1	1	11
TOTAL GOOD	2	6	4	7	6	5	0	11	1	1	14
Neither good nor bad	9	18	20	15	19	20	8	38	10	4	31
Quite bad	36	39	37	38	35	41	41	35	53	25	37
Very bad	48	34	34	34	38	30	48	7	32	66	13
TOTAL BAD	84	73	71 I 4	72	73	71	89 I o	42	85	91	50
Don't know	5	4	4	6	2	4	2	8	3	4	4



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			Vote	in 201	19 GE	EU Ref	2016	Ge	nder		Ą	ge		Social	Grade		Country	
		Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
Weighted	Sample	2155	705	522	183	759	802	1043	1112	226	890	532	506	1228	927	1860	108	187
Unweighted	Sample	2155	716	553	195	896	799	1010	1145	192	923	539	501	1296	859	1848	113	194
	_	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
How do you think the financial situation of your household will change over the next 12 months?										_								
Get a lot better	1	2	2	1	2	2	2	3	1	4	3	1	1	3	1	2	3	2
Get a little better	6	10	13	5	9	8	10	12	8	15	10	7	9	12	7	10	4	8
TOTAL BETTER	7	12	15	6	11	10	12	15	9	19	13	8	10	15	8	12	7	10
Stay about the same	19	30	42	23	31	27	36	31	30	25	26	29	41	30	31	31	25	25
Get a little worse	35	31	27	36	42	37	29	31	31	26	31	34	30	33	28	30	33	38
Get a lot worse	32	20	14	28	14	23	20	18	22	15	22	24	17	18	23	20	27	20
TOTAL WORSE	67	51	41	64	56	60	49	49	53	41	53	58	47	51	51	50	60	58
Don't know	8	7	3	7	2	4	3	5	8	16	8	5	3	5	9	6	8	8
How do you think the economic situation of the country as a whole will change over the next 12 months? Get a lot better	0	2	l 3	1	2	l 1	2	2	1	2	2	1	2	l 2	1	2	0	1
Get a lot better	7	16	29	7	13	12	21	17	14	20	10	14	25	18	13	16	15	12
TOTAL BETTER	7	18	32	8	15	13	23	19	15	22	12	15	27	20	14	18	15	13
Stay about the same	11	20	27	13	19	19	24	23	17	12	19	20	24	20	20	20	18	19
Get a little worse	28	31	24	36	40	32	29	30	32	32	31	32	28	31	30	31	25	33
Get a lot worse	45	25	13	36	23	31	19	23	27	22	30	27	15	24	26	24	31	28
TOTAL WORSE	73	56	37	72	63	63	48	53	59	54	61	59	43	55	56	55	56	61
Don't know	9	7	5	6	4	5	6	5	9	13	8	6	5	5	10	7	10	7

This week the Chancellor Jeremy Hunt set out the Government's Spring budget. Below are some of the announcements he made. For each one, please say whether you think it is a good idea or the wrong priority for the present time.

Maintaining the domestic cap for energy prices for the next 3 months

Good idea	85	91	87	90	90	89	83	86	68	82	90	91	88	81	84	85	88
Wrong priority for the present time	5	4	3	5	4	5	7	3	7	5	4	3	5	5	5	4	4
Don't know	11	5	10	5	6	6	10	11	25	13	6	5	8	14	11	11	8



				Region in	England			Cost	f living segmen	tation	
		Total	North	Midlands	London	South	Squeezed but coping	Calm and comfortable	Unsettled withstanders	Worried and suffering	Cautiously hopeful strugglers
Weighted S		2155	519	358	261	722	595	473	407	355	325
Unweighted S	ample	2155	513	366	248	721	606	474	403	359	313
		%	%	%	%	%	%	%	%	%	%
How do you think the financial situation of your household will change over the next 12 months?											
Get a lot better	1	2	1	2	3	1	0	4	1	0	6
Get a little better	6	10	8	7	13	12	3	20	8	2	18
TOTAL BETTER	7	12	9	9	16	13	3	24	9	2	24
Stay about the same	19	30	30	31	29	32	16	52	42	6	36
Get a little worse	35	31	32	29	27	31	50	15	36	19	28
Get a lot worse	32	20	22	21	21	18	25	2	6	66	7
TOTAL WORSE	67	51 7	54	50	48 5	49 5	75	17 8	42 8	85 7	35
How do you think the economic situation of the country as a whole will change over the next 12 months? Get a lot better	0	2	l 1	2	5	1	l 0	4	0	0	6
Get a lot better	7	16	14	11	16	20	5	39	9	3	26
TOTAL BETTER	7	18	15	13	21	21	5	43	9	3	32
Stay about the same	11	20	20	22	16	21	14	29	19	8	32
Get a little worse	28	31	31	30	32	30	43	15	46	21	24
Get a lot worse	45	25	27	24	26	22	33	4	21	63	5
TOTAL WORSE	73	56	58	54	58	52	76	19	67	84	29
Don't know	9	7	7	10	6	6	6	10	6	6	8
This week the Chancellor Jeremy Hunt set out the Government's Spring budget. Below are some of the announcements he made. For each one, please say whether you think it is a good idea or the wrong priority for the present time. Maintaining the domestic cap for energy prices for the next 3 months											
Good idea		85	l 84	83	82	86	89	85	89	78	78
Wrong priority for the present time		5	4	4	6	5	4	4	3	4	10
viving priority for the present time		44	1 4	40	44	0	I \bar{a}	- T	7	40	4.4

Don't know



Fieldwork: 15th - 16th March 2023																	
		Vote	in 201	9 GE	EU Ref	2016	Ge	nder		A	ge		Social	Grade		Country	
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
Weighted Sample	2155	705	522	183	759	802	1043	1112	226	890	532	506	1228	927	1860	108	187
Unweighted Sample	2155	716	553	195	896	799	1010	1145	192	923	539	501	1296	859	1848	113	194
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Reducing taxes on draft beer and cider																	
Good idea	35	47	28	30	30	44	44	27	33	33	35	40	36	35	36	33	35
Wrong priority for the present time	49	40	60	57	55	44	42	56	51	52	51	43	52	46	49	51	52
Don't know	15	13	12	13	15	12	13	17	16	15	14	16	12	19	15	16	13
Freezing tax on petrol and diesel at its current level																	
Good idea	79	91	76	75	78	89	78	81	65	77	81	88	80	78	79	80	81
Wrong priority for the present time	11	5	14	18	13	7	14	8	15	11	12	7	12	9	11	8	10
Don't know	10	4	10	7	9	4	8	11	19	12	7	5	7	13	10	13	9
30 hours of free weekly childcare during term- time for working parents in England of children aged between nine months and three years old																	
Good idea	71	72	76	75	79	67	66	75	69	72	72	69	75	66	71	66	69
Wrong priority for the present time	17	19	13	16	13	21	20	13	14	16	16	19	16	17	16	18	18
Don't know	13	9	11	9	8	11	14	12	17	12	12	12	9	17	12	16	13
Increasing the amount people can put into their																	
pensions tax-free each year from £40,000 to £60,000		_							_								
Good idea	49	62	40	51	48	55	45	53	44	49	46	57	52	46	50	44	45
Wrong priority for the present time	34	26	44	38	40	32	39	29	33	34	40	29	34	33	34	31	39
Don't know	17	12	16	11	12	13	16	18	23	18	14	15	13	21	16	26	16
Abolishing the Lifetime Allowance i.e. the total amount people can save tax-free in their pension funds																	
Good idea	37	48	29	38	33	44	37	37	30	38	36	38	39	34	37	32	32
Wrong priority for the present time	37	30	48	47	46	34	44	31	36	37	41	35	39	35	37	38	38
Don't know	26	22	23	15	21	22	19	32	34	25	23	27	22	31	25	30	29
Spending an extra £11 billion on defence over next 5 years		•			•	'	•		•				•	·	•		
Good idea	47	72	31	49	41	63	53	41	28	38	52	66	48	46	48	39	44
Wrong priority for the present time	36	17	52	35	44	24	34	37	50	42	34	19	38	32	35	37	43
Don't know	17	11	17	15	15	13	12	22	22	19	14	15	14	22	17	24	13



Fleidwork. 15th - 16th March 2025			Region in	England			Cost o	f living segmen	tation	
	Total	North	Midlands		South	Squeezed but coping	Calm and	Unsettled withstanders	Worried and suffering	Cautiously hopeful strugglers
Weighted Sample	2155	519	358	261	722	595	473	407	355	325
Unweighted Sample	2155	513	366	248	721	606	474	403	359	313
	%	%	%	%	%	%	%	%	%	%
Reducing taxes on draft beer and cider		_				_				
Good idea	35	35	36	34	37	29	43	33	28	46
Wrong priority for the present time	49	51	47	52	48	58	38	55	54	39
Don't know	15	15	17	14	15	13	19	11	18	15
Freezing tax on petrol and diesel at its current level										
Good idea	79	79	82	73	80	80	82	80	75	78
Wrong priority for the present time	11	12	8	18	10	12	7	12	13	11
Don't know	10	9	11	9	10	7	11	9	13	10
30 hours of free weekly childcare during term- time for working parents in England of children aged between nine months and three years old										
Good idea	71	69	70	74	73	72	68	78	65	69
Wrong priority for the present time	17	18	17	14	15	17	16	13	20	17
Don't know	13	13	13	13	12	10	16	10	15	13
Increasing the amount people can put into their pensions tax-free each year from £40,000 to										
£60,000 Good idea	49	44	49	58	52	46	57	48	41	55
Wrong priority for the present time	34	41	35	27	30	39	25	37	39	28
Don't know	17	15	17	15	17	15	19	15	20	17
Abolishing the Lifetime Allowance i.e. the total amount people can save tax-free in their	.,	1 10	.,,	10	17	10	10	10	20	.,
pension funds		l 05	0.4	00	4.4	I 00	40	0.4	20	
Good idea	37	35	34	38	41	33	46	34	28	44
Wrong priority for the present time	37	41	38	37	35	43	28	41	41	32
Don't know Spending an extra £11 billion on defence over	26	24	28	25	25	24	26	25	31	24
next 5 years Good idea	47	l 47	40	40	5 0	I 40	64	40	24	EC
	47 36	47 35	48 31	40 45	52 33	43 39	64 18	40 44	31 48	56 31
Wrong priority for the present time Don't know	17	18	21	45 16	15	18	17	16	48 21	13



Fieldwork: 15th - 16th March 2023																	
		Vot	e in 201	19 GE	EU Ref	2016	Ge	ender		A	ge		Social	Grade		Country	•
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland
Weighted Sample	2155	705	522	183	759	802	1043	1112	226	890	532	506	1228	927	1860	108	187
Unweighted Sample	2155	716	553	195	896	799	1010	1145	192	923	539	501	1296	859	1848	113	194
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Allowing companies to fully claim investment spending (e.g. IT equipment, machinery) against																	
their tax bills Good idea	45	62	25	54	46	EE	l =1	20	l 20	40	40	E 7	48	41	I 45	20	45
Wrong priority for the present time	45 28	19	35 39	28	32	55 23	51 28	39 28	28 36	30	49 28	57 20	28	41 27	45 28	38 29	45 28
Don't know	26 27	20	26	18	22	22	21	33	37	30	23	23	24	32	27	33	27
Creating 12 new Investment Zones across the	21	20	20	10	22	22	21	33	31	30	23	23	24	32	21	33	21
UK																	
Good idea	36	49	32	38	35	42	44	30	32	34	38	41	40	32	37	36	35
Wrong priority for the present time	23	16	29	27	27	21	26	21	26	25	24	19	24	23	23	26	22
Don't know	40	35	39	35	38	37	30	50	42	41	38	40	36	45	40	37	43
Overall, do you think this week's budget was fair or not?																	
Yes, it is fair	31	53	16	32	28	38	33	29	25	28	27	43	34	26	32	23	23
No, it is not fair	33	19	50	37	40	30	36	31	31	34	40	27	34	33	32	38	40
Don't know	36	28	35	31	32	32	32	41	44	39	33	31	32	41	36	39	37
Do you think the changes that the Chancellor set out are or are not affordable for the country?																	
Are affordable	30	45	22	30	30	36	36	24	27	26	31	36	35	23	30	20	34
Are not affordable	30	22	35	34	32	29	29	30	31	33	30	23	28	32	29	34	30
Don't know	40	33	43	36	39	35	35	46	42	41	39	41	37	45	40	47	36
And thinking about the current economic situation, do you think the Chancellor's measures are too risky, too cautious, or get the balance about right?																	
Are too risky	10	l 7	11	12	10	10	12	9	13	11	9	9	10	11	10	9	15
Are too cautious	22	19	30	23	27	22	28	16	16	22	26	19	25	18	21	23	25
Get the balance about right	29	47	15	28	25	36	30	28	28	24	26	40	31	26	30	25	21
Don't know	39	27	44	36	38	32	31	47	43	42	39	32	34	45	39	43	40
		•			•		•		•				•		•		



rieluwoi	K. 15til - 16til Marcil 2023			Region in	England		1	Cost o	of living segmen	tation	
		Total	North	Midlands		South	Squeezed but coping	Calm and	Unsettled withstanders	Worried and suffering	Cautiously hopeful strugglers
	Weighted Sample	2155	519	358	261	722	595	473	407	355	325
	Unweighted Sample		513	366	248	721	606	474	403	359	313
		<u></u> %	%	%	%	%	%	%	%	%	%
	Good idea	45	42	42	49	48	39	61	42	32	49
	Wrong priority for the present time	28	31	29	24	26	32	13	30	39	28
	Don't know	27	27	29	27	26	29	26	29	29	23
Creating UK	12 new Investment Zones across the						_				
	Good idea	36	38	36	40	35	31	51	30	27	44
	Wrong priority for the present time	23	28	20	22	22	26	11	25	37	21
	Don't know	40	34	44	39	43	43	39	45	36	35
Overall, or not?	do you think this week's budget was fair Yes, it is fair No, it is not fair Don't know	31 33 36	26 38 35	31 30 40	29 31 40	37 30 33	19 41 40	55 14 31	25 33 42	12 55 33	44 23 33
•	hink the changes that the Chancellor set or are not affordable for the country?										
	Are affordable	30	27	33	34	30	21	49	25	16	41
	Are not affordable	30	32	26	27	30	36	12	30	49	23
	Don't know	40	41	41	39	40	43	39	46	35	37
situation measure	king about the current economic , do you think the Chancellor's s are too risky, too cautious, or get the about right? Are too risky	10	12	8	12	9	10	4	9	22	10
	Are too cautious	22	24	21	22	20	26	16	22	22	21
	Get the balance about right	29	25	30	29	34	18	51	24	11	42
	Don't know	39	39	41	38	38	46	28	46	45	27



		Vote	e in 201	19 GE	EU Ref	2016	Ge	nder		Ą	ge		Social	Grade		Country	1
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•	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking first of the country as a whole, do you think these changes will leave the country...?

Better off	13	24	7	10	11	17	15	12	14	13	9	19	16	10	14	7	12
Worse off	23	13	35	24	28	20	24	21	22	24	28	17	24	21	23	20	26
Not make much difference	46	49	44	55	48	51	47	45	35	44	49	51	45	46	45	52	47
Don't know	18	14	15	11	13	13	14	22	29	20	14	14	15	22	18	22	15

Thinking now of you and your family, do you think these changes will leave you and your family...?

Better off	6	9	5	7	7	6	7	5	5	9	4	4	7	4	6	3	6
Worse off	25	20	33	25	29	26	27	23	16	23	32	24	25	24	25	26	26
Not make much difference	56	64	50	61	55	62	55	57	50	53	55	66	57	55	56	62	56
Don't know	13	8	12	7	9	7	12	14	28	15	9	6	10	16	13	9	12

^{*}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.



Sample Size: 2155 adults in GB Fieldwork: 15th - 16th March 2023

Fieldwork: 15th - 16th March 2023										
		Region in England				Cost of living segmentation				
	Total	North	Midlands	London	South	Squeezed but coping	Calm and comfortable	Unsettled withstanders	Worried and suffering	Cautiously hopeful strugglers
Weighted Sample	2155	519	358	261	722	595	473	407	355	325
Unweighted Sample	2155	513	366	248	721	606	474	403	359	313
	%	%	%	%	%	%	%	%	%	%
Thinking first of the country as a whole, do you think these changes will leave the country?										
Better off	13	12	13	13	17	5	27	9	3	25
Worse off	23	27	21	23	20	29	5	21	49	11
Not make much difference	46	44	45	48	46	50	49	48	32	45
Don't know	18	17	22	16	17	16	19	21	16	19
Thinking now of you and your family, do you think these changes will leave you and your family?										
Better off	6	5	6	7	7	3	12	6	1	9
Worse off	25	29	24	24	22	34	6	14	56	17
Not make much difference	56	53	56	56	58	52	70	65	28	63
Don't know	13	13	15	13	13	12	12	15	15	11

^{*}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.