

YouGov Survey Results

Sample Size: 2024 adults in GB
Fieldwork: 13th - 14th March 2023

	Vote in 2019 GE			2016 EU Ref		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 2024	664	490	172	713	754	980	1044	213	836	500	476	1154	870	1747	101	176	488	336	245	678	
Unweighted Sample 2024	685	515	171	812	777	939	1085	184	852	486	502	1219	805	1735	114	175	492	343	224	676	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	15-16 Feb	13-14 Mar																				
In your opinion, how good or bad is the state of the British economy at the moment?																						
Very good	0	1	1	1	2	2	0	2	0	1	2	0	0	2	0	1	0	2	1	0	3	1
Fairly good	4	5	10	3	2	5	7	6	4	3	4	6	8	5	5	6	2	3	6	5	7	6
TOTAL GOOD	4	6	11	4	4	7	7	8	4	4	6	6	8	7	5	7	2	5	7	5	10	7
Neither good nor bad	13	18	30	7	13	13	25	20	16	19	12	17	29	17	19	18	22	19	15	16	17	21
Fairly bad	38	42	36	44	54	47	36	40	44	40	44	43	38	45	38	42	44	37	45	42	39	42
Very bad	40	29	20	41	27	31	28	27	31	21	34	33	21	27	32	29	28	34	30	33	26	27
TOTAL BAD	78	71	56	85	81	78	64	67	75	61	78	76	59	72	70	71	72	71	75	75	65	69
Don't know	6	4	3	4	2	3	3	5	4	16	4	2	3	4	6	4	3	5	4	4	8	4
How well or badly would you say the government is doing at managing the cost of living?																						
Very well	1	2	2	1	2	2	1	2	1	2	2	1	1	2	1	2	2	2	1	1	5	1
Fairly well	12	13	27	3	9	10	20	14	13	6	9	14	23	13	14	14	13	12	14	11	14	14
TOTAL WELL	13	15	29	4	11	12	21	16	14	8	11	15	24	15	15	16	15	14	15	12	19	15
Fairly badly	32	34	39	30	33	32	35	32	35	37	30	37	36	36	31	34	37	31	32	37	32	34
Very badly	48	44	26	62	53	52	38	45	44	37	53	44	33	43	46	44	44	52	47	44	41	43
TOTAL BADLY	80	78	65	92	86	84	73	77	79	74	83	81	69	79	77	78	81	83	79	81	73	77
Don't know	7	7	6	3	3	3	6	6	7	18	5	4	8	5	9	7	4	4	5	7	8	8

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

	15-16 Feb	13-14 Mar	Vote in 2019 GE		2016 EU Ref		Gender		Age				Social Grade		Country			Region in England					
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	47	38	54	52	50	45	42	52	30	54	50	41	43	53	47	47	48	48	50	43	46	
I have already had to make cuts to my usual spending, but do not expect to make further cuts	16	15	17	16	12	15	15	17	13	23	17	13	11	16	13	15	17	11	16	14	18	14	
TOTAL MADE CUTS	63	62	55	70	64	65	60	59	65	53	71	63	52	59	66	62	64	59	64	64	61	60	
I have been able to maintain my usual spending so far, but expect to have to make cuts soon	18	19	24	15	19	19	22	20	19	15	16	18	28	19	19	20	17	18	17	17	20	23	
I have been able to maintain my usual spending so far, and expect to be able to continue to do so	14	13	18	9	14	13	16	16	11	11	9	16	20	18	8	13	17	16	14	11	12	13	
TOTAL MAINTAINED USUAL SPENDING	32	32	42	24	33	32	38	36	30	26	25	34	48	37	27	33	34	34	31	28	32	36	
Don't know	5	5	3	6	3	3	3	6	4	22	5	2	2	4	7	5	2	7	5	7	7	4	
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	9	9	8	10	8	8	9	9	9	6	11	10	8	7	13	9	11	10	7	11	9	9	
Most of the time	13	13	12	16	9	12	13	13	14	10	14	12	15	11	16	14	15	11	12	13	17	14	
Occasionally	24	23	22	23	22	24	23	23	24	17	27	21	23	21	26	23	20	26	27	23	25	20	
Never	45	46	56	43	56	51	52	49	44	26	42	55	53	53	37	46	49	44	45	45	39	50	
Not applicable – I do not spend money on this	6	5	2	5	4	3	2	4	6	31	4	1	1	6	4	6	1	7	5	5	7	6	
Don't know	3	3	1	3	2	1	1	3	2	11	2	1	1	2	3	3	4	2	3	4	3	2	
Food																							
Always	7	7	5	7	5	5	5	6	7	4	9	6	5	4	10	7	7	5	5	10	6	6	
Most of the time	10	11	8	12	8	10	10	11	11	13	12	9	10	9	13	10	10	14	11	9	14	10	
Occasionally	28	27	24	29	29	28	25	25	29	23	32	25	24	25	30	27	25	30	29	25	25	27	
Never	50	51	61	48	57	55	58	54	49	37	45	59	61	58	43	52	54	46	51	50	51	54	
Not applicable – I do not spend money on this	1	2	1	2	0	1	1	2	2	11	1	0	0	2	1	2	1	2	1	2	2	1	
Don't know	3	2	1	2	1	1	1	3	2	11	2	1	1	2	3	2	3	1	3	4	2	2	

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

		15-16 Feb	13-14 Mar																				
Fuel for my vehicle	Always	5	4	3	4	3	3	4	4	3	6	4	3	3	5	4	4	4	3	7	4	4	
	Most of the time	9	8	8	9	6	8	9	8	5	9	7	10	7	10	9	6	8	9	9	8	9	
	Occasionally	23	22	25	24	23	24	24	22	14	25	23	20	20	25	22	28	22	24	25	13	22	
	Never	39	39	51	31	44	42	48	42	18	34	48	48	46	30	39	45	36	39	41	27	43	
	Not applicable – I do not spend money on this	22	23	12	29	24	23	14	22	49	24	16	19	21	26	24	14	27	22	16	45	20	
	Don't know	3	2	1	3	2	1	2	3	11	2	1	1	2	3	2	3	2	3	2	2	2	
Rent/mortgage	Always	4	4	3	4	2	3	4	4	7	6	3	2	3	6	4	4	4	3	5	6	4	
	Most of the time	6	6	4	6	6	6	5	7	7	8	5	4	6	7	6	7	6	4	7	12	6	
	Occasionally	11	12	8	14	10	11	10	12	14	18	8	5	11	13	12	11	11	13	13	14	11	
	Never	44	42	41	45	49	48	40	44	26	55	44	26	47	36	42	42	41	44	40	40	44	
	Not applicable – I do not spend money on this	31	33	43	28	33	31	41	31	35	11	40	62	30	36	32	33	37	33	33	26	34	
	Don't know	3	2	1	3	1	1	2	2	11	2	1	0	2	3	2	3	2	3	3	2	2	
Thinking about your finances, which of the following best reflects your position?	I am very comfortable financially	4	3	5	2	5	4	3	5	2	5	3	4	4	5	2	4	2	2	3	4	6	3
	I am relatively comfortable financially	31	30	36	30	29	34	32	32	29	24	26	33	38	36	22	29	34	36	28	31	27	30
	TOTAL COMFORTABLE FINANCIALLY	35	33	41	32	34	38	35	37	31	29	29	37	42	41	24	33	36	38	31	35	33	33
	I do not often have money for luxuries, but can normally comfortably cover the essentials	40	40	43	42	48	41	43	40	41	33	42	40	41	41	40	41	42	37	41	36	41	43
	I can only just afford my costs and often struggle to make ends meet	16	17	12	18	15	16	16	15	19	11	20	17	15	13	23	17	15	17	20	17	16	16
	I cannot afford my costs, and often have to go without essentials like food and heating	5	5	4	5	1	3	5	4	6	5	6	5	2	3	8	5	6	4	4	6	3	6
	TOTAL STRUGGLING FINANCIALLY	21	22	16	23	16	19	21	19	25	16	26	22	17	16	31	22	21	21	24	23	19	22
	Don't know	4	4	1	4	2	1	2	5	4	22	3	1	0	3	5	4	2	3	4	6	7	3
In 12 months' time, which one of the following, if any, do you think will most likely apply to the UK's economy?	It will be in a depression/recession	52	49	34	65	51	55	40	46	52	49	57	49	35	49	49	50	45	45	48	53	47	50
	It will remain stable	29	29	45	19	30	28	38	34	25	17	23	32	41	31	27	29	29	33	28	28	29	30
	It will be growing/booming	5	5	9	2	3	4	7	7	4	6	4	5	8	6	4	5	6	7	5	5	5	6
	Don't know	15	16	12	14	15	13	15	13	19	28	15	14	15	14	19	16	21	15	19	15	19	14

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

	15-16 Feb	13-14 Mar																				
Which of the following statements comes closest to your view?																						
My income is currently rising faster than prices in the shops	2	2	1	2	5	3	1	3	1	1	3	1	0	3	1	2	1	2	1	2	6	1
Prices in the shops are rising faster than my income	84	84	84	87	87	86	87	81	86	60	86	90	83	82	86	84	81	80	86	85	77	85
My income is keeping pace with prices in the shops	7	8	12	5	5	7	9	8	8	9	5	6	15	9	6	8	13	8	7	6	8	9
Don't know	7	7	3	6	3	4	3	8	5	29	6	3	1	6	7	6	5	10	6	7	9	6
Thinking about the next two or three years, how worried are you that people like you will...																						
...not have enough money to live comfortably?																						
Very worried	26	26	19	32	18	26	23	19	32	25	31	26	17	22	31	26	25	25	26	29	22	26
Fairly worried	38	40	36	41	48	42	38	41	39	37	42	40	37	41	39	41	39	33	41	38	45	40
TOTAL WORRIED	64	66	55	73	66	68	61	60	71	62	73	66	54	63	70	67	64	58	67	67	67	66
Not very worried	22	21	31	16	22	22	26	25	18	14	16	22	32	24	18	21	19	25	22	19	19	22
Not at all worried	7	6	9	4	6	6	7	8	4	6	4	7	9	7	5	6	12	7	5	7	7	6
TOTAL NOT WORRIED	29	27	40	20	28	28	33	33	22	20	20	29	41	31	23	27	31	32	27	26	26	28
Don't know	7	7	5	7	6	4	5	7	6	18	6	4	5	6	7	6	5	9	7	7	6	6
...be victims of burglary, robbery or mugging?																						
Very worried	12	12	11	14	7	10	14	10	15	10	13	12	13	10	16	13	9	13	13	14	15	10
Fairly worried	33	32	37	30	25	31	34	30	34	21	34	34	32	35	29	34	29	20	37	34	35	31
TOTAL WORRIED	45	44	48	44	32	41	48	40	49	31	47	46	45	45	45	47	38	33	50	48	50	41
Not very worried	34	34	33	32	43	37	31	36	31	33	31	36	35	35	31	33	32	42	30	30	28	38
Not at all worried	8	11	10	11	16	11	11	14	8	14	11	10	11	11	10	10	17	14	10	9	9	11
TOTAL NOT WORRIED	42	45	43	43	59	48	42	50	39	47	42	46	46	46	41	43	49	56	40	39	37	49
Don't know	12	11	9	13	9	10	10	10	12	22	12	7	9	9	13	11	14	11	10	13	13	9

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

	15-16 Feb	13-14 Mar																				
...suffer directly from cuts in spending on public services such as health, education and welfare?																						
Very worried	27	29	20	40	27	34	25	22	35	26	31	29	25	28	30	28	27	33	26	33	29	27
Fairly worried	41	41	41	40	49	43	41	41	41	33	41	43	44	42	40	42	39	33	47	38	38	42
TOTAL WORRIED	68	70	61	80	76	77	66	63	76	59	72	72	69	70	70	70	66	66	73	71	67	69
Not very worried	17	16	24	9	16	14	20	20	12	16	13	16	21	17	14	16	18	17	14	15	15	18
Not at all worried	6	6	8	3	4	5	6	9	3	8	6	7	5	7	5	6	8	6	5	5	9	6
TOTAL NOT WORRIED	23	22	32	12	20	19	26	29	15	24	19	23	26	24	19	22	26	23	19	20	24	24
Don't know	10	8	8	7	3	4	8	8	9	18	9	5	6	6	10	8	9	11	8	8	8	8
...lose out because foreign factories and/or workers from abroad can do the same job more cheaply?																						
Very worried	10	11	10	12	6	9	15	12	11	8	12	14	10	8	15	11	13	14	11	12	11	11
Fairly worried	19	22	25	19	18	20	25	22	22	15	21	24	25	21	23	23	26	15	22	25	16	24
TOTAL WORRIED	29	33	35	31	24	29	40	34	33	23	33	38	35	29	38	34	39	29	33	37	27	35
Not very worried	28	29	29	28	31	31	26	29	29	33	30	29	26	31	27	29	27	29	33	31	28	26
Not at all worried	26	22	23	24	31	27	20	25	19	22	21	22	23	26	17	22	18	24	19	18	28	24
TOTAL NOT WORRIED	54	51	52	52	62	58	46	54	48	55	51	51	49	57	44	51	45	53	52	49	56	50
Don't know	16	15	13	17	15	13	14	12	19	21	16	11	16	13	18	15	17	18	15	14	17	15
...lose their job/have difficulty finding work?																						
Very worried	12	13	7	18	11	14	11	12	15	18	17	10	8	12	15	13	14	15	12	16	14	12
Fairly worried	29	31	22	36	28	33	24	31	31	33	38	32	16	31	30	31	26	27	33	33	33	29
TOTAL WORRIED	41	44	29	54	39	47	35	43	46	51	55	42	24	43	45	44	40	42	45	49	47	41
Not very worried	27	26	31	23	29	28	27	26	26	22	27	31	20	29	21	26	22	24	26	28	26	25
Not at all worried	19	18	28	10	20	15	25	21	14	10	9	17	38	18	17	17	24	18	17	14	14	20
TOTAL NOT WORRIED	46	44	59	33	49	43	52	47	40	32	36	48	58	47	38	43	46	42	43	42	40	45
Don't know	13	13	12	12	13	9	14	11	14	17	10	10	19	10	17	12	14	16	12	9	13	14
...lose their home?																						
Very worried	11	12	8	14	8	10	11	9	14	13	14	9	9	11	13	12	8	15	11	12	13	11
Fairly worried	25	26	20	32	20	28	21	24	28	24	34	23	16	25	27	26	22	21	25	28	29	26
TOTAL WORRIED	36	38	28	46	28	38	32	33	42	37	48	32	25	36	40	38	30	36	36	40	42	37
Not very worried	31	30	31	30	33	33	30	31	29	28	29	30	30	31	28	30	35	25	30	31	29	29
Not at all worried	22	23	34	15	31	22	29	27	20	15	13	30	37	24	22	23	24	27	23	22	18	24
TOTAL NOT WORRIED	53	53	65	45	64	55	59	58	49	43	42	60	67	55	50	53	59	52	53	53	47	53
Don't know	11	10	7	9	7	7	9	10	10	20	10	8	8	9	11	10	11	12	11	7	12	9

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

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...suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities?																						
Very worried	11	10	7	14	4	10	11	9	11	10	13	10	8	10	12	10	11	11	9	12	12	10
Fairly worried	19	21	17	23	19	22	17	22	21	31	22	19	17	21	21	22	17	19	23	22	22	20
TOTAL WORRIED	30	31	24	37	23	32	28	31	32	41	35	29	25	31	33	32	28	30	32	34	34	30
Not very worried	30	31	32	32	38	34	30	30	31	24	32	35	26	31	30	30	34	31	30	30	31	31
Not at all worried	25	24	32	18	26	23	28	28	20	14	19	26	33	26	21	24	18	25	24	22	20	26
TOTAL NOT WORRIED	55	55	64	50	64	57	58	58	51	38	51	61	59	57	51	54	52	56	54	52	51	57
Don't know	15	14	12	14	14	12	14	11	17	22	13	11	16	12	17	14	21	13	14	14	15	13
...suffer ill-health?																						
Very worried	19	19	17	21	16	19	18	15	23	16	18	21	19	17	22	19	15	19	17	23	19	19
Fairly worried	40	41	40	42	43	44	43	41	42	29	40	41	49	40	43	42	42	38	47	38	37	42
TOTAL WORRIED	59	60	57	63	59	63	61	56	65	45	58	62	68	57	65	61	57	57	64	61	56	61
Not very worried	24	25	29	23	29	25	25	28	21	28	25	27	22	28	20	25	28	24	20	24	26	28
Not at all worried	7	6	7	5	5	5	6	7	5	9	7	5	3	6	5	6	5	6	7	7	8	4
TOTAL NOT WORRIED	31	31	36	28	34	30	31	35	26	37	32	32	25	34	25	31	33	30	27	31	34	32
Don't know	10	9	8	9	7	7	9	9	9	18	10	7	7	8	10	9	10	13	9	9	11	8
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	4	2	1	2	1	3	2	1	1	2	1	2	2	2	1	1	4	2
Get a little better	9	9	10	11	7	9	9	11	8	16	11	7	6	12	6	9	8	11	9	9	13	9
TOTAL BETTER	10	11	12	12	11	11	10	13	9	19	13	8	7	14	7	11	10	13	10	10	17	11
Stay about the same	33	34	42	30	28	33	37	35	32	32	30	33	41	37	29	34	36	31	35	30	32	36
Get a little worse	31	31	29	30	42	32	30	31	30	23	29	36	32	30	32	31	30	27	30	34	25	32
Get a lot worse	16	16	13	19	13	16	17	13	19	6	19	16	17	12	22	16	20	18	17	18	14	16
TOTAL WORSE	47	47	42	49	55	48	47	44	49	29	48	52	49	42	54	47	50	45	47	52	39	48
Don't know	9	8	5	8	6	8	5	7	9	20	9	6	4	6	11	8	4	10	9	9	12	6

Sample Size: 2024 adults in GB
Fieldwork: 13th - 14th March 2023

	Vote in 2019 GE			2016 EU Ref		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 2024	664	490	172	713	754	980	1044	213	836	500	476	1154	870	1747	101	176	488	336	245	678	
Unweighted Sample 2024	685	515	171	812	777	939	1085	184	852	486	502	1219	805	1735	114	175	492	343	224	676	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	15-16 Feb	13-14 Mar																				
How do you think the financial situation of your household has changed over the LAST 12 months?																						
Got a lot better	2	2	2	2	4	3	1	3	1	3	2	1	0	3	0	2	1	2	2	1	4	1
Got a little better	7	7	6	8	5	7	5	9	5	8	10	4	3	9	4	7	3	4	6	6	12	6
TOTAL BETTER	9	9	8	10	9	10	6	12	6	11	12	5	3	12	4	9	4	6	8	7	16	7
Stayed about the same	28	26	32	23	23	26	28	28	25	29	22	26	31	28	23	26	25	31	26	25	24	26
Got a little worse	39	40	39	41	47	42	42	38	42	31	37	42	48	40	40	40	45	37	40	41	35	42
Got a lot worse	21	21	19	22	17	20	22	18	24	12	24	24	18	17	26	21	22	22	21	23	17	21
TOTAL WORSE	60	61	58	63	64	62	64	56	66	43	61	66	66	57	66	61	67	59	61	64	52	63
Don't know	4	4	2	4	4	3	2	5	4	17	5	2	0	3	6	4	4	5	5	4	7	3
How do you think the UK economy has changed over the LAST 12 months?																						
Got a lot better	0	1	0	1	1	1	0	1	0	2	1	0	0	1	0	1	0	0	1	0	3	0
Got a little better	3	5	7	2	3	3	6	6	3	3	5	4	5	5	4	4	4	7	4	4	7	4
TOTAL BETTER	3	6	7	3	4	4	6	7	3	5	6	4	5	6	4	5	4	7	5	4	10	4
Stayed about the same	9	10	14	7	8	8	12	12	8	14	7	9	12	12	7	10	15	10	8	8	11	11
Got a little worse	28	30	38	23	36	31	33	32	29	28	27	31	36	32	28	30	33	30	31	28	30	31
Got a lot worse	53	49	37	64	49	54	46	44	55	37	54	54	43	46	53	50	43	48	51	54	43	50
TOTAL WORSE	81	79	75	87	85	85	79	76	84	65	81	85	79	78	81	80	76	78	82	82	73	81
Don't know	6	5	3	4	2	4	3	4	6	16	5	2	4	3	7	5	6	5	5	5	6	4

Sample Size: 2024 adults in GB
Fieldwork: 13th - 14th March 2023

	Vote in 2019 GE			2016 EU Ref		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 2024	664	490	172	713	754	980	1044	213	836	500	476	1154	870	1747	101	176	488	336	245	678	
Unweighted Sample 2024	685	515	171	812	777	939	1085	184	852	486	502	1219	805	1735	114	175	492	343	224	676	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	15-16 Feb		13-14 Mar																					
How do you think the UK economy will change over the NEXT 12 months?																								
Get a lot better	1	1	2	1	2	1	1	2	1	3	1	1	1	2	1	1	1	1	1	0	4	1		
Get a little better	13	13	22	6	10	11	17	15	11	12	11	11	19	14	11	13	7	18	12	11	12	14		
TOTAL BETTER	14	14	24	7	12	12	18	17	12	15	12	12	20	16	12	14	8	19	13	11	16	15		
Stay about the same	23	24	31	19	24	23	28	26	23	23	20	28	27	25	23	24	28	20	23	22	22	27		
Get a little worse	28	28	21	32	35	30	23	28	27	28	29	28	24	29	26	28	33	25	30	30	29	24		
Get a lot worse	26	23	16	32	21	26	22	22	25	14	28	25	18	20	27	23	21	27	23	26	17	24		
TOTAL WORSE	54	51	37	64	56	56	45	50	52	42	57	53	42	49	53	51	54	52	53	56	46	48		
Don't know	10	11	8	10	8	9	9	8	14	21	11	7	10	10	13	11	10	9	11	11	15	10		

*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.