

YouGov Survey Results

Sample Size: 2260 adults in GB
Fieldwork: 27th - 28th November 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2260	407	581	208	244	796	842	1094	1166	237	933	558	531	1288	972	1955	108	197	536	371	273	775	
Unweighted Sample	2260	374	655	275	269	946	848	1016	1244	126	884	587	663	1388	872	1942	128	190	564	370	202	806	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	19-22 Jul '24	27 - 28 Nov '24																						
In your opinion, how good or bad is the state of the British economy at the moment?																								
Very good	0	1	1	1	0	0	0	1	2	0	4	1	0	0	1	1	1	1	0	1	0	2	0	
Fairly good	10	5	4	6	7	1	6	3	5	4	7	5	4	3	5	4	5	3	3	3	7	6	4	
TOTAL GOOD	10	6	5	7	7	1	6	4	7	4	11	6	4	3	6	5	6	4	3	4	7	8	4	
Neither good nor bad	23	23	20	31	22	10	27	19	25	21	24	24	23	20	23	23	23	28	19	21	21	30	22	
Fairly bad	47	46	48	45	52	48	49	45	47	45	42	46	47	46	48	43	46	39	53	47	44	44	46	
Very bad	17	22	25	12	15	38	15	30	18	25	13	20	22	27	20	24	21	25	21	24	22	13	22	
TOTAL BAD	64	68	73	57	67	86	64	75	65	70	55	66	69	73	68	67	67	64	74	71	66	57	68	
Don't know	2	4	2	5	4	3	3	3	4	5	11	4	3	3	4	6	5	4	3	3	5	5	5	

	10-11 Sep '24	27 - 28 Nov '24																						
How well or badly would you say the government is doing at managing the cost of living?																								
Very well	1	1	0	2	0	0	1	0	1	0	3	1	0	0	1	1	1	3	0	1	0	2	0	
Fairly well	11	14	3	30	24	0	23	5	17	11	16	17	13	7	16	10	14	13	7	15	13	21	12	
TOTAL WELL	12	15	3	32	24	0	24	5	18	11	19	18	13	7	17	11	15	16	7	16	13	23	12	
Fairly badly	34	33	33	34	33	19	36	27	30	35	35	37	29	28	34	32	33	31	37	31	32	33	33	
Very badly	36	41	61	16	24	79	24	62	40	42	27	31	48	57	38	45	41	39	43	42	45	31	42	
TOTAL BADLY	70	74	94	50	57	98	60	89	70	77	62	68	77	85	72	77	74	70	80	73	77	64	75	
Don't know	18	12	3	18	17	2	16	6	11	12	18	14	10	8	11	12	11	13	13	11	10	14	12	

	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	38	41	36	38	35	49	35	45	35	46	43	42	42	37	36	46	41	36	39	42	45	36	41
I have already had to make cuts to my usual spending, but do not expect to make further cuts	18	17	13	20	17	14	18	14	19	16	23	21	14	12	18	17	18	15	12	19	19	21	16
TOTAL MADE CUTS	56	58	49	58	52	63	53	59	54	62	66	63	56	49	54	63	59	51	51	61	64	57	57
I have been able to maintain my usual spending so far, but expect to have to make cuts soon	21	21	28	20	20	23	21	24	22	20	11	17	23	30	22	19	20	34	23	21	17	16	22
I have been able to maintain my usual spending so far, and expect to be able to continue to do so	18	17	22	19	24	12	23	14	21	14	16	15	20	20	20	14	17	14	21	16	16	22	18
TOTAL MAINTAINED USUAL SPENDING	39	38	50	39	44	35	44	38	43	34	27	32	43	50	42	33	37	48	44	37	33	38	40
Don't know	5	4	1	3	4	2	3	2	4	3	7	5	2	1	4	4	4	3	4	2	3	4	4

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	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2260	407	581	208	244	796	842	1094	1166	237	933	558	531	1288	972	1955	108	197	536	371	273	775
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	6	6	4	4	3	9	4	6	6	7	9	5	6	6	6	7	6	5	6	6	8	5	6
Most of the time	9	12	11	12	6	17	8	14	10	13	12	10	12	14	9	15	12	11	11	16	10	9	10
TOTAL ALWAYS / MOST OF THE TIME	15	18	15	16	9	26	12	20	16	20	21	15	18	20	15	22	18	16	17	22	18	14	16
Occasionally	24	24	25	21	19	31	21	31	22	26	13	24	27	27	21	28	24	29	24	23	28	25	22
Never	52	49	57	52	64	40	63	45	54	45	27	53	51	51	57	39	49	52	55	46	43	50	52
TOTAL OCCASIONALLY / NEVER	76	73	82	73	83	71	84	76	76	71	40	77	78	78	78	67	73	81	79	69	71	75	74
Not applicable – I do not spend money on this	8	7	2	9	6	4	3	3	7	7	37	6	3	1	6	9	8	2	3	8	9	9	8
Don't know	2	1	1	1	2	0	1	1	1	2	2	2	1	1	1	1	1	1	1	1	1	2	2

Food

Always	5	5	3	3	3	6	3	5	5	4	10	5	4	3	4	6	5	4	2	5	6	6	4
Most of the time	8	9	6	8	3	13	6	11	8	11	14	8	11	8	7	13	9	8	12	11	10	9	8
TOTAL ALWAYS / MOST OF THE TIME	13	14	9	11	6	19	9	16	13	15	24	13	15	11	11	19	14	12	14	16	16	15	12
Occasionally	28	28	26	26	24	33	24	30	24	32	30	28	29	27	25	33	28	30	23	26	35	24	29
Never	56	55	63	59	67	47	65	53	59	50	36	55	55	62	62	45	54	56	59	54	47	55	57
TOTAL OCCASIONALLY / NEVER	84	83	89	85	91	80	89	83	83	82	66	83	84	89	87	78	82	86	82	80	82	79	86
Not applicable – I do not spend money on this	2	2	1	2	1	1	1	0	2	2	9	2	0	0	1	2	2	0	2	3	1	3	1
Don't know	2	1	1	2	2	0	1	1	2	1	2	2	1	0	1	2	1	1	1	1	1	3	1

Fuel for my vehicle

Always	3	3	2	3	2	5	2	3	3	3	4	4	2	3	3	4	4	2	1	4	4	2	4
Most of the time	6	6	5	7	4	9	5	7	6	6	6	6	7	7	6	7	6	5	8	7	7	2	6
TOTAL ALWAYS / MOST OF THE TIME	9	9	7	10	6	14	7	10	9	9	10	10	9	10	9	11	10	7	9	11	11	4	10
Occasionally	21	22	25	19	17	30	20	28	19	25	15	22	23	24	20	24	22	26	16	22	28	11	24
Never	43	41	55	41	54	39	51	42	43	38	13	39	45	51	48	31	40	43	47	40	36	30	45
TOTAL OCCASIONALLY / NEVER	64	63	80	60	71	69	71	70	62	63	28	61	68	75	68	55	62	69	63	62	64	41	69
Not applicable – I do not spend money on this	25	27	12	29	20	17	22	18	28	26	60	28	23	15	23	33	27	23	27	25	25	53	20
Don't know	2	1	0	1	2	0	1	1	1	1	2	1	1	0	1	1	1	1	0	1	1	1	1

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

I cannot afford my essential costs, and often have to go without things like food and heating	5	3	1	3	3	4	3	3	4	2	3	5	3	2	3	5	4	3	1	4	3	5	3
I can only just afford my essential costs and often struggle to make ends meet	20	21	14	18	12	25	15	22	20	22	31	21	22	15	15	28	21	17	22	22	25	20	18
TOTAL FINANCIALLY STRUGGLING	25	24	15	21	15	29	18	25	24	24	34	26	25	17	18	33	25	20	23	26	28	25	21
I can normally comfortably cover the essentials, but I do not often have money for luxuries	43	44	44	42	45	46	42	46	41	47	37	44	44	45	43	45	44	50	43	45	45	38	44
I am relatively comfortable financially	25	26	36	30	32	23	33	25	28	24	13	25	27	33	33	18	26	25	28	24	22	31	28
I am very comfortable financially	4	4	5	4	6	2	6	2	5	2	6	3	3	4	5	2	4	3	5	3	2	3	5
TOTAL FINANCIALLY COMFORTABLE	29	30	41	34	38	25	39	27	33	26	19	28	30	37	38	20	30	28	33	27	24	34	33
Don't know	3	2	0	2	3	0	1	1	2	3	9	2	1	1	2	2	2	1	1	2	3	2	2

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

	10-11 Sep '24	27 - 28 Nov '24																					
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	45	48	67	27	36	77	35	66	46	51	39	40	54	61	45	52	48	47	56	46	52	37	51
It will remain stable	33	31	19	48	46	15	44	19	37	24	33	37	29	19	35	25	31	35	23	34	25	39	29
It will be growing/booming	4	3	2	7	2	0	5	2	4	2	5	4	2	2	3	3	3	2	3	3	5	4	2
Don't know	18	18	12	19	16	9	16	14	13	23	24	19	14	17	16	20	18	16	18	17	17	21	18

	19-22 Jul '24	27 - 28 Nov '24																					
Which of the following statements comes closest to your view?																							
My income is currently rising faster than prices in the shops	2	1	1	1	1	2	1	1	2	1	5	1	1	1	1	1	1	0	0	1	1	1	2
Prices in the shops are rising faster than my income	76	82	83	80	79	88	80	87	77	86	72	83	85	81	81	83	82	89	78	83	83	80	81
My income is keeping pace with prices in the shops	14	10	13	12	14	7	14	9	14	6	9	9	10	14	12	8	10	5	12	11	8	12	11
Don't know	8	7	3	7	5	3	6	3	7	6	14	7	5	4	6	7	6	7	10	5	8	6	6

	19-22 Jul '24	27 - 28 Nov '24																					
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	19	24	19	21	18	28	19	25	21	27	31	25	23	20	21	28	25	19	21	25	28	24	23
Fairly worried	40	43	43	44	43	45	41	46	41	45	45	46	42	40	43	44	43	48	44	45	40	43	43
TOTAL WORRIED	59	67	62	65	61	73	60	71	62	72	76	71	65	60	64	72	68	67	65	70	68	67	66
Not very worried	26	22	27	24	26	18	28	20	26	18	12	19	24	28	25	18	22	21	21	22	23	21	22
Not at all worried	9	6	9	6	8	5	8	4	8	4	6	5	5	8	6	6	6	5	8	4	5	6	7
TOTAL NOT WORRIED	35	28	36	30	34	23	36	24	34	22	18	24	29	36	31	24	28	26	29	26	28	27	29
Don't know	6	5	3	5	5	4	4	4	4	6	6	5	5	4	5	5	5	8	7	4	4	6	5
...be victims of burglary, robbery or mugging?																							
Very worried	12	15	17	11	7	27	9	20	13	17	15	15	14	17	14	17	16	15	10	16	19	20	13
Fairly worried	33	34	39	33	30	46	32	37	34	34	33	34	30	38	35	33	35	26	26	33	37	35	36
TOTAL WORRIED	45	49	56	44	37	73	41	57	47	51	48	49	44	55	49	50	51	41	36	49	56	55	49
Not very worried	35	34	31	38	46	18	41	30	35	32	32	32	41	29	36	31	33	36	40	35	31	26	35
Not at all worried	10	9	8	9	8	3	11	6	11	6	11	10	7	7	7	10	8	16	13	6	7	9	9
TOTAL NOT WORRIED	45	43	39	47	54	21	52	36	46	38	43	42	48	36	43	41	41	52	53	41	38	35	44
Don't know	10	8	5	8	7	6	8	8	6	10	9	9	8	9	8	9	8	7	10	9	7	10	8

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Unweighted Sample	2260	374	655	275	269	946	848	1016	1244	126	884	587	663	1388	872	1942	128	190	564	370	202	806	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

...suffer directly from cuts in spending on public services such as health, education and welfare?

Very worried	23	25	24	25	22	30	22	29	21	29	24	25	23	29	23	28	25	24	27	25	30	22	24
Fairly worried	43	45	49	44	49	43	47	47	44	47	43	43	47	48	47	43	46	45	41	46	46	46	45
TOTAL WORRIED	66	70	73	69	71	73	69	76	65	76	67	68	70	77	70	71	71	69	68	71	76	68	69
Not very worried	18	17	16	20	20	13	20	14	22	13	17	18	18	13	19	15	17	14	19	16	17	17	17
Not at all worried	7	5	6	5	4	7	6	4	7	4	6	6	5	4	5	5	5	5	7	5	2	5	7
TOTAL NOT WORRIED	25	22	22	25	24	20	26	18	29	17	23	24	23	17	24	20	22	19	26	21	19	22	24
Don't know	9	7	6	5	5	6	5	7	6	8	11	7	7	5	6	8	7	12	6	7	5	9	7

...lose out because foreign factories and/or workers from abroad can do the same job more cheaply?

Very worried	10	16	20	8	12	37	9	26	16	16	9	13	19	22	13	21	16	17	14	16	22	12	15
Fairly worried	22	25	29	25	19	29	20	29	25	26	28	22	27	27	25	26	26	25	21	28	26	22	25
TOTAL WORRIED	32	41	49	33	31	66	29	55	41	42	37	35	46	49	38	47	42	42	35	44	48	34	40
Not very worried	27	26	26	28	28	18	32	18	27	24	32	28	28	17	29	22	26	28	25	24	25	23	28
Not at all worried	27	21	16	28	29	9	29	15	22	19	20	24	17	19	23	17	20	18	23	22	17	29	18
TOTAL NOT WORRIED	54	47	42	56	57	27	61	33	49	43	52	52	45	36	52	39	46	46	48	46	42	52	46
Don't know	14	12	10	11	12	8	10	12	10	14	11	13	9	14	11	14	12	12	16	10	11	13	13

...lose their job/have difficulty finding work?

Very worried	12	17	10	17	12	18	14	14	15	18	29	19	13	10	16	17	17	15	11	16	20	23	15
Fairly worried	30	32	29	31	30	33	30	32	32	33	39	37	33	21	32	33	33	28	33	32	36	33	31
TOTAL WORRIED	42	49	39	48	42	51	44	46	47	51	68	56	46	31	48	50	50	43	44	48	56	56	46
Not very worried	27	23	24	27	31	21	30	20	24	22	15	26	29	14	25	20	23	24	20	24	21	20	25
Not at all worried	19	17	25	16	18	15	18	20	20	14	8	10	14	36	16	18	16	18	22	18	13	13	18
TOTAL NOT WORRIED	46	40	49	43	49	36	48	40	44	36	23	36	43	50	41	38	39	42	42	42	34	33	43
Don't know	12	11	13	10	10	12	8	15	9	14	8	9	10	18	10	13	11	16	15	10	11	10	11

...lose their home?

Very worried	8	11	7	8	7	14	7	11	10	11	19	11	9	7	8	13	11	7	8	10	16	8	10
Fairly worried	23	24	19	24	19	27	20	25	22	26	27	26	23	19	23	26	24	26	22	26	24	24	23
TOTAL WORRIED	31	35	26	32	26	41	27	36	32	37	46	37	32	26	31	39	35	33	30	36	40	32	33
Not very worried	33	34	35	39	40	33	40	31	34	34	27	37	35	30	37	31	34	32	34	35	31	37	34
Not at all worried	26	23	31	22	26	23	25	25	28	18	14	17	25	34	24	22	22	27	27	23	19	21	24
TOTAL NOT WORRIED	59	57	66	61	66	56	65	56	62	52	41	54	60	64	61	53	56	59	61	58	50	58	58
Don't know	10	8	8	7	8	3	8	7	6	11	12	7	7	10	8	8	8	8	9	6	10	10	9

...suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities?

Very worried	9	12	10	9	11	13	7	12	12	12	19	12	10	9	10	14	12	12	9	11	16	12	10
Fairly worried	21	24	19	26	19	27	21	24	24	23	29	25	22	20	23	25	24	23	21	25	23	29	22
TOTAL WORRIED	30	36	29	35	30	40	28	36	36	35	48	37	32	29	33	39	36	35	30	36	39	41	32
Not very worried	30	30	32	31	34	28	35	27	29	31	29	31	33	27	32	28	30	28	30	31	28	25	33
Not at all worried	26	22	24	23	27	24	26	23	26	18	10	21	24	27	24	20	22	22	24	22	20	22	23
TOTAL NOT WORRIED	56	52	56	54	61	52	61	50	55	49	39	52	57	54	56	48	52	50	54	53	48	47	56
Don't know	13	13	15	12	9	9	11	13	9	16	13	11	10	17	12	13	12	15	16	11	13	13	12

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...suffer ill-health?	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Very worried	19	20	20	18	15	20	15	25	16	24	18	16	23	23	17	24	20	19	16	19	27	20	18
Fairly worried	40	42	45	46	42	44	47	43	39	44	31	38	45	50	43	40	41	52	42	43	41	39	41
TOTAL WORRIED	59	62	65	64	57	64	62	68	55	68	49	54	68	73	60	64	61	71	58	62	68	59	59
Not very worried	25	25	24	23	33	27	26	21	30	20	30	29	21	18	27	22	25	15	24	25	23	20	29
Not at all worried	6	6	4	5	3	4	4	4	7	4	12	8	3	2	5	6	5	6	11	6	2	10	4
TOTAL NOT WORRIED	31	31	28	28	36	31	30	25	37	24	42	37	24	20	32	28	30	21	35	31	25	30	33
Don't know	10	8	7	7	6	5	8	7	8	8	9	8	8	7	8	8	8	8	7	7	6	11	9

24-26 Nov '23 27 - 28 Nov '24

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

The rising cost of living means I will spend less on Christmas this year compared to normal	52	48	45	45	41	58	43	53	42	53	53	48	49	45	45	53	48	46	46	50	56	43	45
I expect to spend as much as I normally do on Christmas	36	40	45	43	50	34	47	36	42	37	32	40	42	41	45	33	40	43	39	38	34	40	43
I expect to spend more than normal on Christmas this year, regardless of the rising cost of living	3	3	3	4	4	3	4	3	4	3	2	6	1	3	3	4	4	1	3	3	2	7	4
Don't know	4	3	2	3	3	1	3	2	3	3	3	3	2	3	3	3	3	5	3	2	1	5	3
Not applicable – I do not celebrate Christmas	6	6	5	4	2	4	4	6	8	4	10	4	6	7	4	7	5	6	8	6	5	5	5

You previously said that you will spend less on Christmas this year, as a result of the rising cost of living. In which of the following areas, if any, do you think you will cut spending on? Please tick all that apply.

[Asked only to those who said they will spend less on Christmas this year compared to normal; n=1073]

Presents	86	86	86	81	91	89	87	84	84	88	84	85	88	87	87	85	86	93	84	84	86	86	87
Gatherings e.g. meals out with friends, family, colleagues	59	56	53	59	47	60	57	58	56	57	54	56	56	57	54	58	57	54	53	52	58	64	57
Outings e.g. seeing a pantomime, visiting a Christmas market	56	54	49	55	57	58	58	49	54	54	67	52	51	52	56	50	54	52	52	50	54	61	55
Food	54	53	49	48	53	63	51	56	52	54	49	55	56	48	52	54	54	43	53	52	53	64	52
Donating to charities	38	39	41	35	38	43	34	41	43	37	47	34	40	44	39	39	39	38	40	42	38	36	39
Travel e.g. travelling to visit family and friends	33	33	26	31	22	37	25	32	40	27	48	32	29	29	31	35	33	36	29	29	28	46	33
Other	1	1	3	0	0	1	1	2	2	1	0	1	1	2	1	1	1	3	1	1	1	0	2
Don't know	1	2	2	3	1	1	1	2	3	1	5	2	1	1	2	2	2	0	1	4	2	3	1

Sample Size: 2260 adults in GB
Fieldwork: 27th - 28th November 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2260	407	581	208	244	796	842	1094	1166	237	933	558	531	1288	972	1955	108	197	536	371	273	775	
Unweighted Sample	2260	374	655	275	269	946	848	1016	1244	126	884	587	663	1388	872	1942	128	190	564	370	202	806	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	10 - 11 Sep '24	27 - 28 Nov '24																					
How do you think the financial situation of your household will change over the NEXT 12 months?																							
Get a lot better	2	2	1	2	3	1	2	0	2	1	5	2	1	0	2	1	2	0	1	1	0	4	2
Get a little better	14	9	4	17	13	4	13	4	11	8	13	14	7	3	10	9	10	8	8	11	8	12	9
TOTAL BETTER	16	11	5	19	16	5	15	4	13	9	18	16	8	3	12	10	12	8	9	12	8	16	11
Stayed about the same	32	38	37	42	46	32	43	32	40	36	38	42	38	31	41	33	38	38	38	39	38	34	38
Get a little worse	26	29	38	25	27	34	28	37	29	30	18	24	31	41	29	30	28	40	32	28	28	27	29
Get a lot worse	20	14	16	5	7	27	8	21	12	16	6	11	17	19	10	19	14	9	11	13	17	11	15
TOTAL WORSE	46	43	54	30	34	61	36	58	41	46	24	35	48	60	39	49	42	49	43	41	45	38	44
Don't know	7	8	3	9	5	2	6	5	7	9	19	8	6	5	8	9	8	6	10	8	9	11	7
How do you think the financial situation of your household has changed over the LAST 12 months?																							
Got a lot better	2	2	1	2	2	2	2	1	3	1	7	2	1	1	2	2	2	0	1	3	1	3	2
Got a little better	13	10	6	14	14	7	14	7	11	9	11	13	10	5	12	7	10	5	12	11	8	11	10
TOTAL BETTER	15	12	7	16	16	9	16	8	14	10	18	15	11	6	14	9	12	5	13	14	9	14	12
Stayed about the same	40	37	43	39	41	31	41	34	40	35	28	40	37	37	40	34	36	48	39	35	35	39	37
Got a little worse	28	35	39	32	31	40	33	41	33	36	30	29	38	44	32	38	35	34	36	35	36	30	36
Got a lot worse	14	13	10	10	9	19	9	16	11	14	9	13	13	12	11	15	13	12	11	14	16	13	11
TOTAL WORSE	42	48	49	42	40	59	42	57	44	50	39	42	51	56	43	53	48	46	47	49	52	43	47
Don't know	3	4	1	3	3	1	2	1	3	4	15	4	1	1	3	4	4	2	2	3	5	3	4
How do you think the UK economy has changed over the LAST 12 months?																							
Got a lot better	1	0	1	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0	0	1	0	1	0
Got a little better	18	10	7	15	14	5	14	7	13	7	12	12	9	5	12	7	10	6	9	7	11	14	10
TOTAL BETTER	19	10	8	15	14	5	14	7	14	7	13	12	9	5	13	7	10	6	9	8	11	15	10
Stayed about the same	27	22	16	31	29	10	29	14	26	18	25	25	21	17	22	21	22	30	19	21	18	31	21
Got a little worse	27	36	45	31	31	43	35	40	36	37	32	34	36	42	36	37	36	29	40	37	35	28	39
Got a lot worse	22	25	30	16	19	40	17	34	20	30	15	21	29	33	23	28	25	28	27	28	28	19	23
TOTAL WORSE	49	61	75	47	50	83	52	74	56	67	47	55	65	75	59	65	61	57	67	65	63	47	62
Don't know	6	6	1	7	7	3	5	4	5	8	15	8	5	2	6	7	7	6	5	6	7	6	7

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Fieldwork: 27th - 28th November 2024

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

How do you think the UK economy will change over the NEXT 12 months?

Get a lot better	1	1	1	1	1	0	0	0	1	0	4	1	0	0	1	1	1	1	0	1	0	3	0
Get a little better	18	12	3	25	17	1	20	4	15	9	20	14	8	8	14	8	12	13	11	10	10	20	10
TOTAL BETTER	19	13	4	26	18	1	20	4	16	9	24	15	8	8	15	9	13	14	11	11	10	23	10
Stay about the same	22	23	15	33	33	11	29	16	25	21	23	28	24	13	24	21	23	24	19	25	23	22	22
Get a little worse	23	27	33	19	26	26	26	28	27	27	25	25	28	31	26	29	26	24	36	28	22	21	29
Get a lot worse	25	27	42	10	14	58	16	44	25	29	12	20	31	41	25	30	27	27	25	26	31	19	29
TOTAL WORSE	48	54	75	29	40	84	42	72	52	56	37	45	59	72	51	59	53	51	61	54	53	40	58
Don't know	11	10	6	12	9	4	10	8	7	14	17	12	9	7	9	12	11	10	9	10	13	14	9

*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.