

YouGov Survey Results

Sample Size: 2024 adults in GB
Fieldwork: 17th - 18th January 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	2024	662	490	172	713	754	980	1044	212	836	500	476	1154	870	1747	101	176	488	336	245	678	
Unweighted Sample	2024	706	492	182	834	771	842	1182	168	760	529	567	1251	773	1767	107	150	490	334	199	744	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	8-9 Dec '22	17-18 Jan '23																				
In your opinion, how good or bad is the state of the British economy at the moment?																						
Very good	0	1	1	0	0	0	1	1	0	2	0	1	0	0	1	0	2	1	1	0	0	
Fairly good	2	4	5	4	3	4	4	6	2	6	3	2	6	4	4	4	4	4	5	3	6	3
TOTAL GOOD	2	5	6	4	3	4	5	7	2	8	3	3	6	4	5	4	6	5	6	4	6	3
Neither good nor bad	9	11	20	3	8	5	19	14	8	10	7	12	16	10	11	11	5	9	12	12	8	12
Fairly bad	36	40	49	33	43	42	42	40	40	34	37	44	45	42	38	41	34	37	35	43	36	47
Very bad	49	40	24	57	46	47	31	35	45	40	46	39	31	41	39	39	52	45	42	36	45	36
TOTAL BAD	85	80	73	90	89	89	73	75	85	74	83	83	76	83	77	80	86	82	77	79	81	83
Don't know	4	4	2	3	0	2	3	4	4	8	6	2	2	3	6	4	3	5	6	5	5	2
How well or badly would you say the government is doing at managing the cost of living?																						
Very well	1	1	1	1	0	0	2	2	0	3	1	0	2	1	1	1	2	1	3	1	1	0
Fairly well	13	13	27	4	7	10	20	14	11	5	6	17	24	12	14	13	10	11	12	15	9	15
TOTAL WELL	14	14	28	5	7	10	22	16	11	8	7	17	26	13	15	14	12	12	15	16	10	15
Fairly badly	31	31	35	24	35	30	31	31	30	30	29	29	35	31	30	31	28	30	28	31	31	33
Very badly	47	47	30	66	53	56	39	44	50	50	55	48	33	49	45	46	56	52	49	43	46	46
TOTAL BADLY	78	78	65	90	88	86	70	75	80	80	84	77	68	80	75	77	84	82	77	74	77	79
Don't know	8	8	7	5	6	4	8	8	8	12	9	7	6	6	10	8	4	7	7	10	13	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	48	47	40	50	45	46	48	41	51	35	53	52	35	42	53	46	57	42	47	45	43	48
I have already had to make cuts to my usual spending, but do not expect to make further cuts	13	14	16	15	14	14	14	17	12	20	15	14	12	17	11	14	7	26	15	10	19	13
TOTAL MADE CUTS	61	61	56	65	59	60	62	58	63	55	68	66	47	59	64	60	64	68	62	55	62	61
I have been able to maintain my usual spending so far, but expect to have to make cuts soon	22	20	21	21	24	24	19	18	21	15	15	18	31	21	17	20	19	14	19	22	17	22
I have been able to maintain my usual spending so far, and expect to be able to continue to do so	12	13	21	11	11	12	16	16	10	10	9	14	19	15	10	13	12	9	12	14	15	13
TOTAL MAINTAINED SPENDING	34	33	42	32	35	36	35	34	31	25	24	32	50	36	27	33	31	23	31	36	32	35
Don't know	5	6	3	4	6	4	3	7	6	20	8	2	3	5	9	6	5	9	8	8	6	4

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

		8-9 Dec '22	17-18 Jan '23																			
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	7	7	7	6	3	4	10	7	8	5	8	9	6	5	11	7	5	10	7	7	10	7
Most of the time	13	12	9	12	10	11	11	12	12	18	12	12	10	10	15	12	17	10	13	15	14	10
Occasionally	23	24	23	25	23	24	25	24	25	20	25	27	23	23	26	24	23	29	23	20	25	27
Never	46	47	56	48	62	57	49	48	47	19	47	51	57	54	38	47	47	45	49	49	38	49
Not applicable – I do not spend money on this	8	6	3	7	0	3	3	6	6	31	5	1	1	5	7	6	8	2	5	7	9	5
Don't know	4	3	1	2	1	2	2	3	2	7	3	1	2	2	4	3	0	3	3	2	5	3
Food																						
Always	5	5	3	5	3	3	5	5	5	7	5	5	3	4	6	5	6	4	5	6	6	4
Most of the time	11	10	6	9	9	7	9	9	10	15	10	10	6	7	12	10	7	6	10	10	10	10
Occasionally	29	27	24	30	23	25	27	25	30	32	28	27	24	24	32	27	28	35	26	24	30	27
Never	50	55	64	53	65	63	56	58	52	35	53	57	65	62	44	55	56	53	56	57	49	54
Not applicable – I do not spend money on this	2	1	1	2	1	0	1	1	1	4	2	0	0	1	2	1	3	0	1	1	0	2
Don't know	3	3	1	1	0	1	2	3	2	7	3	2	1	2	4	3	0	3	2	2	4	3
Fuel for my vehicle																						
Always	4	4	4	4	2	2	5	4	4	4	4	6	3	3	5	4	4	4	4	6	6	3
Most of the time	9	8	5	8	7	7	7	8	8	6	10	8	6	8	9	8	11	7	7	8	8	9
Occasionally	23	21	21	22	22	22	23	19	23	15	22	22	21	19	23	21	25	21	22	21	14	22
Never	38	42	54	40	57	51	45	43	42	19	39	47	54	49	33	43	40	37	44	48	27	46
Not applicable – I do not spend money on this	23	22	14	25	12	17	18	22	22	50	22	16	14	19	26	21	19	29	21	14	41	18
Don't know	4	2	2	1	0	2	2	3	2	6	3	1	2	2	3	2	0	3	2	2	4	2
Rent/mortgage																						
Always	3	4	2	4	1	3	3	4	3	3	6	3	1	3	4	4	3	3	3	4	6	3
Most of the time	5	5	3	7	2	3	4	6	4	13	6	4	1	5	6	5	5	2	6	6	8	4
Occasionally	11	11	8	12	16	11	9	11	11	13	14	12	4	10	12	12	9	7	10	10	16	12
Never	43	45	44	47	47	49	42	46	43	33	58	45	27	50	38	44	51	47	46	41	37	47
Not applicable – I do not spend money on this	34	33	42	30	34	33	40	30	36	32	14	35	65	30	37	33	31	38	32	37	28	33
Don't know	4	3	1	2	0	1	1	3	2	6	3	1	1	2	3	3	0	3	2	2	5	3

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

	8-9 Dec '22	17-18 Jan '23																				
Thinking about your finances, which of the following best reflects your position?																						
I am very comfortable financially	3	4	6	3	3	4	4	5	3	3	4	4	4	5	2	4	2	2	4	4	5	4
I am relatively comfortable financially	25	33	39	35	45	39	32	35	30	30	29	32	41	42	21	33	39	31	32	32	31	34
TOTAL COMFORTABLE	28	37	45	38	48	43	36	40	33	33	33	36	45	47	23	37	41	33	36	36	36	38
I do not often have money for luxuries, but can normally comfortably cover the essentials	43	42	41	44	41	44	43	38	47	36	43	45	41	40	46	42	34	51	44	40	41	42
I can only just afford my costs and often struggle to make ends meet	23	14	12	15	9	9	15	12	15	13	14	15	11	9	20	14	15	8	12	16	12	15
I cannot afford my costs, and often have to go without essentials like food and heating	6	4	2	3	1	2	5	5	3	5	6	4	2	2	7	4	5	3	4	6	4	4
TOTAL STRUGGLING	29	18	14	18	10	11	20	17	18	18	20	19	13	11	27	18	20	11	16	22	16	19
Don't know	3	1	1	1	2	2	2	5	2	13	4	1	1	2	5	3	5	5	4	2	7	2
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	71	59	43	75	63	69	50	54	63	51	67	59	47	58	59	58	60	62	57	59	63	57
It will remain stable	14	23	38	11	18	18	31	26	20	16	17	28	31	24	20	23	25	20	25	22	16	24
It will be growing/booming	2	5	9	2	4	3	7	7	4	10	3	5	8	6	5	6	2	4	5	6	7	6
Don't know	13	13	10	11	14	10	13	13	13	24	13	9	13	12	15	13	13	14	13	14	14	13
Which of the following statements comes closest to your view?																						
My income is currently rising faster than prices in the shops	1	1	1	2	1	0	2	2	1	4	1	1	1	2	1	2	1	0	2	1	2	1
Prices in the shops are rising faster than my income	84	85	84	88	87	91	84	82	87	71	85	89	84	85	84	85	86	81	85	83	83	87
My income is keeping pace with prices in the shops	7	7	11	6	5	5	9	9	6	6	6	7	11	8	7	7	8	10	7	8	6	7
Don't know	8	7	4	4	7	4	5	8	6	18	7	4	4	5	8	7	5	9	5	7	10	6

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

		8-9 Dec '22	17-18 Jan '23																			
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	27	25	18	30	13	22	24	20	30	27	30	24	16	20	31	26	24	18	25	21	30	26
Fairly worried	40	41	38	43	47	45	37	39	42	37	43	41	38	42	38	39	47	47	40	44	31	40
TOTAL WORRIED	67	66	56	73	60	67	61	59	72	64	73	65	54	62	69	65	71	65	65	65	61	66
Not very worried	19	22	29	18	31	23	24	25	18	20	14	25	32	26	17	23	15	16	21	26	26	21
Not at all worried	6	7	11	4	4	6	9	9	5	5	6	7	10	8	6	6	9	10	7	4	5	7
TOTAL NOT WORRIED	25	29	40	22	35	29	33	34	23	25	20	32	42	34	23	29	24	26	28	30	31	28
Don't know	7	6	5	4	5	4	6	7	5	11	7	4	4	5	8	6	5	8	6	4	8	5
...be victims of burglary, robbery or mugging?																						
Very worried	14	11	11	11	7	9	12	10	13	13	12	11	11	9	15	12	11	4	13	13	16	10
Fairly worried	31	32	34	35	29	34	33	30	34	23	32	34	33	33	31	33	28	24	35	32	31	32
TOTAL WORRIED	45	43	45	46	36	43	45	40	47	36	44	45	44	42	46	45	39	28	48	45	47	42
Not very worried	34	34	35	34	36	36	33	35	32	34	32	36	33	37	29	33	34	38	33	32	31	35
Not at all worried	9	11	12	9	13	11	11	12	9	11	11	11	10	12	9	9	16	18	7	9	9	12
TOTAL NOT WORRIED	43	45	47	43	49	47	44	47	41	45	43	47	43	49	38	42	50	56	40	41	40	47
Don't know	11	12	8	11	14	10	10	12	12	20	13	9	12	9	16	12	12	15	13	15	13	10
...suffer directly from cuts in spending on public services such as health, education and welfare?																						
Very worried	31	29	20	45	30	36	24	25	33	24	33	29	25	30	28	30	32	21	27	28	36	31
Fairly worried	42	41	42	38	50	45	39	39	44	39	40	41	45	42	40	41	44	46	43	41	35	41
TOTAL WORRIED	73	70	62	83	80	81	63	64	77	63	73	70	70	72	68	71	76	67	70	69	71	72
Not very worried	13	15	21	10	11	11	20	19	12	19	12	17	18	17	14	16	10	17	17	16	15	15
Not at all worried	5	6	10	3	3	4	9	8	4	7	5	7	7	6	6	6	8	7	5	6	6	7
TOTAL NOT WORRIED	18	21	31	13	14	15	29	27	16	26	17	24	25	23	20	22	18	24	22	22	21	22
Don't know	9	8	6	4	6	4	8	9	7	10	9	6	6	4	13	8	5	9	9	10	8	6
...lose out because foreign factories and/or workers from abroad can do the same job more cheaply?																						
Very worried	11	10	10	10	5	5	13	10	9	11	8	12	9	7	13	10	13	7	10	10	11	9
Fairly worried	21	25	26	22	22	23	26	26	24	20	23	28	25	22	28	24	25	24	24	29	24	23
TOTAL WORRIED	32	35	36	32	27	28	39	36	33	31	31	40	34	29	41	34	38	31	34	39	35	32
Not very worried	25	27	26	31	33	32	23	26	29	29	30	27	21	30	23	27	29	23	27	24	27	29
Not at all worried	26	23	25	24	29	26	23	25	21	18	22	22	27	28	16	22	17	30	23	19	22	24
TOTAL NOT WORRIED	51	50	51	55	62	58	46	51	50	47	52	49	48	58	39	49	46	53	50	43	49	53
Don't know	17	16	13	13	11	13	14	14	18	22	16	12	17	13	20	16	15	15	16	18	16	15

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

	8-9 Dec '22	17-18 Jan '23																				
...lose their job/have difficulty finding work?																						
Very worried	15	13	8	17	7	11	12	10	16	18	16	12	6	11	16	13	17	11	13	10	20	13
Fairly worried	28	31	27	32	34	33	28	32	31	36	36	34	18	32	30	32	27	31	30	37	31	30
TOTAL WORRIED	43	44	35	49	41	44	40	42	47	54	52	46	24	43	46	45	44	42	43	47	51	43
Not very worried	25	25	27	27	30	27	24	25	25	21	27	28	19	28	21	26	21	16	29	26	26	24
Not at all worried	18	17	25	13	16	18	22	19	15	9	9	16	36	18	17	16	22	26	15	16	9	19
TOTAL NOT WORRIED	43	42	52	40	46	45	46	44	40	30	36	44	55	46	38	42	43	42	44	42	35	43
Don't know	14	13	13	10	13	11	14	13	13	15	11	9	20	11	17	13	14	16	13	11	15	14
...lose their home?																						
Very worried	13	11	7	14	5	9	11	10	13	14	13	11	8	8	15	12	14	6	13	8	17	11
Fairly worried	26	26	21	28	28	28	24	25	27	24	31	24	20	25	27	26	27	29	24	31	23	25
TOTAL WORRIED	39	37	28	42	33	37	35	35	40	38	44	35	28	33	42	38	41	35	37	39	40	36
Not very worried	29	29	30	33	34	34	26	30	29	30	30	31	26	34	24	29	28	29	29	29	32	29
Not at all worried	22	23	34	17	26	22	30	27	20	16	16	28	36	26	20	23	24	24	22	24	19	26
TOTAL NOT WORRIED	51	52	64	50	60	56	56	57	49	46	46	59	62	60	44	52	52	53	51	53	51	55
Don't know	10	10	8	8	7	7	10	9	11	15	10	7	10	7	14	10	8	11	12	8	9	10
...suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities?																						
Very worried	12	10	7	15	5	8	9	11	10	14	12	8	7	8	13	10	15	8	10	8	14	10
Fairly worried	18	22	16	24	22	21	18	22	22	33	24	23	15	21	24	23	14	23	18	28	26	22
TOTAL WORRIED	30	32	23	39	27	29	27	33	32	47	36	31	22	29	37	33	29	31	28	36	40	32
Not very worried	29	30	32	32	31	33	30	30	30	23	32	31	28	32	27	30	28	29	32	27	26	31
Not at all worried	26	24	33	16	31	25	30	26	22	14	18	26	34	27	19	23	32	25	25	22	18	24
TOTAL NOT WORRIED	55	54	65	48	62	58	60	56	52	37	50	57	62	59	46	53	60	54	57	49	44	55
Don't know	15	14	12	12	12	12	13	11	16	16	13	11	16	11	18	14	12	15	14	15	16	12
...suffer ill-health?																						
Very worried	21	20	17	24	18	19	21	17	24	16	19	21	24	18	24	21	21	17	21	18	25	20
Fairly worried	39	38	42	41	45	43	39	35	42	27	35	42	46	40	37	39	37	37	37	43	34	40
TOTAL WORRIED	60	58	59	65	63	62	60	52	66	43	54	63	70	58	61	60	58	54	58	61	59	60
Not very worried	22	24	26	23	26	25	25	29	20	26	28	25	18	28	20	24	28	30	24	22	22	25
Not at all worried	7	6	7	4	5	5	6	8	5	15	7	4	4	7	6	6	7	7	7	6	6	7
TOTAL NOT WORRIED	29	30	33	27	31	30	31	37	25	41	35	29	22	35	26	30	35	37	31	28	28	32
Don't know	10	10	8	8	6	8	10	12	9	16	12	8	7	8	13	11	6	9	12	11	13	8

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

	8-9 Dec '22	17-18 Jan '23																				
How do you think the financial situation of your household will change over the NEXT 12 months?																						
Get a lot better	1	1	1	2	0	1	1	1	1	4	1	1	1	1	1	1	1	2	1	2	1	1
Get a little better	6	10	11	11	11	11	8	12	7	13	11	10	6	11	7	10	5	8	10	7	14	10
TOTAL BETTER	7	11	12	13	11	12	9	13	8	17	12	11	7	12	8	11	6	10	11	9	15	11
Stay about the same	26	32	41	27	37	31	37	33	31	25	27	34	40	35	28	32	31	30	33	29	31	33
Get a little worse	35	35	31	38	36	40	32	32	37	30	35	35	37	35	34	34	41	34	34	38	30	34
Get a lot worse	22	15	11	18	11	13	16	15	15	9	17	16	13	11	20	15	11	11	14	16	14	17
TOTAL WORSE	57	50	42	56	47	53	48	47	52	39	52	51	50	46	54	49	52	45	48	54	44	51
Don't know	9	8	4	5	4	5	6	7	9	19	10	5	3	7	9	7	11	14	7	8	11	5
How do you think the financial situation of your household has changed over the LAST 12 months?																						
Got a lot better	1	2	2	3	1	2	1	2	1	5	2	1	1	2	1	1	2	3	1	2	3	1
Got a little better	7	6	7	5	7	5	6	7	5	7	7	6	4	7	4	6	2	5	8	4	7	6
TOTAL BETTER	8	8	9	8	8	7	7	9	6	12	9	7	5	9	5	7	4	8	9	6	10	7
Stayed about the same	23	28	34	26	32	29	29	30	26	25	25	28	36	30	25	28	26	27	31	24	30	28
Got a little worse	41	42	41	44	47	46	41	38	45	35	41	44	44	43	40	41	50	45	36	45	38	44
Got a lot worse	23	18	15	20	12	17	19	17	19	12	20	20	15	14	23	19	14	12	20	20	15	18
TOTAL WORSE	64	60	56	64	59	63	60	55	64	47	61	64	59	57	63	60	64	57	56	65	53	62
Don't know	5	5	1	2	1	2	3	5	4	16	6	2	0	3	6	4	5	7	4	5	7	3

Sample Size: 2024 adults in GB
Fieldwork: 17th - 18th January 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	2024	662	490	172	713	754	980	1044	212	836	500	476	1154	870	1747	101	176	488	336	245	678	
Unweighted Sample	2024	706	492	182	834	771	842	1182	168	760	529	567	1251	773	1767	107	150	490	334	199	744	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	8-9 Dec '22	17-18 Jan '23																			
How do you think the UK economy has changed over the LAST 12 months?																					
Got a lot better	0	0	0	1	0	0	0	1	0	2	0	0	0	1	0	0	1	0	1	0	0
Got a little better	1	2	3	2	2	3	3	2	3	2	2	3	3	2	2	1	3	3	2	4	2
TOTAL BETTER	1	2	3	3	2	3	4	2	5	2	2	3	4	2	2	3	4	2	4	2	
Stayed about the same	5	6	9	5	3	4	8	5	6	6	6	6	5	7	6	6	4	6	6	6	7
Got a little worse	23	31	42	20	29	29	35	34	29	27	25	36	38	31	32	32	30	26	30	34	32
Got a lot worse	66	54	43	69	63	63	49	48	60	48	59	53	51	57	52	54	58	60	55	54	54
TOTAL WORSE	89	85	85	89	92	92	84	82	89	75	84	89	89	88	84	86	88	86	85	88	82
Don't know	5	5	3	3	4	3	3	6	5	13	8	2	1	4	7	5	4	7	4	5	9
How do you think the UK economy will change over the NEXT 12 months?																					
Get a lot better	0	1	2	0	0	1	2	2	0	2	1	1	2	1	1	1	2	1	2	1	1
Get a little better	7	13	24	6	11	8	20	16	11	15	8	16	19	14	13	14	8	13	14	13	15
TOTAL BETTER	7	14	26	6	11	9	22	18	11	17	9	17	21	15	14	15	10	14	16	14	16
Stay about the same	16	18	25	11	19	15	23	18	17	19	14	17	24	19	16	18	21	17	18	17	18
Get a little worse	29	30	27	35	34	36	26	28	32	27	31	32	28	32	28	31	26	29	28	38	27
Get a lot worse	39	28	16	39	29	33	23	26	30	21	34	26	22	26	30	27	34	32	29	23	34
TOTAL WORSE	68	58	43	74	63	69	49	54	62	48	65	58	50	58	58	58	60	61	57	61	56
Don't know	9	10	6	8	8	6	7	10	9	17	12	8	5	8	12	10	10	9	9	8	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.