

YouGov Survey Results

Sample Size: 2037 adults in GB
Fieldwork: 15th - 16th May 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	Rest of South	
Weighted Sample	2037	666	493	173	718	759	986	1051	214	841	503	478	1161	876	1758	102	177	491	338	246	682	
Unweighted Sample	2037	715	492	183	829	812	899	1138	178	829	523	506	1236	801	1748	111	178	471	340	225	712	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very well	2	2	1	4	2	2	3	1	4	2	1	1	2	2	2	1	1	0	1	6	3
Fairly well	13	27	5	5	8	21	14	12	11	7	14	22	12	14	13	12	15	9	16	14	13
TOTAL WELL	15	29	6	9	10	23	17	13	15	9	15	23	14	16	15	13	16	9	17	20	16
Fairly badly	31	35	23	36	31	32	29	33	32	30	29	35	33	29	32	26	31	32	29	24	35
Very badly	47	29	68	53	56	40	47	48	45	52	51	37	48	47	47	55	49	51	47	49	43
TOTAL BADLY	78	64	91	89	87	72	76	81	77	82	80	72	81	76	79	81	80	83	76	73	78
Don't know	7	6	3	2	3	5	7	6	9	8	5	5	5	9	7	7	5	7	8	6	6

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	43	37	50	44	45	43	39	48	37	47	50	32	41	47	43	54	43	45	43	40	42
I have already had to make cuts to my usual spending, but do not expect to make further cuts	18	19	17	14	18	16	20	16	28	17	15	18	20	16	18	14	18	18	16	21	18
TOTAL MADE CUTS	61	56	67	58	63	59	59	64	65	64	65	50	61	63	61	68	61	63	59	61	60
I have been able to maintain my usual spending so far, but expect to have to make cuts soon	18	18	18	21	19	18	17	18	15	16	16	23	20	15	18	13	21	17	15	19	19
I have been able to maintain my usual spending so far, and expect to be able to continue to do so	16	25	11	17	15	20	19	14	12	12	16	26	17	16	17	10	14	14	21	16	17
TOTAL MAINTAINED USUAL SPENDING	34	43	29	38	34	38	36	32	27	28	32	49	37	31	35	23	35	31	36	35	36
Don't know	5	2	4	4	4	3	6	4	9	7	3	1	3	7	5	8	3	6	5	3	4

Sample Size: 2037 adults in GB
Fieldwork: 15th - 16th May 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	Rest of South	
Weighted Sample	2037	666	493	173	718	759	986	1051	214	841	503	478	1161	876	1758	102	177	491	338	246	682	
Unweighted Sample	2037	715	492	183	829	812	899	1138	178	829	523	506	1236	801	1748	111	178	471	340	225	712	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	6	11	7	6	9	9	9	9	8	9	10	8	5	14	9	10	10	10	8	10	8
Most of the time	11	11	12	11	13	12	10	13	9	11	12	13	10	13	11	16	14	11	9	14	11	
Occasionally	24	22	26	26	24	23	21	26	23	25	23	23	24	23	24	24	20	24	21	27	24	
Never	48	57	44	51	52	53	51	45	28	46	52	56	53	41	49	35	45	48	54	40	50	
Not applicable – I do not spend money on this	5	3	5	6	3	3	5	5	25	5	2	1	5	6	5	8	8	5	5	7	4	
Don't know	3	1	2	0	1	1	4	2	6	5	1	1	2	4	3	7	3	3	3	3	3	

Food

Always	6	6	7	4	5	7	7	6	6	7	7	5	4	9	6	11	9	6	5	7	6
Most of the time	10	7	12	6	10	9	9	11	13	11	9	7	8	12	10	9	9	11	8	13	10
Occasionally	29	24	32	30	29	27	25	33	35	30	29	24	28	31	29	31	27	32	29	28	28
Never	50	62	45	59	54	55	54	47	34	46	53	63	56	43	51	38	50	47	53	49	53
Not applicable – I do not spend money on this	1	0	2	1	1	1	1	1	6	1	1	0	1	1	1	3	1	1	1	2	1
Don't know	3	1	2	0	1	2	4	2	6	5	1	1	2	5	3	8	4	3	3	1	3

Fuel for my vehicle

Always	5	4	6	5	5	4	5	5	8	5	5	3	3	7	4	8	8	4	4	4	5
Most of the time	8	7	10	5	8	8	8	7	8	8	7	7	7	8	7	11	10	8	6	8	7
Occasionally	23	21	25	26	23	22	20	25	21	25	24	19	23	23	23	23	23	24	24	17	23
Never	41	55	36	45	45	48	44	39	19	38	45	53	47	34	42	36	34	39	46	29	47
Not applicable – I do not spend money on this	21	12	23	18	19	15	20	22	38	20	18	17	18	24	21	15	23	21	17	40	16
Don't know	3	1	1	0	1	1	3	2	5	5	1	1	2	4	3	7	3	3	3	2	2

Rent/mortgage

Always	5	4	7	4	4	4	5	5	9	6	6	2	3	7	5	6	6	4	5	7	5
Most of the time	6	4	7	5	5	6	7	5	11	7	5	2	6	5	6	6	7	5	6	10	4
Occasionally	11	8	11	10	10	9	11	12	18	16	10	2	11	11	11	17	11	11	8	19	9
Never	43	41	49	45	49	40	46	41	31	56	43	27	49	37	44	33	42	44	48	34	46
Not applicable – I do not spend money on this	31	42	24	36	30	39	28	34	23	10	36	66	29	34	31	32	31	32	29	26	33
Don't know	3	1	2	0	1	1	4	2	7	6	1	1	2	5	3	7	3	4	3	4	3

Sample Size: 2037 adults in GB
Fieldwork: 15th - 16th May 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	Rest of South	
Weighted Sample	2037	666	493	173	718	759	986	1051	214	841	503	478	1161	876	1758	102	177	491	338	246	682	
Unweighted Sample	2037	715	492	183	829	812	899	1138	178	829	523	506	1236	801	1748	111	178	471	340	225	712	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

I am very comfortable financially	5	5	3	10	6	4	7	3	7	5	5	5	7	3	5	4	4	2	5	7	7
I am relatively comfortable financially	32	39	35	34	38	35	33	32	25	30	31	41	39	24	32	23	39	34	36	33	28
TOTAL FINANCIALLY COMFORTABLE	37	44	38	44	44	39	40	35	32	35	36	46	46	27	37	27	43	36	41	40	35
I do not often have money for luxuries, but can normally comfortably cover the essentials	40	40	42	41	39	40	37	43	38	38	42	41	39	40	41	37	29	40	36	43	43
I can only just afford my costs and often struggle to make ends meet	15	12	13	11	12	16	15	15	17	16	16	10	11	20	14	17	19	15	13	12	15
I cannot afford my costs, and often have to go without essentials like food and heating	4	2	5	3	3	4	4	5	3	6	5	2	2	7	4	9	6	4	6	2	3
TOTAL FINANCIALLY STRUGGLING	19	14	18	14	15	20	19	20	20	22	21	12	13	27	18	26	25	19	19	14	18
Don't know	4	1	2	1	2	1	5	3	9	5	2	0	3	5	3	9	3	4	4	3	3

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	47	30	66	51	56	38	45	50	48	52	50	37	48	47	47	54	44	50	44	49	47
It will remain stable	31	48	19	32	28	41	36	27	23	26	34	43	33	30	32	27	33	27	36	30	33
It will be growing/booming	6	10	2	3	3	8	6	5	10	4	5	7	5	6	6	4	4	4	7	8	6
Don't know	15	11	13	14	12	13	13	17	19	19	11	13	14	17	15	16	19	18	14	13	14

**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.*