

YouGov Survey Results

Sample Size: 1961 adults in GB
Fieldwork: 17th - 19th June 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	1961	643	475	167	691	730	949	1012	206	810	484	461	1118	843	1692	98	171	473	326	237	657	
Unweighted Sample	1961	664	469	168	771	772	854	1107	175	760	486	540	1157	804	1685	107	169	468	339	202	676	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very well	1	0	0	3	1	0	1	1	1	1	0	0	1	0	1	2	0	1	1	1	1
Fairly well	12	25	5	8	9	17	15	10	14	9	14	16	12	13	13	13	8	12	13	16	12
TOTAL WELL	13	25	5	11	10	17	16	11	15	10	14	16	13	13	14	15	8	13	14	17	13
Fairly badly	36	42	29	39	36	40	34	38	33	33	37	43	38	34	37	38	33	35	38	33	38
Very badly	43	25	63	46	50	36	44	43	38	50	43	34	43	43	43	36	53	46	40	43	41
TOTAL BADLY	79	67	92	85	86	76	78	81	71	83	80	77	81	77	80	74	86	81	78	76	79
Don't know	7	7	3	4	4	7	6	8	14	7	6	7	6	10	7	11	7	7	8	6	8

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	42	57	42	50	47	44	51	33	54	52	39	45	51	47	50	48	47	50	44	47
I have already had to make cuts to my usual spending, but do not expect to make further cuts	18	17	18	20	17	16	18	18	26	19	14	16	19	17	18	15	16	18	16	23	17
TOTAL MADE CUTS	66	59	75	62	67	63	62	69	59	73	66	55	64	68	65	65	64	65	66	67	64
I have been able to maintain my usual spending so far, but expect to have to make cuts soon	15	17	15	20	17	16	15	15	10	13	15	21	16	14	15	15	14	15	15	15	16
I have been able to maintain my usual spending so far, and expect to be able to continue to do so	14	21	8	17	13	17	16	11	11	8	16	22	16	11	14	13	15	14	14	10	15
TOTAL MAINTAINED USUAL SPENDING	29	38	23	37	30	33	31	26	21	21	31	43	32	25	29	28	29	29	29	25	31
Don't know	6	2	3	1	3	4	6	5	21	6	3	2	4	8	5	8	7	6	5	7	5

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	8	6	8	6	6	7	9	8	8	10	6	7	7	10	8	13	12	10	7	9	6
Most of the time	13	13	16	9	14	15	13	14	10	13	15	14	12	16	13	16	13	13	12	15	14
Occasionally	25	23	25	26	26	23	23	26	17	27	25	24	25	24	26	21	19	27	24	29	24
Never	43	54	42	51	49	50	46	40	20	39	50	55	48	37	43	45	47	40	43	37	47
Not applicable – I do not spend money on this	7	2	6	7	3	3	6	7	34	6	2	0	6	8	7	4	6	7	8	5	7
Don't know	3	1	3	1	2	1	3	4	11	4	2	0	2	5	4	1	3	3	6	5	3

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

Food																					
Always	6	4	6	4	5	6	7	5	6	9	5	4	5	7	6	9	9	9	4	6	5
Most of the time	12	10	14	9	10	12	13	12	17	13	12	10	11	14	12	18	10	14	11	14	11
Occasionally	29	26	34	25	31	28	26	32	25	32	27	30	28	31	30	21	28	30	30	31	30
Never	47	58	44	58	52	52	49	45	32	41	54	56	52	40	47	51	49	43	49	44	49
Not applicable – I do not spend money on this	2	1	1	3	1	1	2	2	11	2	1	0	1	3	2	0	1	3	3	1	2
Don't know	3	1	2	1	1	1	3	3	9	4	1	0	2	5	3	1	3	2	4	4	3

Fuel for my vehicle																					
Always	5	4	4	4	3	4	6	3	7	6	4	3	4	5	4	6	7	4	5	5	4
Most of the time	9	10	10	13	9	10	10	9	7	11	10	8	9	10	10	13	5	10	12	10	8
Occasionally	21	20	24	23	26	21	19	23	13	23	21	22	22	20	22	14	18	21	23	16	24
Never	39	51	36	46	43	46	40	37	13	33	48	51	45	30	38	44	41	40	42	25	40
Not applicable – I do not spend money on this	23	13	25	13	18	17	21	24	50	24	16	16	18	29	23	18	26	22	14	40	21
Don't know	3	2	2	1	2	2	4	3	10	4	2	1	2	5	3	3	3	3	4	4	3

Rent/mortgage																					
Always	5	3	4	4	3	5	6	3	6	7	3	2	4	6	5	3	4	7	3	6	3
Most of the time	7	6	7	3	6	5	7	7	13	10	5	3	5	10	7	9	6	7	6	10	7
Occasionally	14	8	15	14	13	10	14	13	14	19	13	5	14	13	14	10	13	13	13	21	12
Never	38	38	43	39	45	38	39	37	26	47	40	27	42	33	37	40	48	35	36	30	42
Not applicable – I do not spend money on this	33	43	29	40	31	40	31	35	31	13	38	63	33	33	34	37	27	35	37	28	33
Don't know	3	2	3	1	2	1	4	3	10	5	1	1	2	5	4	1	3	3	5	5	3

Thinking about your finances, which of the following best reflects your position?																					
I am very comfortable financially	4	5	2	4	4	4	4	3	3	3	5	4	5	2	4	2	4	5	3	2	4
I am relatively comfortable financially	31	33	32	48	39	31	32	31	26	26	35	39	38	22	31	35	36	29	28	31	33
TOTAL FINANCIALLY COMFORTABLE	35	38	34	52	43	35	36	34	29	29	40	43	43	24	35	37	40	34	31	33	37
I do not often have money for luxuries, but can normally comfortably cover the essentials	41	44	45	37	41	43	37	44	32	42	39	42	39	43	42	34	33	40	44	43	41
I can only just afford my costs and often struggle to make ends meet	16	13	16	8	12	15	17	16	19	18	15	13	13	21	16	19	18	16	18	16	16
I cannot afford my costs, and often have to go without essentials like food and heating	4	3	4	2	3	5	4	4	5	6	4	2	2	7	4	7	7	6	3	2	4
TOTAL FINANCIALLY STRUGGLING	20	16	20	10	15	20	21	20	24	24	19	15	15	28	20	26	25	22	21	18	20
Don't know	4	2	2	1	1	2	4	3	15	5	1	1	3	5	4	3	3	4	5	6	3

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

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	45	32	57	55	52	39	43	47	36	49	49	38	45	45	44	54	51	44	45	36	47
It will remain stable	32	44	25	30	29	38	36	28	31	26	34	40	34	28	33	28	23	35	32	37	30
It will be growing/booming	5	9	2	1	3	6	7	3	7	4	3	7	5	5	5	4	5	4	6	7	5
Don't know	18	14	16	13	15	16	15	22	26	21	14	15	15	22	18	15	21	17	18	20	18

*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.