

YouGov Survey Results

Sample Size: 2069 adults in GB
Fieldwork: 19th - 20th July 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	2069	677	501	176	729	770	1001	1068	217	854	511	486	1179	890	1786	103	180	499	343	250	693	
Unweighted Sample	2069	720	501	199	865	820	864	1205	162	763	535	609	1231	838	1795	103	171	515	331	209	740	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very well	0	1	0	0	0	0	1	0	2	0	0	1	1	0	1	0	0	0	0	1	1
Fairly well	12	29	2	7	8	20	13	12	5	7	13	23	11	14	13	8	5	13	12	13	14
TOTAL WELL	12	30	2	7	8	20	14	12	7	7	13	24	12	14	14	8	5	13	12	14	15
Fairly badly	32	39	23	32	30	35	32	33	29	30	34	37	33	32	33	28	27	30	37	32	34
Very badly	49	27	73	58	60	40	50	49	49	57	50	36	52	47	48	61	58	51	49	51	44
TOTAL BADLY	81	66	96	90	90	75	82	82	78	87	84	73	85	79	81	89	85	81	86	83	78
Don't know	5	5	2	3	2	5	5	6	15	5	3	4	4	8	5	3	9	6	3	3	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	45	34	59	45	49	42	43	48	35	56	42	34	43	48	45	63	38	46	46	46	43
I have already had to make cuts to my usual spending, but do not expect to make further cuts	18	22	15	15	16	19	20	17	27	15	19	19	19	17	19	11	18	19	20	21	17
TOTAL MADE CUTS	63	56	74	60	65	61	63	65	62	71	61	53	62	65	64	74	56	65	66	67	60
I have been able to maintain my usual spending so far, but expect to have to make cuts soon	16	19	14	21	17	18	15	17	12	13	19	21	18	13	17	10	14	14	18	16	18
I have been able to maintain my usual spending so far, and expect to be able to continue to do so	16	24	10	16	17	19	18	14	11	11	18	25	17	15	15	16	25	15	12	14	17
TOTAL MAINTAINED USUAL SPENDING	32	43	24	37	34	37	33	31	23	24	37	46	35	28	32	26	39	29	30	30	35
Don't know	4	2	3	3	2	3	4	4	15	5	2	1	3	6	5	0	5	5	4	3	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	6	5	8	7	6	6	6	6	8	6	8	4	5	9	6	11	5	8	4	8	5
Most of the time	11	10	11	5	8	13	10	12	7	14	10	10	8	15	11	19	11	13	9	11	10
Occasionally	25	21	30	25	25	23	24	25	17	29	24	21	26	23	25	32	19	24	28	26	24
Never	49	61	46	61	57	54	50	48	17	45	55	64	54	42	49	33	56	49	51	44	50
Not applicable – I do not spend money on this	7	2	4	2	3	2	7	7	43	4	1	0	6	8	7	4	6	5	5	7	9
Don't know	2	1	1	0	1	1	2	2	8	2	2	0	2	3	2	1	3	2	3	4	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Food																					
Always	6	5	5	3	4	6	6	6	10	5	6	5	4	8	6	12	3	6	3	7	6
Most of the time	10	6	12	6	8	9	10	10	9	15	8	4	8	13	10	8	8	13	7	11	10
Occasionally	27	22	32	23	26	25	24	30	31	30	26	20	26	29	26	43	25	24	32	31	24
Never	53	66	49	66	60	58	57	49	24	48	58	69	59	44	53	37	59	52	54	47	55
Not applicable – I do not spend money on this	2	1	1	0	1	1	2	2	18	1	0	0	2	3	2	0	3	3	1	2	3
Don't know	2	1	1	1	1	1	2	2	8	2	1	1	1	3	2	0	2	1	3	2	2
Fuel for my vehicle																					
Always	3	3	3	2	2	4	4	2	5	3	4	2	2	4	3	9	2	2	2	4	3
Most of the time	6	3	8	3	7	4	5	6	4	9	4	3	4	8	5	7	9	6	6	5	5
Occasionally	20	20	24	21	22	21	18	22	17	22	22	18	21	20	21	24	16	19	25	18	21
Never	43	58	37	54	48	52	45	42	9	39	52	56	47	38	43	33	53	44	46	28	47
Not applicable – I do not spend money on this	25	16	27	18	21	17	26	25	57	26	15	20	23	28	26	26	18	27	19	44	22
Don't know	2	1	1	1	1	2	2	2	8	1	2	1	2	2	2	1	2	2	3	2	2
Rent/mortgage																					
Always	4	1	4	3	3	3	5	3	11	4	3	1	3	5	4	7	3	4	2	7	4
Most of the time	6	3	8	3	4	6	6	6	5	9	5	2	4	8	6	9	2	6	7	9	5
Occasionally	13	9	16	11	13	10	14	13	18	19	11	5	12	15	13	14	16	15	16	13	10
Never	43	43	49	51	49	42	43	42	21	57	44	27	49	35	43	38	37	41	44	44	44
Not applicable – I do not spend money on this	32	42	22	31	30	38	30	34	38	10	37	64	30	35	32	31	39	33	28	26	34
Don't know	2	1	1	0	1	1	2	2	7	2	1	0	1	3	2	0	3	1	3	1	2
Thinking about your finances, which of the following best reflects your position?																					
I am very comfortable financially	4	5	2	5	5	3	5	3	6	2	4	6	5	3	4	1	6	3	3	5	5
I am relatively comfortable financially	34	37	34	45	39	32	36	32	32	31	35	39	40	25	34	24	39	32	31	40	35
TOTAL FINANCIALLY COMFORTABLE	38	42	36	50	44	35	41	35	38	33	39	45	45	28	38	25	45	35	34	45	40
I do not often have money for luxuries, but can normally comfortably cover the essentials	40	43	43	38	40	43	38	42	34	41	38	43	40	40	41	36	33	42	48	39	37
I can only just afford my costs and often struggle to make ends meet	16	10	19	9	14	17	15	17	15	19	18	10	12	22	16	28	17	18	14	12	16
I cannot afford my costs, and often have to go without essentials like food and heating	4	3	2	1	2	4	4	3	2	5	4	1	2	6	4	9	2	4	3	3	5
TOTAL FINANCIALLY STRUGGLING	20	13	21	10	16	21	19	20	17	24	22	11	14	28	20	37	19	22	17	15	21
Don't know	2	1	1	1	1	1	2	3	10	2	1	1	1	4	2	2	3	2	2	1	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	46	27	64	57	57	36	44	48	44	56	42	34	46	47	46	49	49	49	43	49	44
It will remain stable	33	51	20	28	28	41	37	29	28	25	37	44	36	29	33	28	32	32	36	35	32
It will be growing/booming	5	11	2	2	3	9	6	4	6	3	6	9	5	6	6	2	2	4	7	5	7
Don't know	15	11	13	13	13	14	13	18	22	15	15	14	13	18	15	21	17	15	14	11	17

*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.