

YouGov Survey Results

Sample Size: 2102 GB Adults

Fieldwork: 4th - 5th January 2026

Weighted Sample Unweighted Sample	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
	2102	378	540	193	227	129	738	750	1017	1085	221	868	519	494	1198	893	1818	101	183	498	345	254	721
	2102	336	597	215	245	134	824	771	904	1198	192	765	560	585	1254	839	1806	125	171	486	364	198	758
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	20 - 21 Mar '25	4 - 5 Jan '26																						
Which of the following, if any, do you think are the most important issues facing the country at this time? Please tick up to three.																								
Cost of living	48	54	36	62	54	49	68	56	47	51	57	62	65	51	34	54	55	54	61	54	56	53	58	51
Immigration & Asylum	37	49	72	34	27	89	15	31	73	50	47	28	38	58	66	45	54	49	40	45	54	54	35	49
Health and the NHS	48	43	37	53	52	26	48	53	37	34	52	42	40	48	45	43	44	42	50	56	39	45	38	43
The economy	31	33	39	37	35	25	27	37	27	39	27	37	35	29	30	39	25	32	35	33	31	29	38	33
Crime, law and order	18	17	23	12	10	29	10	14	23	17	17	10	16	16	23	14	21	18	11	11	17	18	27	16
Defence and security	24	17	28	11	26	23	14	14	24	19	14	7	10	21	27	18	15	17	16	14	13	19	14	19
The environment and climate change	15	15	6	18	27	0	47	23	5	14	16	26	16	13	10	16	14	15	20	15	12	14	19	16
Housing	13	13	5	17	17	7	22	14	7	13	14	20	16	10	9	13	14	14	13	10	12	10	28	11
Welfare benefits	15	11	18	9	8	15	7	9	16	11	11	6	11	9	15	10	12	11	10	12	11	10	9	13
Britain's relationship with the EU	10	9	4	13	17	1	13	14	3	11	7	15	7	9	9	11	5	9	8	7	7	8	11	10
Tax	8	9	12	6	6	10	6	7	10	11	8	9	11	8	7	11	8	10	8	6	11	9	8	10
Education	6	5	2	7	7	3	5	6	3	4	7	10	7	2	3	6	4	5	5	8	5	5	5	5
Pensions	4	3	4	3	3	3	2	3	5	2	4	0	1	3	8	2	5	3	3	4	4	4	2	3
Family life & childcare	3	2	2	3	2	0	4	2	2	1	4	3	4	0	1	2	3	2	4	1	3	2	2	3
Transport	2	1	0	1	2	0	3	2	1	2	1	2	1	1	1	1	2	1	2	1	2	1	0	1
None of these	0	0	0	0	0	1	0	0	1	1	0	0	0	1	0	0	0	0	1	1	0	0	0	1
Don't know	1	1	1	1	0	0	0	1	1	1	1	1	2	0	1	1	2	1	1	1	2	2	0	1

	2 - 3 Dec '25	4 - 5 Jan '26																								
In your opinion, how good or bad is the state of the British economy at the moment?																										
Very good	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0		
Fairly good	4	4	2	7	6	0	2	5	1	5	2	10	3	3	3	4	3	4	3	3	3	3	4	4	4	
TOTAL GOOD	5	4	2	8	6	0	2	5	1	5	2	10	3	3	3	4	3	4	3	3	3	4	5	4		
Neither good nor bad	15	18	14	25	27	6	22	25	12	21	16	21	17	20	17	21	15	19	10	18	17	19	23	18		
Fairly bad	45	44	46	44	40	34	49	46	40	41	46	47	46	42	41	46	41	43	51	43	41	44	47	43		
Very bad	34	31	36	20	23	58	22	21	45	30	31	18	30	33	36	26	37	31	33	30	34	31	22	31		
TOTAL BAD	79	75	82	64	63	92	71	67	85	71	77	65	76	75	77	72	78	74	84	73	75	75	69	74		
Don't know	2	3	2	3	4	1	5	4	1	2	4	4	4	2	3	3	4	3	4	5	4	2	4	3		

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

How has the financial situation of your household changed over the last 12 months?

Got a lot better	2	1	1	1	0	1	0	1	1	1	1	2	1	2	1	1	1	2	1	1	1			
Got a little better	9	8	8	9	14	2	14	11	6	10	7	13	10	5	6	10	6	8	6	10	7	8	10	9
TOTAL GOT BETTER	11	9	9	10	14	3	14	12	7	11	8	15	11	7	7	11	7	9	8	11	9	9	11	10
Stay about the same	36	40	41	45	46	31	41	45	35	41	39	42	40	36	43	42	37	40	27	43	43	38	43	39
Got a little worse	35	33	34	33	26	39	33	30	38	30	35	26	29	38	37	32	34	32	42	31	31	34	31	33
Got a lot worse	16	16	16	10	13	27	11	12	20	16	16	8	17	18	13	13	19	16	21	14	16	16	14	16
TOTAL GOT WORSE	51	49	50	43	39	66	44	42	58	46	51	34	46	56	50	45	53	48	63	45	47	50	45	49
Don't know	2	2	1	1	1	1	1	1	0	2	3	9	3	1	0	2	3	2	2	1	2	3	1	3

How do you think the financial situation of your household will change over the next 12 months?

Will get a lot better	2	1	1	2	3	1	2	2	1	2	1	2	2	1	0	2	1	1	2	1	2	2	1	1
Will get a little better	9	11	9	15	13	5	13	14	6	15	8	19	14	8	6	14	8	11	12	12	10	8	19	11
TOTAL GET BETTER	11	12	10	17	16	6	15	16	7	17	9	21	16	9	6	16	9	12	14	13	12	10	20	12
Stay about the same	34	37	33	41	47	23	43	44	30	36	37	38	37	35	36	39	34	37	26	35	39	37	39	36
Will get a little worse	32	30	34	27	24	40	28	26	38	29	31	22	26	34	36	29	31	30	33	30	31	31	24	30
Will get a lot worse	16	14	16	9	10	26	7	9	20	13	14	6	12	16	17	11	17	13	19	14	14	14	9	14
TOTAL GET WORSE	48	44	50	36	34	66	35	35	58	42	45	28	38	50	53	40	48	43	52	44	45	45	33	44
Don't know	7	7	6	7	3	5	7	6	4	6	9	13	9	5	5	6	10	7	8	7	5	8	8	8

Which government do you think would be better for tackling the cost of living?

A Labour government led by Keir Starmer	25	3	52	35	1	45	42	7	29	21	37	29	21	16	29	19	25	25	27	24	20	32	24
A Conservative government led by Kemi Badenoch	29	69	11	15	55	10	18	48	33	27	16	24	31	44	30	29	31	30	19	27	34	24	33
Don't know	46	28	37	50	45	45	40	45	38	52	47	47	48	40	41	52	45	45	55	48	45	44	43

Which government do you think would be better for tackling the cost of living?

A Labour government led by Keir Starmer	35	11	63	58	1	62	56	13	39	32	60	40	30	21	42	26	35	34	38	33	30	46	35
A Reform UK government led by Nigel Farage	28	45	11	9	86	5	10	52	32	24	17	23	34	36	24	34	29	27	21	29	34	22	29
Don't know	36	44	26	33	13	34	33	35	29	43	23	36	36	43	34	40	36	38	41	38	37	32	35

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

		7 - 8 Sep '22																							
For each of the following, which, if any, do you think have been factors in the rising cost of living? Please select all that you think apply.																									
Brexit	54	51	34	71	78	12	78	76	25	50	53	68	56	48	40	58	43	51	49	61	48	49	62	50	
Climate change	21	15	14	15	17	11	26	17	12	16	13	23	14	11	17	16	13	15	19	14	15	14	19	14	
Companies profiteering	67	53	38	62	62	48	71	57	51	55	52	58	55	53	48	54	52	52	62	54	53	54	53	52	
Coronavirus pandemic	56	44	48	47	55	36	50	49	40	41	48	52	44	43	43	48	40	45	42	38	41	46	46	47	
Government failure to take strong action	62	65	75	55	59	86	65	56	79	65	65	62	60	65	73	64	66	65	63	59	65	66	60	67	
The war in Ukraine	74	44	52	47	53	38	43	49	43	47	40	38	41	48	46	48	38	44	38	42	41	40	50	46	
Something else	4	7	7	5	9	16	7	6	11	9	6	4	7	7	9	7	8	8	5	5	8	7	7	9	
Don't know	4	6	4	4	4	2	1	4	3	4	8	6	8	4	4	4	8	6	5	6	6	5	5	7	

		2 - 3 Dec '25																							
How well or badly would you say the government is doing at managing the cost of living?																									
Very well	1	0	0	1	1	0	1	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	
Fairly well	9	8	3	17	8	1	8	13	2	10	6	10	6	9	8	9	6	8	6	7	5	9	13	7	
TOTAL WELL	10	8	3	18	9	1	9	13	2	11	6	11	6	9	8	9	6	8	6	7	5	9	13	7	
Fairly badly	33	40	36	46	55	15	53	49	29	38	41	51	43	33	35	43	35	39	42	40	40	38	42	38	
Very badly	52	45	57	28	28	83	30	31	65	45	45	24	43	52	51	40	51	45	46	46	47	46	38	46	
TOTAL BADLY	85	85	93	74	83	98	83	80	94	83	86	75	86	85	86	83	86	84	88	86	87	84	80	84	
Don't know	5	7	5	8	8	1	7	7	3	6	9	15	8	6	6	7	8	8	6	7	7	7	7	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	43	44	43	39	35	58	50	39	50	39	49	34	49	48	35	41	48	44	55	36	44	44	35	47		
I have already had to make cuts to my usual spending, but do not expect to make further cuts	15	17	12	19	19	14	17	18	14	17	16	22	19	16	12	17	17	17	17	16	18	18	22	14		
TOTAL MADE CUTS	58	61	55	58	54	72	67	57	64	56	65	56	68	64	47	58	65	61	72	52	62	62	57	61		
I have been able to maintain my usual spending so far, but expect to have to make cuts soon	22	19	23	21	23	16	15	21	20	20	18	17	15	17	28	19	19	18	11	32	20	19	14	17		
I have been able to maintain my usual spending so far, and expect to be able to continue to do so	17	15	19	16	19	9	16	20	13	18	12	13	11	15	23	19	10	16	12	10	14	14	21	16		
TOTAL MAINTAINED USUAL SPENDING	39	34	42	37	42	25	31	41	33	38	30	30	26	32	51	38	29	34	23	42	34	33	35	33		
Don't know	3	5	3	5	4	2	1	3	2	6	5	15	6	4	2	4	6	5	5	6	3	4	8	6		

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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	3	6	2	10	5	4	7	6	6	3	7	6	5	3	9	6	8	5	8	5	6	4
Most of the time	9	9	9	10	7	15	8	7	14	9	9	3	10	11	10	8	12	9	11	9	10	9	9	9
Occasionally	24	22	21	19	20	30	27	20	23	21	24	21	21	24	24	21	24	23	24	19	21	26	23	22
Never	51	51	61	57	61	39	47	63	53	53	50	17	53	55	59	58	43	50	50	61	50	49	47	52
Not applicable – I do not spend money on this	8	9	4	8	10	5	11	5	2	9	9	49	8	2	1	9	9	10	6	7	10	10	12	9
Don't know	2	2	1	1	0	1	2	1	1	2	2	7	2	2	1	2	3	2	1	0	2	1	2	3

Food

Always	5	5	5	5	2	6	4	4	5	5	5	5	6	4	4	3	8	5	6	3	6	6	5	4
Most of the time	9	8	5	9	5	10	6	6	10	7	10	8	8	9	7	7	10	9	10	5	11	9	5	8
Occasionally	29	31	26	29	31	39	34	27	33	29	32	35	32	32	25	30	31	31	37	25	30	30	31	32
Never	54	53	63	55	59	43	55	62	52	56	51	39	51	53	62	57	48	52	44	65	52	51	55	53
Not applicable – I do not spend money on this	1	1	1	1	2	1	1	0	0	1	1	6	1	1	0	1	1	1	2	2	1	2	3	0
Don't know	1	1	0	1	0	1	1	0	0	1	2	6	1	1	0	1	2	2	1	0	0	1	2	2

Fuel for my vehicle

Always	3	3	2	2	2	6	3	2	3	3	2	1	4	2	2	2	3	3	2	2	4	3	2	2
Most of the time	6	6	6	7	4	8	3	5	8	5	6	5	6	7	5	5	6	6	6	3	8	5	5	6
Occasionally	21	21	22	17	23	33	20	18	26	20	21	14	22	21	21	20	22	21	28	17	20	21	15	23
Never	43	44	55	47	52	40	36	52	45	46	42	22	42	46	53	49	38	43	33	53	44	47	31	46
Not applicable – I do not spend money on this	25	26	14	26	20	14	37	22	18	24	27	53	24	23	19	23	28	26	29	24	24	22	45	21
Don't know	1	1	1	1	0	1	1	1	1	1	1	5	1	1	1	1	2	1	1	1	1	1	2	2

11 - 12
Dec '25

Rent or mortgage

Always	3	3	1	2	2	5	4	2	3	4	3	4	5	2	1	2	5	3	2	2	5	2	4	3
Most of the time	4	4	2	5	1	6	7	3	4	4	4	8	5	4	2	3	5	4	4	3	4	5	5	4
Occasionally	11	11	6	11	12	11	14	12	8	10	12	15	15	10	4	11	11	11	16	10	8	10	16	12
Never	43	45	42	51	48	39	46	51	43	48	43	29	59	45	30	51	38	46	41	46	46	47	44	45
Not applicable – I do not spend money on this	37	34	48	29	36	39	27	32	42	32	36	38	15	38	63	31	39	34	35	40	35	33	28	35
Don't know	2	2	0	2	0	1	1	1	0	2	2	7	2	1	0	1	2	2	1	1	2	2	3	2

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

2 - 3 Dec '25																									
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	4	5	4	4	1	6	4	3	5	5	4	4	7	4	3	2	8	5	5	3	6	4	5	4	
I can only just afford my essential costs and often struggle to make ends meet	20	18	13	17	16	24	17	16	20	16	21	19	20	22	11	16	22	18	31	14	17	20	16	19	
TOTAL FINANCIALLY STRUGGLING	24	23	17	21	17	30	21	19	25	21	25	23	27	26	14	18	30	23	36	17	23	24	21	23	
I can normally comfortably cover the essentials, but I do not often have money for luxuries	44	45	42	44	45	48	51	44	46	43	46	41	46	44	44	44	46	44	42	49	45	47	41	44	
I am relatively comfortable financially	27	25	34	29	26	21	24	31	25	27	24	20	21	24	37	31	18	25	18	28	26	23	27	26	
I am very comfortable financially	3	4	6	5	11	0	3	5	3	6	3	6	4	4	4	5	3	5	1	4	4	3	7	4	
TOTAL FINANCIALLY COMFORTABLE	30	29	40	34	37	21	27	36	28	33	27	26	25	28	41	36	21	30	19	32	30	26	34	30	
Don't know	2	3	2	2	2	0	1	1	1	3	2	9	2	2	1	2	3	2	4	2	1	3	4	3	
Which of the following statements comes closest to your view?																									
My income is currently rising faster than prices in the shops	1	1	2	2	2	0	1	1	1	2	1	2	1	1	0	2	1	1	0	1	1	1	1	2	
Prices in the shops are rising faster than my income	85	83	81	83	80	93	83	83	87	79	87	70	87	86	80	81	85	83	87	85	84	87	77	82	
My income is keeping pace with prices in the shops	9	9	13	10	10	4	10	11	10	12	7	8	6	10	16	11	7	10	6	10	11	6	10	10	
Don't know	5	6	4	5	8	2	6	4	2	6	6	19	6	3	3	6	7	6	7	5	4	6	11	7	
Imagine that the government wanted to create a new scheme to help with the cost of living. If we imagine that the government wanted to help every person to the value of £1,000 over the course of a year, which of the below would be your preferred way for them to do so in terms of...																									
The method you would prefer most for yourself																									
reducing costs that people have to pay (e.g. cutting taxes and/or reducing bills) so that over the course of a year their living costs were £1,000	47	54	45	50	47	43	47	50	48	47	44	46	43	55	49	46	47	46	49	47	48	46	48		
Directly giving everyone in the UK weekly or monthly payments totalling £1,000 over the course of a year	20	18	21	19	19	27	19	18	18	21	27	19	19	17	17	23	20	20	17	19	19	21	20		
Directly giving everyone in the UK a one-off single £1,000 payment for the year	26	22	27	27	28	23	28	26	27	25	21	27	31	21	28	23	26	27	26	25	26	27	25		
Don't know	7	6	7	3	6	7	6	6	7	7	7	7	7	7	7	8	7	7	8	9	7	6	7		

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Weighted Sample Unweighted Sample	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
	2102	378	540	193	227	129	738	750	1017	1085	221	868	519	494	1198	893	1818	101	183	498	345	254	721
	2102	336	597	215	245	134	824	771	904	1198	192	765	560	585	1254	839	1806	125	171	486	364	198	758
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The method you think would be the best way nationally

Reducing costs that people have to pay (e.g. cutting taxes and/or reducing bills) so that over the course of a year their living costs were £1,000

Directly giving everyone in the UK weekly or monthly payments totalling £1,000 over the course of a year

Directly giving everyone in the UK a one-off single £1,000 payment for the year

Don't know

64	70	61	73	66	63	64	66	63	65	68	63	59	70	65	62	64	61	62	64	62	62	67
17	15	21	14	14	23	20	16	17	17	16	18	20	14	16	19	17	20	16	18	18	21	15
10	7	9	6	13	6	9	9	11	8	8	10	12	7	10	9	9	12	15	8	11	10	8
9	8	9	7	8	8	8	8	9	9	9	10	8	9	8	10	9	8	7	10	9	7	10

What ONE thing would you most want the government to do to help with the cost of living? **If you aren't sure, please type 'Don't know**

[See Tab 1]

Which area of your household spending, if any, are you most concerned about currently?

Mortgage/rent

Food

Energy/utilities

Transport

Childcare

Healthcare-related costs

Something else

Don't know

N/A - I am not concerned about any areas of my household spending

13	11	11	13	10	24	13	8	15	12	20	20	9	4	14	12	14	14	8	12	11	23	13
16	12	17	9	18	16	15	15	15	17	19	20	14	10	16	17	16	16	15	20	21	11	13
36	42	37	32	47	34	35	47	36	37	18	29	45	49	34	40	35	39	46	37	36	32	35
3	1	2	5	3	2	3	2	2	3	6	3	2	1	2	3	3	3	1	2	4	2	3
1	1	1	3	0	0	2	1	1	1	0	3	0	0	1	1	1	3	1	1	0	1	2
3	3	4	6	2	2	4	3	3	4	4	2	3	5	3	4	3	7	3	2	3	3	5
4	3	3	6	5	8	4	5	5	3	2	5	6	2	4	4	4	2	3	2	5	5	5
4	3	4	5	1	2	3	2	5	4	10	4	4	2	4	5	4	6	4	4	5	2	5
19	24	19	22	13	13	21	18	19	18	22	14	18	26	22	15	19	10	20	20	14	21	19

Sample Size: 2102 GB Adults
Fieldwork: 4th - 5th January 2026

		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2102	378	540	193	227	129	738	750	1017	1085	221	868	519	494	1198	893	1818	101	183	498	345	254	721
Unweighted Sample	2102	336	597	215	245	134	824	771	904	1198	192	765	560	585	1254	839	1806	125	171	486	364	198	758
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following do you consider to be more responsible for the current state of the cost of living in the UK?

The current Labour government	24	57	8	14	43	6	14	41	27	22	11	17	27	40	23	26	25	21	17	26	26	20	26
The previous Conservative governments from 2010-2024	29	5	54	44	5	50	45	11	32	25	44	32	27	17	33	23	28	31	34	28	23	35	28
Both equally	34	30	28	32	45	32	28	40	32	35	29	35	33	34	31	37	34	28	33	33	38	31	33
Neither	5	4	6	5	4	5	6	4	5	5	4	5	7	4	6	5	5	6	6	6	4	8	4
Don't know	9	5	4	6	3	7	7	4	4	13	12	12	6	4	7	10	8	13	10	8	9	6	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.