

# YouGov Survey Results

Sample Size: 2048 GB Adults  
Fieldwork: 19th - 22nd July 2024

	Vote in 2024 GE				EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>2048</b>	369	526	188	221	722	763	991	1057	215	846	506	481	1167	881	1772	98	178	485	336	248	702	
<b>Unweighted Sample</b>	<b>2048</b>	316	604	217	295	817	787	924	1124	167	829	495	557	1215	833	1769	102	177	498	347	208	716	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	28 Jun - 1 Jul	19-22 Jul																					
<b>In your opinion, how good or bad is the state of the British economy at the moment?</b>																							
Very good	0	0	1	0	0	0	0	1	1	0	0	1	0	0	1	0	0	0	1	1	0	0	
Fairly good	9	10	29	5	6	14	6	17	11	9	6	6	12	19	11	10	11	11	7	10	12	11	10
<b>TOTAL GOOD</b>	<b>9</b>	<b>10</b>	<b>30</b>	<b>5</b>	<b>6</b>	<b>14</b>	<b>6</b>	<b>18</b>	<b>12</b>	<b>9</b>	<b>6</b>	<b>7</b>	<b>12</b>	<b>19</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>11</b>	<b>7</b>	<b>11</b>	<b>13</b>	<b>11</b>	<b>10</b>
Neither good nor bad	21	23	34	16	24	26	20	28	25	20	13	22	25	27	22	24	24	20	16	22	24	20	26
Fairly bad	42	47	30	58	52	40	52	39	46	48	60	49	45	39	48	45	46	50	52	45	47	48	46
Very bad	25	17	5	18	17	17	20	14	14	20	17	19	17	14	17	17	16	19	23	19	15	18	15
<b>TOTAL BAD</b>	<b>67</b>	<b>64</b>	<b>35</b>	<b>76</b>	<b>69</b>	<b>57</b>	<b>72</b>	<b>53</b>	<b>60</b>	<b>68</b>	<b>77</b>	<b>68</b>	<b>62</b>	<b>53</b>	<b>65</b>	<b>62</b>	<b>62</b>	<b>69</b>	<b>75</b>	<b>64</b>	<b>62</b>	<b>66</b>	<b>61</b>
Don't know	2	2	0	3	1	2	1	2	3	2	4	3	1	2	1	4	3	0	2	4	2	3	2

	28 Jun - 1 Jul	19-22 Jul																					
<b>How well or badly would you say the government is doing at managing the cost of living?</b>																							
Very well	1	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0	0	0	0	1	1	0	0
Fairly well	17	11	18	14	12	9	13	11	13	10	8	12	9	15	13	9	12	9	5	13	10	13	12
<b>TOTAL WELL</b>	<b>18</b>	<b>11</b>	<b>18</b>	<b>14</b>	<b>12</b>	<b>9</b>	<b>14</b>	<b>11</b>	<b>14</b>	<b>10</b>	<b>8</b>	<b>12</b>	<b>10</b>	<b>15</b>	<b>13</b>	<b>9</b>	<b>12</b>	<b>9</b>	<b>5</b>	<b>14</b>	<b>11</b>	<b>13</b>	<b>12</b>
Fairly badly	33	33	33	30	37	39	31	33	32	34	46	34	28	30	34	33	33	38	33	31	36	29	34
Very badly	44	22	12	14	15	34	18	24	20	24	23	27	20	15	20	25	21	21	35	21	22	25	19
<b>TOTAL BADLY</b>	<b>77</b>	<b>55</b>	<b>45</b>	<b>44</b>	<b>52</b>	<b>73</b>	<b>49</b>	<b>57</b>	<b>52</b>	<b>58</b>	<b>69</b>	<b>61</b>	<b>48</b>	<b>45</b>	<b>54</b>	<b>58</b>	<b>54</b>	<b>59</b>	<b>68</b>	<b>52</b>	<b>58</b>	<b>54</b>	<b>53</b>
Don't know	5	33	36	41	36	18	38	32	34	32	23	26	42	40	34	32	34	33	26	34	31	33	35

	28 Jun - 1 Jul	19-22 Jul																					
<b>Thinking about the cost of living, which of the following comes closest to your view?</b>																							
I have already had to make cuts to my usual spending, and expect to have to make further cuts	39	35	26	35	26	34	35	34	29	41	36	41	33	26	31	40	35	41	35	35	34	36	34
I have already had to make cuts to my usual spending, but do not expect to make further cuts	22	20	15	24	26	20	21	17	23	18	23	23	21	14	22	19	21	14	18	24	18	20	21
<b>TOTAL MADE CUTS</b>	<b>61</b>	<b>55</b>	<b>41</b>	<b>59</b>	<b>52</b>	<b>54</b>	<b>56</b>	<b>51</b>	<b>52</b>	<b>59</b>	<b>59</b>	<b>64</b>	<b>54</b>	<b>40</b>	<b>53</b>	<b>59</b>	<b>56</b>	<b>55</b>	<b>53</b>	<b>59</b>	<b>52</b>	<b>56</b>	<b>55</b>
I have been able to maintain my usual spending so far, but expect to have to make cuts soon	16	18	21	16	20	21	18	20	19	18	13	15	21	24	19	17	18	16	24	15	19	18	19
I have been able to maintain my usual spending so far, and expect to be able to continue to do so	20	21	37	21	23	22	22	26	24	19	16	14	22	35	24	18	21	21	21	21	24	18	21
<b>TOTAL MAINTAINED USUAL SPENDING</b>	<b>36</b>	<b>39</b>	<b>58</b>	<b>37</b>	<b>43</b>	<b>43</b>	<b>40</b>	<b>46</b>	<b>43</b>	<b>37</b>	<b>29</b>	<b>29</b>	<b>43</b>	<b>59</b>	<b>43</b>	<b>35</b>	<b>39</b>	<b>37</b>	<b>45</b>	<b>36</b>	<b>43</b>	<b>36</b>	<b>40</b>
Don't know	3	5	1	4	5	3	4	2	6	4	12	7	3	1	4	6	5	9	4	5	5	8	4

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Fieldwork: 19th - 22nd July 2024

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	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
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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	2	5	1	8	4	6	5	6	6	6	4	3	9	5	7	7	5	5	9	4	
Most of the time	9	8	4	7	7	8	7	8	7	9	13	9	6	6	7	10	8	10	5	9	9	5	8
Occasionally	22	22	20	21	20	24	21	22	20	24	17	22	23	22	20	24	22	16	24	23	22	25	19
Never	54	55	69	58	62	52	64	59	59	51	19	52	63	67	59	49	55	52	54	53	54	48	59
Not applicable – I do not spend money on this	7	9	5	8	8	7	5	4	9	9	42	8	3	1	10	8	9	13	8	8	9	11	8
Don't know	2	1	0	1	1	1	0	1	1	1	3	2	0	0	1	1	1	2	2	1	1	2	1

**Food**

Always	5	5	2	4	1	5	3	5	4	6	6	4	3	3	8	5	10	5	5	6	5	4	
Most of the time	10	7	4	8	5	7	5	6	5	9	13	8	6	3	5	9	7	9	5	8	5	11	6
Occasionally	29	26	20	28	23	26	26	25	26	27	31	31	23	20	27	26	26	22	29	28	27	28	25
Never	53	58	72	59	68	60	65	63	61	55	31	52	65	74	62	54	58	57	57	56	58	53	62
Not applicable – I do not spend money on this	1	2	2	1	2	3	1	1	2	2	13	1	0	0	2	2	2	3	2	2	3	1	2
Don't know	2	1	0	1	1	0	0	0	1	1	5	1	1	0	1	2	1	0	2	2	1	2	1

**Fuel for my vehicle**

Always	3	3	2	3	1	5	2	4	3	3	3	4	3	2	3	4	3	8	4	2	4	3	3
Most of the time	7	4	4	4	2	2	4	3	4	5	6	5	4	1	3	5	4	8	5	5	3	3	4
Occasionally	21	19	18	22	20	20	22	19	17	22	14	22	20	17	20	19	19	21	19	19	19	12	22
Never	42	46	61	46	51	51	51	53	48	43	20	38	55	61	51	38	46	42	43	46	50	32	49
Not applicable – I do not spend money on this	26	27	14	24	26	21	21	20	28	26	56	29	19	19	22	33	27	21	29	27	23	49	21
Don't know	2	1	0	1	0	0	0	0	1	1	1	1	0	0	0	1	1	0	0	1	1	2	0

**Rent/mortgage**

Always	4	3	1	3	2	6	3	4	3	4	4	5	3	2	2	5	3	2	5	4	3	4	3
Most of the time	5	5	2	7	4	3	3	4	5	5	10	7	4	1	4	6	5	4	3	6	4	7	5
Occasionally	13	11	7	10	7	10	11	7	11	11	14	16	9	4	11	11	11	14	9	10	11	14	11
Never	44	45	47	49	47	41	51	44	48	42	24	58	45	30	48	39	45	39	47	44	44	42	46
Not applicable – I do not spend money on this	32	34	43	29	40	38	31	41	32	36	43	13	39	63	34	35	34	40	33	35	35	30	35
Don't know	2	2	1	2	1	1	1	0	1	2	4	2	1	0	1	3	2	0	3	1	2	3	1

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

**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	3	5	1	3	2	6	3	5	4	5	7	6	5	1	3	8	5	6	4	6	6	5	4
I can only just afford my essential costs and often struggle to make ends meet	20	16	10	16	11	15	13	15	14	19	20	20	14	9	14	20	16	23	16	17	15	20	14
<b>TOTAL FINANCIALLY STRUGGLING</b>	<b>23</b>	<b>21</b>	<b>11</b>	<b>19</b>	<b>13</b>	<b>21</b>	<b>16</b>	<b>20</b>	<b>18</b>	<b>24</b>	<b>27</b>	<b>26</b>	<b>19</b>	<b>10</b>	<b>17</b>	<b>28</b>	<b>21</b>	<b>29</b>	<b>20</b>	<b>23</b>	<b>21</b>	<b>25</b>	<b>18</b>
I can normally comfortably cover the essentials, but I do not often have money for luxuries	42	43	39	45	43	43	45	43	43	42	38	44	43	42	41	45	42	43	46	44	37	40	45
I am relatively comfortable financially	30	29	39	31	36	30	33	31	31	27	21	24	30	39	34	23	29	21	32	26	33	28	30
I am very comfortable financially	3	5	10	4	7	4	6	5	5	4	3	3	6	7	6	3	5	4	1	4	6	5	5
<b>TOTAL FINANCIALLY COMFORTABLE</b>	<b>33</b>	<b>34</b>	<b>49</b>	<b>35</b>	<b>43</b>	<b>34</b>	<b>39</b>	<b>36</b>	<b>36</b>	<b>31</b>	<b>24</b>	<b>27</b>	<b>36</b>	<b>46</b>	<b>40</b>	<b>26</b>	<b>34</b>	<b>25</b>	<b>33</b>	<b>30</b>	<b>39</b>	<b>33</b>	<b>35</b>
Don't know	2	3	0	1	2	1	1	1	3	3	11	2	1	1	3	3	3	4	1	4	3	2	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	31	26	33	9	18	49	17	35	25	27	19	25	26	31	23	29	26	26	25	23	30	24	27
It will remain stable	37	40	43	49	44	30	45	40	42	39	40	39	43	39	42	39	41	36	41	43	39	39	41
It will be growing/booming	6	11	7	24	15	5	17	8	14	9	13	12	10	10	14	8	11	9	12	10	11	16	10
Don't know	26	22	17	18	23	16	21	17	19	25	28	24	21	19	21	24	22	29	21	24	19	21	22

**Which of the following statements comes closest to your view?**

My income is currently rising faster than prices in the shops	2	2	2	2	1	2	2	2	3	1	3	2	2	1	2	1	2	2	3	2	2	0	2
Prices in the shops are rising faster than my income	79	76	66	81	72	79	79	75	70	82	69	82	77	68	76	76	76	77	74	77	75	78	76
My income is keeping pace with prices in the shops	13	14	25	12	17	14	14	19	18	11	4	10	15	25	16	12	15	10	12	13	16	15	15
Don't know	6	8	7	5	9	5	5	5	9	6	23	6	7	5	6	10	7	11	11	7	8	7	7

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

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	22	19	13	17	13	22	16	18	16	23	25	25	16	11	17	23	19	27	17	18	19	26	18
Fairly worried	39	40	37	40	41	37	41	39	38	43	42	44	38	36	40	41	40	33	43	42	40	34	42
<b>TOTAL WORRIED</b>	<b>61</b>	<b>59</b>	<b>50</b>	<b>57</b>	<b>54</b>	<b>59</b>	<b>57</b>	<b>57</b>	<b>54</b>	<b>66</b>	<b>67</b>	<b>69</b>	<b>54</b>	<b>47</b>	<b>57</b>	<b>64</b>	<b>59</b>	<b>60</b>	<b>60</b>	<b>60</b>	<b>59</b>	<b>60</b>	<b>60</b>
Not very worried	26	26	31	30	31	27	29	28	30	22	19	21	29	33	29	22	26	17	30	25	24	25	28
Not at all worried	8	9	16	8	11	12	9	12	10	8	5	5	10	15	10	8	9	9	7	8	12	7	9
<b>TOTAL NOT WORRIED</b>	<b>34</b>	<b>35</b>	<b>47</b>	<b>38</b>	<b>42</b>	<b>39</b>	<b>38</b>	<b>40</b>	<b>40</b>	<b>30</b>	<b>24</b>	<b>26</b>	<b>39</b>	<b>48</b>	<b>39</b>	<b>30</b>	<b>35</b>	<b>26</b>	<b>37</b>	<b>33</b>	<b>36</b>	<b>32</b>	<b>37</b>
Don't know	6	6	4	5	4	3	4	4	7	5	9	5	7	5	5	7	6	13	3	6	6	8	4

...be victims of burglary, robbery or mugging?

Very worried	13	12	12	9	3	19	7	15	12	12	9	13	11	12	10	13	12	11	7	10	15	18	10
Fairly worried	36	33	35	29	34	41	32	36	29	37	32	31	35	35	31	35	34	29	29	34	33	31	34
<b>TOTAL WORRIED</b>	<b>49</b>	<b>45</b>	<b>47</b>	<b>38</b>	<b>37</b>	<b>60</b>	<b>39</b>	<b>51</b>	<b>41</b>	<b>49</b>	<b>41</b>	<b>44</b>	<b>46</b>	<b>47</b>	<b>41</b>	<b>48</b>	<b>46</b>	<b>40</b>	<b>36</b>	<b>44</b>	<b>48</b>	<b>49</b>	<b>44</b>
Not very worried	34	35	38	40	45	26	41	33	37	33	33	36	33	37	39	30	35	31	43	35	32	29	38
Not at all worried	8	10	8	12	10	10	11	10	13	8	9	12	10	9	11	10	10	13	14	10	9	12	10
<b>TOTAL NOT WORRIED</b>	<b>42</b>	<b>45</b>	<b>46</b>	<b>52</b>	<b>55</b>	<b>36</b>	<b>52</b>	<b>43</b>	<b>50</b>	<b>41</b>	<b>42</b>	<b>48</b>	<b>43</b>	<b>46</b>	<b>50</b>	<b>40</b>	<b>45</b>	<b>44</b>	<b>57</b>	<b>45</b>	<b>41</b>	<b>41</b>	<b>48</b>
Don't know	9	10	6	9	8	5	8	6	9	11	18	9	10	7	8	12	10	16	8	10	10	11	8

...suffer directly from cuts in spending on public services such as health, education and welfare?

Very worried	27	23	17	22	25	27	23	22	18	28	26	23	24	21	23	23	23	30	24	21	24	23	23
Fairly worried	42	43	43	46	44	39	45	43	41	45	41	43	39	48	42	44	43	40	47	45	44	38	43
<b>TOTAL WORRIED</b>	<b>69</b>	<b>66</b>	<b>60</b>	<b>68</b>	<b>69</b>	<b>66</b>	<b>68</b>	<b>65</b>	<b>59</b>	<b>73</b>	<b>67</b>	<b>66</b>	<b>63</b>	<b>69</b>	<b>65</b>	<b>67</b>	<b>66</b>	<b>70</b>	<b>71</b>	<b>66</b>	<b>68</b>	<b>61</b>	<b>66</b>
Not very worried	19	18	21	19	17	17	18	19	22	13	16	17	18	19	19	16	18	12	16	18	17	20	18
Not at all worried	5	7	14	7	7	10	7	9	10	5	6	7	8	8	8	6	7	7	8	7	8	6	8
<b>TOTAL NOT WORRIED</b>	<b>24</b>	<b>25</b>	<b>35</b>	<b>26</b>	<b>24</b>	<b>27</b>	<b>25</b>	<b>28</b>	<b>32</b>	<b>18</b>	<b>22</b>	<b>24</b>	<b>26</b>	<b>27</b>	<b>27</b>	<b>22</b>	<b>25</b>	<b>19</b>	<b>24</b>	<b>25</b>	<b>25</b>	<b>26</b>	<b>26</b>
Don't know	7	9	7	7	7	8	8	6	9	9	12	9	11	5	8	10	9	12	6	9	6	12	9

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<b>Weighted Sample</b>	<b>2048</b>	369	526	188	221	722	763	991	1057	215	846	506	481	1167	881	1772	98	178	485	336	248	702	
<b>Unweighted Sample</b>	<b>2048</b>	316	604	217	295	817	787	924	1124	167	829	495	557	1215	833	1769	102	177	498	347	208	716	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

...lose out because foreign factories and/or workers from abroad can do the same job more cheaply?

Very worried	10	10	12	7	7	21	6	15	10	11	10	9	12	11	9	13	11	4	10	10	15	9	10
Fairly worried	23	22	21	20	16	28	15	26	24	21	26	19	24	23	20	25	22	22	21	22	22	23	22
<b>TOTAL WORRIED</b>	<b>33</b>	<b>32</b>	<b>33</b>	<b>27</b>	<b>23</b>	<b>49</b>	<b>21</b>	<b>41</b>	<b>34</b>	<b>32</b>	<b>36</b>	<b>28</b>	<b>36</b>	<b>34</b>	<b>29</b>	<b>38</b>	<b>33</b>	<b>26</b>	<b>31</b>	<b>32</b>	<b>37</b>	<b>32</b>	<b>32</b>
Not very worried	28	27	27	29	30	20	32	25	27	27	25	31	27	21	28	26	27	26	35	28	27	24	27
Not at all worried	25	27	29	32	37	18	34	24	28	25	22	29	24	28	31	21	27	26	27	26	22	30	28
<b>TOTAL NOT WORRIED</b>	<b>53</b>	<b>54</b>	<b>56</b>	<b>61</b>	<b>67</b>	<b>38</b>	<b>66</b>	<b>49</b>	<b>55</b>	<b>52</b>	<b>47</b>	<b>60</b>	<b>51</b>	<b>49</b>	<b>59</b>	<b>47</b>	<b>54</b>	<b>52</b>	<b>62</b>	<b>54</b>	<b>49</b>	<b>54</b>	<b>55</b>
Don't know	14	14	11	12	11	12	13	11	12	15	18	12	13	16	12	15	14	22	7	15	14	15	13

...lose their job/have difficulty finding work?

Very worried	13	12	6	13	9	11	12	9	10	14	23	15	10	4	12	13	12	16	14	12	10	20	9
Fairly worried	29	30	24	32	28	28	29	27	29	30	41	33	29	19	29	31	30	29	28	30	34	26	29
<b>TOTAL WORRIED</b>	<b>42</b>	<b>42</b>	<b>30</b>	<b>45</b>	<b>37</b>	<b>39</b>	<b>41</b>	<b>36</b>	<b>39</b>	<b>44</b>	<b>64</b>	<b>48</b>	<b>39</b>	<b>23</b>	<b>41</b>	<b>44</b>	<b>42</b>	<b>45</b>	<b>42</b>	<b>42</b>	<b>44</b>	<b>46</b>	<b>38</b>
Not very worried	28	27	27	30	31	22	31	27	28	27	18	31	32	19	29	24	27	25	28	24	24	28	30
Not at all worried	19	19	32	16	21	26	19	26	20	18	5	11	19	40	20	17	19	17	18	21	20	12	20
<b>TOTAL NOT WORRIED</b>	<b>47</b>	<b>46</b>	<b>59</b>	<b>46</b>	<b>52</b>	<b>48</b>	<b>50</b>	<b>53</b>	<b>48</b>	<b>45</b>	<b>23</b>	<b>42</b>	<b>51</b>	<b>59</b>	<b>49</b>	<b>41</b>	<b>46</b>	<b>42</b>	<b>46</b>	<b>45</b>	<b>44</b>	<b>40</b>	<b>50</b>
Don't know	11	12	11	9	10	13	10	11	12	12	13	10	10	19	10	15	12	14	12	12	12	13	12

...lose their home?

Very worried	9	8	3	7	4	8	5	7	7	9	13	9	6	4	7	9	7	9	11	7	10	11	5
Fairly worried	22	23	18	24	24	20	21	20	20	26	33	25	22	16	21	26	24	25	18	25	24	24	23
<b>TOTAL WORRIED</b>	<b>31</b>	<b>31</b>	<b>21</b>	<b>31</b>	<b>28</b>	<b>28</b>	<b>26</b>	<b>27</b>	<b>27</b>	<b>35</b>	<b>46</b>	<b>34</b>	<b>28</b>	<b>20</b>	<b>28</b>	<b>35</b>	<b>31</b>	<b>34</b>	<b>29</b>	<b>32</b>	<b>34</b>	<b>35</b>	<b>28</b>
Not very worried	36	33	32	35	38	34	38	33	35	32	24	38	33	30	35	31	33	32	35	31	32	32	35
Not at all worried	25	26	38	27	28	32	28	32	29	23	15	18	30	41	28	23	26	20	28	25	28	21	28
<b>TOTAL NOT WORRIED</b>	<b>61</b>	<b>59</b>	<b>70</b>	<b>62</b>	<b>66</b>	<b>66</b>	<b>66</b>	<b>65</b>	<b>64</b>	<b>55</b>	<b>39</b>	<b>56</b>	<b>63</b>	<b>71</b>	<b>63</b>	<b>54</b>	<b>59</b>	<b>52</b>	<b>63</b>	<b>56</b>	<b>60</b>	<b>53</b>	<b>63</b>
Don't know	9	10	9	7	7	6	7	7	10	9	15	9	10	8	9	11	10	14	8	12	6	12	9

...suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities?

Very worried	10	9	3	9	7	12	7	7	9	9	16	11	7	5	9	9	9	11	11	10	11	13	6
Fairly worried	21	21	19	22	17	18	21	19	19	23	32	23	20	16	19	24	22	25	16	21	20	28	21
<b>TOTAL WORRIED</b>	<b>31</b>	<b>30</b>	<b>22</b>	<b>31</b>	<b>24</b>	<b>30</b>	<b>28</b>	<b>26</b>	<b>28</b>	<b>32</b>	<b>48</b>	<b>34</b>	<b>27</b>	<b>21</b>	<b>28</b>	<b>33</b>	<b>31</b>	<b>36</b>	<b>27</b>	<b>31</b>	<b>31</b>	<b>41</b>	<b>27</b>
Not very worried	31	30	30	33	35	24	32	30	29	31	23	30	32	29	30	30	29	28	38	28	30	23	31
Not at all worried	26	26	35	25	29	33	29	31	31	22	11	24	28	35	29	23	27	21	27	26	25	23	29
<b>TOTAL NOT WORRIED</b>	<b>57</b>	<b>56</b>	<b>65</b>	<b>58</b>	<b>64</b>	<b>57</b>	<b>61</b>	<b>61</b>	<b>60</b>	<b>53</b>	<b>34</b>	<b>54</b>	<b>60</b>	<b>64</b>	<b>59</b>	<b>53</b>	<b>56</b>	<b>49</b>	<b>65</b>	<b>54</b>	<b>55</b>	<b>46</b>	<b>60</b>
Don't know	13	13	13	10	11	13	10	13	12	15	18	11	14	15	13	14	14	15	7	15	14	14	13

Sample Size: 2048 GB Adults  
Fieldwork: 19th - 22nd July 2024

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>2048</b>	369	526	188	221	722	763	991	1057	215	846	506	481	1167	881	1772	98	178	485	336	248	702	
<b>Unweighted Sample</b>	<b>2048</b>	316	604	217	295	817	787	924	1124	167	829	495	557	1215	833	1769	102	177	498	347	208	716	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

...suffer ill-health?

Very worried	20	19	15	20	16	22	18	21	15	23	11	18	19	24	16	23	19	23	15	18	22	24	17
Fairly worried	40	40	41	37	45	40	42	41	36	44	40	38	39	44	39	40	39	31	50	40	37	31	43
<b>TOTAL WORRIED</b>	<b>60</b>	<b>59</b>	<b>56</b>	<b>57</b>	<b>61</b>	<b>62</b>	<b>60</b>	<b>62</b>	<b>51</b>	<b>67</b>	<b>51</b>	<b>56</b>	<b>58</b>	<b>68</b>	<b>55</b>	<b>63</b>	<b>58</b>	<b>54</b>	<b>65</b>	<b>58</b>	<b>59</b>	<b>55</b>	<b>60</b>
Not very worried	26	25	29	27	25	25	26	25	31	19	27	25	25	22	28	20	25	21	25	24	24	24	26
Not at all worried	5	6	9	6	5	9	6	7	8	5	7	9	5	3	7	6	6	6	5	6	7	9	5
<b>TOTAL NOT WORRIED</b>	<b>31</b>	<b>31</b>	<b>38</b>	<b>33</b>	<b>30</b>	<b>34</b>	<b>32</b>	<b>32</b>	<b>39</b>	<b>24</b>	<b>34</b>	<b>34</b>	<b>30</b>	<b>25</b>	<b>35</b>	<b>26</b>	<b>31</b>	<b>27</b>	<b>30</b>	<b>30</b>	<b>31</b>	<b>33</b>	<b>31</b>
Don't know	8	10	6	9	9	4	9	7	11	10	15	10	12	6	10	11	10	20	5	11	11	12	9

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

Get a lot better	1	2	2	3	1	0	2	2	2	1	2	2	1	1	2	2	2	2	1	1	1	5	2
Get a little better	14	14	11	21	19	10	17	10	17	12	26	17	11	7	16	12	14	13	16	16	11	17	14
<b>TOTAL GET BETTER</b>	<b>15</b>	<b>16</b>	<b>13</b>	<b>24</b>	<b>20</b>	<b>10</b>	<b>19</b>	<b>12</b>	<b>19</b>	<b>13</b>	<b>28</b>	<b>19</b>	<b>12</b>	<b>8</b>	<b>18</b>	<b>14</b>	<b>16</b>	<b>15</b>	<b>17</b>	<b>17</b>	<b>12</b>	<b>22</b>	<b>16</b>
Stay about the same	46	44	48	50	50	42	49	44	44	45	38	41	46	52	47	42	45	34	45	47	47	40	44
Get a little worse	21	23	28	16	19	30	20	30	23	23	13	21	26	28	22	24	23	26	19	22	24	18	26
Get a lot worse	9	8	8	3	3	13	5	10	7	8	4	8	9	8	6	10	7	11	8	5	9	11	7
<b>TOTAL GET WORSE</b>	<b>30</b>	<b>31</b>	<b>36</b>	<b>19</b>	<b>22</b>	<b>43</b>	<b>25</b>	<b>40</b>	<b>30</b>	<b>31</b>	<b>17</b>	<b>29</b>	<b>35</b>	<b>36</b>	<b>28</b>	<b>34</b>	<b>30</b>	<b>37</b>	<b>27</b>	<b>27</b>	<b>33</b>	<b>29</b>	<b>33</b>
Don't know	8	9	4	7	7	4	7	5	8	10	17	11	7	3	8	10	8	15	11	9	8	10	8

How do you think the financial situation of your household has changed over the LAST 12 months?

Got a lot better	1	1	3	2	0	1	1	2	1	2	1	2	1	1	2	1	1	5	0	1	2	2	1
Got a little better	11	10	13	12	8	8	12	9	12	9	10	13	8	8	11	9	11	11	8	9	10	13	10
<b>TOTAL GOT BETTER</b>	<b>12</b>	<b>11</b>	<b>16</b>	<b>14</b>	<b>8</b>	<b>9</b>	<b>13</b>	<b>11</b>	<b>13</b>	<b>11</b>	<b>11</b>	<b>15</b>	<b>9</b>	<b>9</b>	<b>13</b>	<b>10</b>	<b>12</b>	<b>16</b>	<b>8</b>	<b>10</b>	<b>12</b>	<b>15</b>	<b>11</b>
Stayed about the same	38	41	52	40	45	39	40	45	43	40	34	35	45	50	42	41	42	39	38	44	40	39	42
Got a little worse	32	31	24	31	33	37	34	31	30	32	28	31	30	34	33	29	30	29	41	30	32	25	31
Got a lot worse	14	12	7	12	7	13	11	12	10	14	13	14	13	7	9	15	12	15	9	11	10	16	12
<b>TOTAL GOT WORSE</b>	<b>46</b>	<b>43</b>	<b>31</b>	<b>43</b>	<b>40</b>	<b>50</b>	<b>45</b>	<b>43</b>	<b>40</b>	<b>46</b>	<b>41</b>	<b>45</b>	<b>43</b>	<b>41</b>	<b>42</b>	<b>44</b>	<b>42</b>	<b>44</b>	<b>50</b>	<b>41</b>	<b>42</b>	<b>41</b>	<b>43</b>
Don't know	3	4	1	2	6	2	2	1	4	4	14	5	2	0	3	5	4	2	4	4	5	4	4

Sample Size: 2048 GB Adults  
Fieldwork: 19th - 22nd July 2024

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

**How do you think the UK economy has changed over the LAST 12 months?**

Got a lot better	1	1	4	0	0	1	1	1	1	1	0	1	0	2	1	1	1	2	0	1	1	0	1
Got a little better	19	21	41	14	24	24	16	29	25	17	18	14	26	27	22	19	21	14	17	19	23	21	22
<b>TOTAL GOT BETTER</b>	<b>20</b>	<b>22</b>	<b>45</b>	<b>14</b>	<b>24</b>	<b>25</b>	<b>17</b>	<b>30</b>	<b>26</b>	<b>18</b>	<b>18</b>	<b>15</b>	<b>26</b>	<b>29</b>	<b>23</b>	<b>20</b>	<b>22</b>	<b>16</b>	<b>17</b>	<b>20</b>	<b>24</b>	<b>21</b>	<b>23</b>
Stayed about the same	18	22	28	21	20	22	23	24	22	22	13	23	24	22	22	22	22	25	20	21	21	21	23
Got a little worse	29	31	16	36	30	29	33	27	30	31	37	32	26	30	31	31	30	33	39	32	31	28	28
Got a lot worse	27	20	8	23	20	19	22	15	16	23	23	22	19	15	19	20	20	22	20	21	17	23	19
<b>TOTAL GOT WORSE</b>	<b>56</b>	<b>51</b>	<b>24</b>	<b>59</b>	<b>50</b>	<b>48</b>	<b>55</b>	<b>42</b>	<b>46</b>	<b>54</b>	<b>60</b>	<b>54</b>	<b>45</b>	<b>45</b>	<b>50</b>	<b>51</b>	<b>50</b>	<b>55</b>	<b>59</b>	<b>53</b>	<b>48</b>	<b>51</b>	<b>47</b>
Don't know	5	6	3	5	7	5	5	4	6	7	9	8	5	4	5	8	7	4	4	6	7	7	7

**How do you think the UK economy will change over the NEXT 12 months?**

Get a lot better	1	1	1	2	2	1	2	1	2	1	2	2	1	1	2	1	1	1	1	1	1	2	1
Get a little better	18	26	14	47	34	11	36	17	29	22	40	24	25	22	29	21	26	18	29	28	21	27	26
<b>TOTAL GET BETTER</b>	<b>19</b>	<b>27</b>	<b>15</b>	<b>49</b>	<b>36</b>	<b>12</b>	<b>38</b>	<b>18</b>	<b>31</b>	<b>23</b>	<b>42</b>	<b>26</b>	<b>26</b>	<b>23</b>	<b>31</b>	<b>22</b>	<b>27</b>	<b>19</b>	<b>30</b>	<b>29</b>	<b>22</b>	<b>29</b>	<b>27</b>
Stay about the same	30	30	33	29	32	23	30	33	27	33	24	32	31	28	30	30	30	33	29	27	31	30	31
Get a little worse	23	19	27	8	11	29	14	24	19	18	14	17	18	25	18	20	18	26	19	20	20	16	17
Get a lot worse	12	10	14	2	5	26	5	16	10	10	6	8	14	13	8	13	10	11	11	9	12	10	10
<b>TOTAL GET WORSE</b>	<b>35</b>	<b>29</b>	<b>41</b>	<b>10</b>	<b>16</b>	<b>55</b>	<b>19</b>	<b>40</b>	<b>29</b>	<b>28</b>	<b>20</b>	<b>25</b>	<b>32</b>	<b>38</b>	<b>26</b>	<b>33</b>	<b>28</b>	<b>37</b>	<b>30</b>	<b>29</b>	<b>32</b>	<b>26</b>	<b>27</b>
Don't know	16	14	11	12	15	10	13	10	13	16	14	17	12	10	13	15	15	10	11	15	14	15	15

*\*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.*