

YouGov Survey Results

Sample Size: 2193 Adults in GB
Fieldwork: 20th - 21st March 2025

	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	
Weighted Sample	2193	395	564	202	237	770	783	1061	1132	230	906	542	515	1250	943	1897	105	191	520	360	265	752	
Unweighted Sample	2193	369	635	223	268	969	819	984	1209	97	827	569	700	1346	847	1873	121	199	529	337	218	789	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	27 - 28 Nov '24	20 - 21 Mar '25																					
How well or badly would you say the government is doing at managing the cost of living?																							
Very well	1	1	0	2	0	0	1	1	1	0	0	1	0	0	1	0	1	0	0	1	0	0	1
Fairly well	14	11	3	20	22	3	18	6	14	8	13	12	11	9	13	8	11	7	9	10	13	10	12
TOTAL WELL	15	12	3	22	22	3	19	7	15	8	13	13	11	9	14	8	12	7	9	11	13	10	13
Fairly badly	33	36	34	40	46	19	39	28	36	37	57	36	34	30	36	36	36	39	37	33	29	42	39
Very badly	41	45	61	27	24	77	33	63	42	47	24	43	47	56	41	50	45	39	44	49	49	39	42
TOTAL BADLY	74	81	95	67	70	96	72	91	78	84	81	79	81	86	77	86	81	78	81	82	78	81	81
Don't know	12	7	1	11	8	1	9	3	7	7	7	9	8	5	9	5	7	14	10	6	8	8	6

	27 - 28 Nov '24	20 - 21 Mar '25																					
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	41	40	32	37	37	49	37	43	34	45	29	44	46	31	35	46	40	42	35	46	35	35	41
I have already had to make cuts to my usual spending, but do not expect to make further cuts	17	16	18	19	12	16	15	15	17	15	28	19	12	10	16	17	17	10	15	14	16	20	18
I have been able to maintain my usual spending so far, but expect to have to make cuts soon	21	21	28	21	27	20	22	23	21	20	18	17	20	30	23	18	21	16	25	21	23	20	20
I have been able to maintain my usual spending so far, and expect to be able to continue to do so	17	19	20	19	19	14	22	16	22	15	13	15	19	26	22	14	18	27	21	17	17	21	18
Don't know	4	4	1	5	5	2	4	2	5	4	11	5	2	3	4	5	5	5	4	3	10	3	3

	27 - 28 Nov '24	20 - 21 Mar '25																					
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	7	7	4	5	10	5	8	6	7	3	8	8	4	5	9	7	5	4	7	8	9	5
Most of the time	12	9	5	10	4	16	6	12	10	8	9	10	7	9	6	12	9	9	5	10	7	11	9
Occasionally	24	23	20	23	20	28	22	22	21	25	24	21	28	21	20	27	23	21	27	25	22	17	24
Never	49	52	65	53	63	43	61	53	53	52	25	52	55	63	61	41	52	56	56	47	53	51	54
Not applicable – I do not spend money on this	7	7	3	8	6	2	4	3	7	7	37	6	1	2	6	8	7	8	7	9	6	10	5
Don't know	1	2	1	2	2	1	2	2	2	2	2	3	1	1	1	3	2	2	1	1	4	2	1
Food																							
Always	5	5	5	4	3	7	4	6	6	5	6	7	5	2	4	8	5	6	6	6	6	6	5
Most of the time	9	8	4	7	5	10	5	10	6	10	10	10	7	6	6	11	9	4	5	10	8	9	8
Occasionally	28	25	16	25	24	29	23	22	24	26	37	25	26	18	23	28	25	22	26	26	25	23	25
Never	55	59	74	59	67	53	66	60	61	56	36	55	61	73	66	49	58	66	62	55	54	59	61
Not applicable – I do not spend money on this	2	1	1	3	0	0	1	0	2	1	9	1	1	1	1	2	2	0	1	1	4	1	1
Don't know	1	2	0	1	1	1	1	2	2	1	2	2	1	1	1	3	2	2	0	1	2	2	2

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		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Fuel for my vehicle																							
Always	3	4	2	4	2	7	3	4	4	4	6	4	4	2	3	6	4	6	4	4	6	2	3
Most of the time	6	5	3	4	5	7	4	6	6	5	8	6	6	3	4	8	6	3	6	7	5	2	6
Occasionally	22	19	19	18	19	28	19	22	19	20	18	20	21	17	18	21	20	17	18	23	23	11	19
Never	41	44	63	44	49	42	53	48	45	43	9	42	51	56	51	34	43	55	42	41	45	29	50
Not applicable – I do not spend money on this	27	26	13	29	24	14	21	18	25	27	58	25	18	22	24	29	26	18	30	25	19	54	21
Don't know	1	1	0	2	0	1	1	1	2	1	0	2	1	1	1	2	1	2	0	1	2	2	1
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	4	1	4	2	6	3	5	3	4	4	5	4	1	2	6	4	6	1	5	4	3	4
I can only just afford my essential costs and often struggle to make ends meet	21	18	15	16	13	19	14	19	18	19	25	20	19	12	14	25	18	19	21	21	20	16	16
TOTAL FINANCIALLY STRUGGLING	24	22	16	20	15	25	17	24	21	23	29	25	23	13	16	31	22	25	22	26	24	19	20
I can normally comfortably cover the essentials, but I do not often have money for luxuries	44	42	40	42	45	46	41	41	40	44	42	42	40	44	41	43	42	39	41	41	39	45	44
I am relatively comfortable financially	26	30	38	33	34	23	37	31	32	28	20	27	33	37	36	22	30	30	31	27	32	27	31
I am very comfortable financially	4	4	5	3	6	4	4	4	4	3	4	3	3	6	5	2	4	1	4	4	2	5	4
TOTAL FINANCIALLY COMFORTABLE	30	34	43	36	40	27	41	35	36	31	24	30	36	43	41	24	34	31	35	31	34	32	35
Don't know	2	2	1	2	1	2	2	1	2	2	5	3	1	1	2	2	2	4	1	1	3	4	1
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	48	53	69	37	41	78	44	68	48	57	30	48	57	66	49	58	52	55	54	54	55	47	52
It will remain stable	31	27	20	37	41	11	34	19	34	21	39	29	26	20	31	22	28	12	28	26	27	30	29
It will be growing/booming	3	3	1	5	5	1	2	1	4	1	7	4	1	2	4	2	3	0	2	3	3	6	2
Don't know	18	17	9	21	13	10	20	12	13	21	24	19	15	12	17	18	16	32	16	17	15	17	17
Which of the following statements comes closest to your view?																							
My income is currently rising faster than prices in the shops	1	2	2	2	2	1	3	1	3	2	3	3	2	1	3	1	2	0	2	2	2	6	1
Prices in the shops are rising faster than my income	82	82	82	80	81	89	79	86	77	86	76	83	85	81	79	86	81	85	85	82	83	75	83
My income is keeping pace with prices in the shops	10	10	13	12	12	6	12	9	15	6	11	8	9	14	12	7	10	5	10	11	10	9	11
Don't know	7	6	4	7	5	4	6	4	5	6	11	7	4	4	6	6	6	10	2	5	5	10	5

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

Before taking this survey, were you aware that the energy price cap is set to rise on 1 April?

Yes I was	x	81	89	82	86	88	86	88	82	80	49	78	89	93	84	78	81	79	82	80	83	73	84
No I was not	x	19	11	18	14	12	14	12	18	20	51	22	11	7	16	22	19	21	18	20	17	27	16

**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.*