

YouGov Survey Results

Sample Size: 2164 Adults in GB
Fieldwork: 13th - 14th January 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	2164	389	556	199	234	760	773	1047	1117	227	894	534	509	1234	930	1872	104	188	513	355	262	742	
Unweighted Sample	2164	354	606	234	286	872	835	980	1184	143	868	568	585	1299	865	1866	116	182	512	387	211	756	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	26 - 27 Nov '24	13 - 14 Jan '25																					
Do you think Rachel Reeves is doing a good job or a bad job as Chancellor of the Exchequer?																							
She is doing a good job	18	13	2	28	20	3	21	4	15	11	15	16	11	8	16	8	13	15	10	12	9	13	15
She is doing a bad job	47	52	86	26	46	87	38	76	59	46	28	40	63	74	49	57	53	47	53	52	56	47	54
Don't know	35	35	12	45	34	10	41	19	26	44	57	44	26	18	35	35	34	38	38	36	35	40	31

	26 - 27 Nov '24	13 - 14 Jan '25																					
Do you think the Government is managing the economy well or badly?																							
Very well	2	1	0	3	2	0	2	1	2	1	2	1	1	1	2	1	1	1	2	1	1	2	1
Fairly well	21	16	4	35	21	4	27	5	16	16	18	21	13	9	19	11	16	16	14	17	13	17	17
TOTAL WELL	23	17	4	38	23	4	29	6	18	17	20	22	14	10	21	12	17	17	16	18	14	19	18
Fairly badly	27	33	32	30	42	20	31	30	31	34	46	32	31	29	34	32	33	28	37	31	32	29	35
Very badly	36	36	59	12	20	74	21	58	40	32	11	29	42	52	31	42	36	38	32	37	43	32	34
TOTAL BADLY	63	69	91	42	62	94	52	88	71	66	57	61	73	81	65	74	69	66	69	68	75	61	69
Don't know	15	14	6	20	16	3	20	6	11	17	23	17	11	8	14	14	14	17	15	13	13	19	13

	27 - 28 Nov '24	13 - 14 Jan '25																					
In your opinion how good or bad is the state of Britain's economy at the moment?																							
Very good	1	0	0	1	0	0	0	0	0	0	1	1	0	0	0	1	0	4	0	0	0	1	0
Quite good	5	2	1	3	3	0	3	1	2	2	3	3	1	1	2	1	2	1	1	2	1	1	3
TOTAL GOOD	6	2	1	4	3	0	3	1	2	2	4	4	1	1	2	2	2	5	1	2	1	2	3
Neither good nor bad	23	16	11	25	19	5	23	10	17	15	16	17	16	13	17	15	16	22	14	17	12	21	15
Quite bad	46	48	52	51	53	37	49	44	48	47	51	48	47	47	51	44	48	41	48	46	50	49	48
Very bad	22	30	35	15	23	57	21	42	30	30	17	27	33	37	27	34	30	28	32	30	33	26	29
TOTAL BAD	68	78	87	66	76	94	70	86	78	77	68	75	80	84	78	78	78	69	80	76	83	75	77
Don't know	4	4	1	5	2	1	5	2	3	5	12	4	3	2	4	5	4	4	5	5	3	3	5

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

	6 - 8 Dec '24	13 - 14 Jan '25																					
How do you think the financial situation of your household will change over the next 12 months?																							
Get a lot better	3	2	2	2	1	0	2	1	2	1	3	3	1	0	2	2	2	1	1	2	2	2	2
Get a little better	11	11	5	16	16	5	13	5	12	9	19	15	6	3	12	8	10	8	13	12	9	13	9
TOTAL BETTER	14	13	7	18	17	5	15	6	14	10	22	18	7	3	14	10	12	9	14	14	11	15	11
Stay about the same	35	33	28	41	37	18	38	27	33	34	41	36	31	27	37	28	33	43	30	33	36	36	31
Get a little worse	27	29	35	24	33	33	28	33	28	30	17	23	31	42	28	30	29	21	34	25	29	27	32
Get a lot worse	16	18	25	10	9	38	13	28	18	18	4	14	25	24	15	23	18	19	14	20	19	15	18
TOTAL WORSE	43	47	60	34	42	71	41	61	46	48	21	37	56	66	43	53	47	40	48	45	48	42	50
Don't know	8	7	5	7	4	5	6	5	7	8	15	9	6	3	6	9	7	7	8	8	5	7	8

	30 - 31 Oct '24	13 - 14 Jan '25																					
How do you think the economic situation of the country as a whole will change over the next 12 months?																							
Get a lot better	1	1	0	2	1	0	1	1	1	0	1	1	1	0	1	1	1	1	0	1	0	1	1
Get a little better	16	10	2	20	16	3	15	3	11	9	19	12	7	5	12	7	10	6	7	14	6	10	10
TOTAL BETTER	17	11	2	22	17	3	16	4	12	9	20	13	8	5	13	8	11	7	7	15	6	11	11
Stay about the same	21	17	9	27	21	5	22	12	16	18	20	22	15	10	18	16	17	21	18	16	18	21	15
Get a little worse	27	33	36	32	37	28	32	34	35	31	29	32	33	36	33	33	33	32	34	30	33	36	33
Get a lot worse	24	30	48	10	19	59	21	45	30	31	9	24	39	42	28	33	30	29	31	29	34	28	30
TOTAL WORSE	51	63	84	42	56	87	53	79	65	62	38	56	72	78	61	66	63	61	65	59	67	64	63
Don't know	11	10	5	10	6	5	9	5	7	12	23	10	6	7	9	10	9	11	10	10	9	5	11

*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.