

Sample Size: 2210 adults in GB
Fieldwork: 29th - 30th August 2023

	Thinking about your finances, which of the following best reflects your position?				How do you think the financial situation of your household will change over the NEXT 12 months?			How do you think the financial situation of your household has changed over the LAST 12 months?			
	I cannot afford my essential costs, and often have to go without things like food and heating	I can only just afford my essential costs and often struggle to make ends meet	I can normally comfortably cover the essentials, but I do not often have money for luxuries	Relatively or very comfortable financially	Get a lot or a little better	Stay about the same	Get a lot or a little worse	Got a lot or a little better	Stayed about the same	Got a lot or a little worse	
Total											
Weighted Sample	2210	93	458	960	699	269	931	871	201	739	1214
Unweighted Sample	2210	84	431	950	745	246	945	907	189	738	1237
	%	%	%	%	%	%	%	%	%	%	%

Favourable crosses Conservatives+Sunak

Favourable of Sunak and Conservative Party	16	9	13	14	22	22	21	10	23	21	12
Favourable of Sunak but NOT of Conservative Party	8	8	5	7	12	13	8	7	10	10	7
Not favourable of Sunak but favourable of Conservative Party	5	8	3	5	5	6	6	4	9	6	4
Unfavourable of Sunak and Conservative Party	60	55	64	64	53	47	56	69	50	55	66
Don't know	11	20	16	10	9	12	9	10	8	8	11

Favourable crosses Labour+Starmer

Favourable of Starmer and Labour Party	29	26	33	30	27	36	25	33	26	27	32
Favourable of Starmer but NOT of Labour Party	4	0	3	4	5	6	4	4	6	4	4
Not favourable of Starmer but favourable of Labour Party	7	8	7	9	5	8	7	9	11	5	8
Unfavourable of Starmer and Labour Party	45	35	37	44	53	35	52	41	45	52	41
Don't know	15	31	21	13	11	15	12	14	12	12	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.

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	Gross household income						
Total	up to £14,999	£15,000 to £29,999	£30,000 to £49,999	more than £50,000	Don't know	Prefer not to answer	
Weighted Sample	2210	299	408	403	535	111	0
Unweighted Sample	2210	257	424	418	553	96	0
	%	%	%	%	%	%	%

Favourable crosses Conservatives+Sunak

Favourable of Sunak and Conservative Party	16	15	18	15	16	12	0
Favourable of Sunak but NOT of Conservative Party	8	8	9	6	11	3	0
Not favourable of Sunak but favourable of Conservative Party	5	5	4	7	3	1	0
Unfavourable of Sunak and Conservative Party	60	55	60	61	64	68	0
Don't know	11	17	9	10	6	17	0

Favourable crosses Labour+Starmer

Favourable of Starmer and Labour Party	29	28	25	27	38	20	0
Favourable of Starmer but NOT of Labour Party	4	1	4	4	6	1	0
Not favourable of Starmer but favourable of Labour Party	7	7	8	9	8	7	0
Unfavourable of Starmer and Labour Party	45	41	50	49	37	48	0
Don't know	15	22	12	11	11	24	0

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