

## YouGov Survey Results

#### Sample Size: 2171 Adults in GB Fieldwork: 13th - 14th May 2025

Fieldwork: 13th - 14th May 2025								~														
			Vote i	in 2024	GE	EU Ref	2016	Ge	ender		Aç	je		Social	Grade		Country	,	Region in England			
	Total			Lib Dem	Reform UK	Remain			Female		25-49		65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest o South
Weighted Sample				200	234	762	775	1051	1120	228	897	536	510	1237	934	1878	104	189	515	356	263	745
Unweighted Sample	2171	378	628	221	261	911	830	963	1208	114	813	594	650	1294	877	1861	122	188	492	339	241	789
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Thinking about your finances, which of the following best reflects your position?																						
I am very comfortable financially	5	8	5	5	4	5	4	7	4	8	4	5	7	7	3	6	5	3	4	7	7	5
I am relatively comfortable financially	34	46	36	37	31	39	34	36	32	32	32	33	40	42	24	34	37	34	34	34	28	36
I do not often have money for luxuries, but can normally comfortably cover the essentials	37	33	38	45	41	38	38	33	40	30	37	37	39	33	42	37	30	39	38	35	41	36
I can only just afford my costs and often struggle to make ends meet	16	9	15	10	17	13	18	16	17	15	20	16	12	13	21	16	17	19	17	17	11	17
I cannot afford my costs, and often have to go without essentials like food and heating	4	2	4	2	6	3	4	4	4	5	5	6	1	2	6	4	7	2	3	4	8	3
Don't know	3	1	2	1	2	2	1	4	3	10	3	3	1	3	4	3	4	4	4	3	5	2
In general, do you think it is or is not vulgar or tacky to talk about money (i.e. how much a person earns or their financial situation)? It is It is not Don't know	50	51 42 7	36 55 9	36 51 13	41 46 13	40 51 9	44 46 9	36 52 13	41 49 11	19 61 20	31 58 10	47 42 11	50 39 10	39 51 10	38 49 14	38 50 11	43 46 11	35 51 14	43 46 12	36 54 10	32 54 14	39 51 11
How comfortable or uncomfortable would you feel asking each of the following how much they earn or about their financial situation? A family member		1.																				
Very comfortable	20	11	22	21	19	19	15	23	18	32	25	15	12	21	18	20	21	16	18	19	24	21
Somewhat comfortable	37	38	38	36	35	39	36	36	38	39	41	35	31	38	36	36	40	40	36	41	37	34
TOTAL COMFORTABLE	57	49	60	57	54	58	51	59	56	71	66	50	43	59	54	56	61	56	54	60	61	55
Somewhat uncomfortable	25	28	26	27	24	26	28	22	27	13	21	30	31	25	24	25	21	25	27	21	23	26
Very uncomfortable		22		15	19	14	19	13	16	6	10	17	23	13	17	15	14	15	16	15	10	15
TOTAL UNCOMFORTABLE	-	50	-	42	43	40	47	35	43	19	31	47	54	38	41	40	35	40	43	36	33	41
Don't know	4	1	2	1	3	2	2	6	2	9	4	3	2	3	5	4	4	4	4	3	6	3
A friend																						
Very comfortable		4	13	9	10	11	9	13	9	16	15	7	5	11	11	11	10	11	9	9	11	13
Somewhat comfortable		25	35	37	28	31	25	33	30	46	38	27	19	34	28	32	31	24	29	38	36	31
TOTAL COMFORTABLE		29		46	38	42	34	46	39	62	53	34	24	45	39	43	41	35	38	47	47	44
Somewhat uncomfortable	28	33	30	27	30	32	29	26	30	24	26	31	32	28	29	28	30	31	30	26	25	29
Very uncomfortable	25	36	20	26	27	24	33	21	29	4	18	32	41	24	27	25	24	28	28	25	21	24
TOTAL UNCOMFORTABLE	53	69	50	53	57	56	62	47	59	28	44	63	73	52	56	53	54	59	58	51	46	53
Don't know	4	2	3	1	4	2	4	6	2	10	4	4	2	3	6	4	5	6	4	2	8	3



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Fieldwork: 13th - 14th May 2025			Thin	king about your finances, which of	the following best reflects you	r position?		Gene	ration	
	Total	l am very comfortable financially	I am relatively comfortable financially	I do not often have money for luxuries, but can normally comfortably cover the essentials	I can only just afford my costs and often struggle to make ends meet	I cannot afford my costs, and often have to go without essentials like food and heating	Gen Z (18-28)	Millennials (29-44)	Gen X (45 60)	Boomers (61-79)
Weighted Sample		115	740	801	356	87	329	620	556	627
Unweighted Sample	2171	111	776	808	333	82	202	558	583	776
	%	%	%	%	%	%	%	%	%	%
Thinking about your finances, which of the following best reflects your position?										
I am very comfortable financially	5	100	0	0	0	0	6	4	4	6
I am relatively comfortable financially		0	100	0	0	0	33	32	32	38
I do not often have money for luxuries, but can normally comfortably cover the essentials	37	0	0	100	0	0	32	36	38	39
I can only just afford my costs and often struggle to make ends meet	16	0	0	0	100	0	16	19	19	13
I cannot afford my costs, and often have to go without essentials like food and heating	4	0	0	0	0	100	4	6	5	2
Don't know	3	0	0	0	0	0	9	3	3	2
	38	36	41	40	32	33	17	34	42	50
It is not Don't know		57 7	50 9	50 10	54 14	51 16	67 16	56 10	46 12	40 10
How comfortable or uncomfortable would you feel asking each of the following how much they earn or about their financial situation? A family member										
Very comfortable	20	33	22	19	18	19	36	22	16	13
Somewhat comfortable	37	35	37	38	38	30	38	43	34	33
TOTAL COMFORTABLE	57	68	59	57	56	49	74	65	50	46
Somewhat uncomfortable	25	14	26	26	28	18	14	20	29	31
Very uncomfortable	15	18	13	14	12	29	5	11	16	22
TOTAL UNCOMFORTABLE	40	32	39	40	40	47	19	31	45	53
A friend	4	0	2	3	4	4	8	4	4	1
Very comfortable	11	14	10	11	11	16	20	13	9	6
Somewhat comfortable	31	37	33	31	30	16	44	38	28	22
TOTAL COMFORTABLE	42	51	43	42	41	32	64	51	37	28
Somewhat uncomfortable	28	26	32	27	29	28	23	27	29	32
Very uncomfortable	25	22	22	27	26	37	4	18	30	38
TOTAL UNCOMFORTABLE	53	48	54	54	55	65	27	45	59	70
Don't know	4	1	3	4	4	3	8	3	5	3

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		Vote in 2024 GE			GE	EU Re	f 2016	Ge	ender		Ag	e		Social	Grade		Country	1	Region in England			
			1010																			
	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 Sout
Weighted Sample			558	200	234	762	775	1051	1120	228	897	536	510	1237	934	1878	104	189	515	356	263	745
Unweighted Sample	2171	378		221	261	911	830	963	1208	114	813	594	650	1294	877	1861	122	188	492	339	241	78
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
A colleague	•		•	~	•	1 -				1 40	•	-	~	•	-	-	•		-	-	•	_
Very comfortable		2	8	6	8	7	6	9	4	10	8	5	3	6	7	7	9	4	7	5	6	7
Somewhat comfortable		19	22	17	22	20	19	24	18	25	25	20	12	22	19	21	19	22	17	24	19	2
TOTAL COMFORTABLE		21	30	23	30	27	<b>25</b>	33	22	35	33	25	15	28	26	28	28	<b>26</b> 35	<b>24</b>	<b>29</b>	<b>25</b> 30	2
Somewhat uncomfortable		31 43	35 31	27 47	30 36	33 35	30 40	31 29	32 42	29	32 31	32 39	31 48	32	31	31 36	28 35	35 32	34 36	30 38	30 34	3
Very uncomfortable TOTAL UNCOMFORTABLE		43 74		47 74		68		29 60	42 74	20 49			40 <b>79</b>	36 68	36 67	30 67	63	52 67	30 70	30 68	54 64	3
Don't know		5	<b>66</b> 5	3	4	4	<b>70</b> 5	8	4	<b>49</b>	<b>63</b> 4	<b>71</b> 5	<b>79</b> 5	5	7	6	8	6	6	3	11	<b>6</b>
Someone you had just met (e.g. at an event or	0	5	5	3	4	4	5	0	4	10	4	5	э	5	1	0	0	o	0	3		0
party)	E	2	e	А	e	4	-	E	2	E	e	Α	2	F		F	F	<u></u>	4	А	4	
Very comfortable Somewhat comfortable		2 5	6 5	4 5	6 7	4 5	5 6	6 9	3 4	6 7	6 8	4 5	2 4	5 7	4 6	5 6	5 8	2 6	4 5	4 6	4 7	6
TOTAL COMFORTABLE		5 7	5 11	9	13	9 9	11	9 15	7	13	。 14	9	4 6	12	10	11	。 13	8	9	10	11	1;
Somewhat uncomfortable		15	21	20	12	18	15	19	17	21	21	3 17	12	20	16	18	13	19	<b>1</b> 9	18	18	1
Very uncomfortable		72	64	20 68	70	68	69	58	73	53	60	69	77	20 65	67	65	67	68	67	67	61	6
TOTAL UNCOMFORTABLE		87	85	88	82	86	84	77	90	74	81	86	89	85	83	83	80	87	86	85	79	8
Don't know		6	4	3	5	4	6	8	3	13	4	4	6	4	7	5	7	5	4	4	10	5
feel talking about how much you earn or your financial situation if you were asked by each of the																						
eel talking about how much you earn or your inancial situation if you were asked by each of the following? A family member																						
feel talking about how much you earn or your financial situation if you were asked by each of the following? A family member Very comfortable		18	29	29	28	26	23	28	24	35	30	19	21	28	23	26	26	21	24	26	28	
feel talking about how much you earn or your financial situation if you were asked by each of the following? A family member Very comfortable Somewhat comfortable	39	40	38	40	37	38	38	37	40	38	42	36	35	39	38	38	44	41	40	40	36	3
feel talking about how much you earn or your financial situation if you were asked by each of the following? A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE	39 65	40 58	38 67	40 <b>69</b>	37 <b>65</b>	38 64	38 61	37 65	40 <b>64</b>	38 <b>73</b>	42 <b>72</b>	36 <b>55</b>	35 <b>56</b>	39 <b>67</b>	38 61	38 <b>64</b>	44 <b>70</b>	41 <b>62</b>	40 <b>64</b>	40 <b>66</b>	36 <b>64</b>	3 6
feel talking about how much you earn or your financial situation if you were asked by each of the following? A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable	39 65 19	40 58 22	38 <b>67</b> 20	40 <b>69</b> 18	37 <b>65</b> 18	38 <b>64</b> 20	38 <b>61</b> 19	37 <b>65</b> 19	40 <b>64</b> 19	38 <b>73</b> 16	42 <b>72</b> 13	36 <b>55</b> 25	35 <b>56</b> 23	39 <b>67</b> 20	38 <b>61</b> 18	38 <b>64</b> 19	44 <b>70</b> 12	41 <b>62</b> 23	40 <b>64</b> 15	40 <b>66</b> 19	36 <b>64</b> 20	3 6 2
feel talking about how much you earn or your financial situation if you were asked by each of the following? A family member Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable Very uncomfortable	39 65 19 13	40 58 22 19	38 <b>67</b> 20 10	40 <b>69</b> 18 12	37 <b>65</b> 18 15	38 64 20 13	38 <b>61</b> 19 17	37 <b>65</b> 19 12	40 <b>64</b> 19 14	38 <b>73</b> 16 4	42 <b>72</b> 13 10	36 <b>55</b> 25 16	35 <b>56</b> 23 19	39 <b>67</b> 20 10	38 <b>61</b> 18 17	38 <b>64</b> 19 13	44 <b>70</b> 12 15	41 <b>62</b> 23 11	40 <b>64</b> 15 16	40 <b>66</b> 19 12	36 <b>64</b> 20 10	3 6 2 1
feel talking about how much you earn or your financial situation if you were asked by each of the following? A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE	39 65 19 13 32	40 58 22 19 41	38 67 20 10 30	40 69 18 12 30	37 65 18 15 33	38 64 20 13 33	38 <b>61</b> 19 17 <b>36</b>	37 65 19 12 31	40 <b>64</b> 19 14 <b>33</b>	38 73 16 4 20	42 72 13 10 23	36 55 25 16 41	35 <b>56</b> 23 19 <b>42</b>	39 67 20 10 30	38 <b>61</b> 18 17 <b>35</b>	38 <b>64</b> 19 13 <b>32</b>	44 <b>70</b> 12 15 <b>27</b>	41 <b>62</b> 23 11 <b>34</b>	40 <b>64</b> 15 16 <b>31</b>	40 <b>66</b> 19 12 <b>31</b>	36 64 20 10 30	36 63 21 13 <b>3</b> 4
teel talking about how much you earn or your financial situation if you were asked by each of the following? A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE Don't know A friend	39 65 19 13 32 4	40 58 22 19 41 2	38 67 20 10 30 3	40 69 18 12 30 2	37 65 18 15 33 1	38 64 20 13 33 2	38 <b>61</b> 19 17 <b>36</b> 2	37 65 19 12 31 5	40 64 19 14 33 2	38 73 16 4 20 7	42 72 13 10 23 4	36 55 25 16 41 2	35 56 23 19 42 2	39 67 20 10 30 3	38 <b>61</b> 18 17 <b>35</b> 4	38 64 19 13 32 4	44 70 12 15 27 4	41 62 23 11 34 4	40 <b>64</b> 15 16 <b>31</b> 4	40 66 19 12 31 3	36 64 20 10 30 6	31 6: 2: 1: 3: 3: 3:
teel talking about how much you earn or your financial situation if you were asked by each of the following? A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE Don't know A friend	39 65 19 13 32 4 17	40 58 22 19 41 2 9	38 67 20 10 30 3 19	40 <b>69</b> 18 12 <b>30</b> 2 14	37 65 18 15 33 1 18	38 64 20 13 33 2 18	38 <b>61</b> 19 17 <b>36</b> 2 14	37 65 19 12 31 5 18	40 64 19 14 33 2 16	38 <b>73</b> 16 4 <b>20</b> 7 22	42 72 13 10 23 4 23	36 <b>55</b> 25 16 <b>41</b> 2 13	35 56 23 19 42 2 10	39 67 20 10 30 3 19	38 <b>61</b> 18 17 <b>35</b> 4 15	38 <b>64</b> 19 13 <b>32</b> 4 17	44 70 12 15 27 4 19	41 62 23 11 34 4 17	40 <b>64</b> 15 16 <b>31</b> 4 17	40 66 19 12 31 3 14	36 64 20 10 <b>30</b> 6 17	30 63 22 13 34 3 3 19
feel talking about how much you earn or your financial situation if you were asked by each of the following? A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE Don't know A friend Very comfortable Somewhat comfortable	39 65 19 13 32 4 17 38	40 58 22 19 41 2 9 36	38 67 20 10 30 3 19 41	40 <b>69</b> 18 12 <b>30</b> 2 14 44	37 65 18 15 33 1	38   64   20   13   33   2   18   37	38 <b>61</b> 19 17 <b>36</b> 2 14 35	37 65 19 12 31 5 18 38	40 64 19 14 33 2 16 37	38 73 16 4 20 7 22 46	42 72 13 10 23 4	36 <b>55</b> 25 16 <b>41</b> 2 13 34	35 <b>56</b> 23 19 <b>42</b> 2 10 31	39 67 20 10 30 3 19 37	38 61 18 17 35 4 15 38	38 64 19 13 32 4 17 38	44 70 12 15 27 4 19 36	41 62 23 11 34 4 17 31	40 64 15 16 31 4 17 35	40 66 19 12 31 3 14 43	36 64 20 10 <b>30</b> 6 17 38	3( 6; 2; 1; 3; 3; 3; 3;
feel talking about how much you earn or your financial situation if you were asked by each of the following? A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable Don't know A friend Very comfortable Somewhat comfortable	39 65 19 13 32 4 17 38 55	40 58 22 19 41 2 9 36 45	38 67 20 10 30 3 19 41 60	40 69 18 12 30 2 14 44 58	37 65 18 15 33 1 1 18 35 53	38 64 20 13 33 2 18 37 55	38 61 19 17 36 2 14 35 49	37 65 19 12 31 5 18 38 38 56	40 64 19 14 33 2 16 37 53	38 73 16 4 20 7 22 46 <b>68</b>	42 72 13 10 23 4 23 41 64	36 55 25 16 41 2 13 34 47	35 56 23 19 42 2 10 31 31 41	39 67 20 10 30 3 3 19 37 56	38 61 18 17 35 4 15 38 53	38 64 19 13 32 4 17 38 55	44 70 12 15 <b>27</b> 4 19 36 <b>55</b>	41 62 23 11 34 4 17 31 <b>48</b>	40 64 15 16 31 4 17 35 52	40 66 19 12 31 3 14 43 <b>57</b>	36 64 20 10 30 6 17 38 55	36 6: 2 1: 34 3 3 3 3 5 5
feel talking about how much you earn or your financial situation if you were asked by each of the following? A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable Don't know A friend Very comfortable Somewhat comfortable Somewhat uncomfortable Somewhat uncomfortable	39 65 19 13 32 4 17 38 55 22	40 58 22 19 41 2 9 36 45 27	38 67 20 10 30 3 19 41 60 21	40 69 18 12 30 2 14 44 58 24	37 65 18 15 <b>33</b> 1 1 8 35 <b>53</b> 23	38 64 20 13 33 2 18 37 55 23	38 61 19 17 36 2 14 35 49 23	37 65 19 12 31 5 18 38 56 22	40 64 19 14 33 2 16 37 53 22	38 73 16 4 20 7 22 46 <b>68</b> 19	42 72 13 10 <b>23</b> 4 23 41 <b>64</b> 18	36 55 25 16 41 2 13 34 47 25	35 56 23 19 42 2 10 31 31 41 27	39 67 20 10 30 3 19 37 56 23	38 61 18 17 35 4 15 38 53 20	38 64 19 13 32 4 17 38 55 21	44 70 12 15 <b>27</b> 4 19 36 <b>55</b> 22	41 62 23 11 34 4 17 31 48 29	40 64 15 16 31 4 17 35 52 20	40 66 19 12 31 3 14 43 57 22	36 64 20 10 30 6 17 38 55 20	30 6: 2 1; 3 3 3 3 3 3 5 5 5 5
teel talking about how much you earn or your financial situation if you were asked by each of the following? A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable Don't know A friend Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable Very uncomfortable	39 65 19 13 32 4 17 38 55 22 19	40 58 22 19 41 2 9 36 45 27 26	38 67 20 10 30 3 19 41 60 21 15	40 69 18 12 30 2 14 44 58 24 17	37 65 18 15 33 1 1 8 35 53 23 23 23	38       64       20       13       33       2       18       37       55       23       19	38 61 19 17 36 2 14 35 49 23 24	37 65 19 12 31 5 18 38 56 22 17	40 64 19 14 33 2 16 37 53 22 21	38     73     16     4     20     7     22     46     68     19     6	42 72 13 10 <b>23</b> 4 23 41 <b>64</b> 18 13	36 55 25 16 41 2 13 34 47 25 26	35 56 23 19 42 2 10 31 31 27 30	39 67 20 10 30 3 3 19 37 56 23 17	38 61 18 17 35 4 15 38 53 20 23	38 64 19 13 32 4 17 38 55 21 20	44 70 12 15 <b>27</b> 4 19 36 <b>55</b> 22 18	41 62 23 11 34 4 17 31 48 29 18	40 64 15 16 31 4 17 35 52 20 23	40 66 19 12 31 3 14 43 57 22 19	36 64 20 10 30 6 17 38 55 20 18	36 6: 2 1; 34 3 3 3 3 5 5 5 5 5 1 5 5 1 5 5 1 5 5 5 5
eel talking about how much you earn or your inancial situation if you were asked by each of the following? A family member Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE Don't know A friend Very comfortable Somewhat uncomfortable Somewhat uncomfortable Very uncomfortable Very uncomfortable Very uncomfortable Very uncomfortable	39 65 19 13 32 4 17 38 55 22 19 41	40 58 22 19 41 2 36 45 27 26 53	38 67 20 10 30 3 19 41 60 21 15 36	40 69 18 12 30 2 14 44 58 24 17 41	37 65 18 15 33 1 1 8 35 53 23 23 23 46	38   64   20   13   33   2   18   37   55   23   19   42	38 61 19 17 36 2 14 35 49 23 24 47	37 65 19 12 31 5 18 38 56 22 17 39	40 64 19 14 33 2 16 37 53 22 21 43	38 73 16 4 20 7 22 46 68 19 6 25	42 72 13 10 <b>23</b> 4 23 41 <b>64</b> 18 13 3 <b>1</b>	36 55 25 16 41 2 13 34 47 25 26 51	35 56 23 19 42 2 10 31 31 41 27 30 57	39 67 20 10 30 3 19 37 56 23 17 40	38 61 18 17 35 4 15 38 53 20 23 20 23 43	38 64 19 13 32 4 17 38 55 21 20 41	44 70 12 15 27 4 19 36 55 22 18 40	41 62 23 11 34 4 17 31 48 29 18 47	40 64 15 16 31 4 17 35 52 20 23 43	40 66 19 12 31 3 14 43 57 22 19 41	36 64 20 10 30 6 17 38 55 20 18 38	3 6 2 1 3 3 1 3 5 2 1 4
teel talking about how much you earn or your financial situation if you were asked by each of the following? A family member Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE Don't know A friend Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable Very uncomfortable Very uncomfortable Very uncomfortable Don't know	39 65 19 13 32 4 17 38 55 22 19 41	40 58 22 19 41 2 9 36 45 27 26	38 67 20 10 30 3 19 41 60 21 15	40 69 18 12 30 2 14 44 58 24 17	37 65 18 15 33 1 1 8 35 53 23 23 23	38       64       20       13       33       2       18       37       55       23       19	38 61 19 17 36 2 14 35 49 23 24	37 65 19 12 31 5 18 38 56 22 17	40 64 19 14 33 2 16 37 53 22 21	38     73     16     4     20     7     22     46     68     19     6	42 72 13 10 <b>23</b> 4 23 41 <b>64</b> 18 13	36 55 25 16 41 2 13 34 47 25 26	35 56 23 19 42 2 10 31 31 27 30	39 67 20 10 30 3 3 19 37 56 23 17	38 61 18 17 35 4 15 38 53 20 23	38 64 19 13 32 4 17 38 55 21 20	44 70 12 15 <b>27</b> 4 19 36 <b>55</b> 22 18	41 62 23 11 34 4 17 31 48 29 18	40 64 15 16 31 4 17 35 52 20 23	40 66 19 12 31 3 14 43 57 22 19	36 64 20 10 30 6 17 38 55 20 18	3 6 2 1 3 3 1 3 5 2 1 4
feel talking about how much you earn or your financial situation if you were asked by each of the following? A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable Don't know A friend Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable Very uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE Don't know A colleague	39 65 19 13 32 4 17 38 55 22 19 41 4	40 58 22 19 41 2 9 36 45 27 26 53 27 26 53	38 67 20 10 30 3 19 41 60 21 15 36 3	40 <b>69</b> 18 12 <b>30</b> 2 14 44 <b>58</b> 24 17 <b>41</b> 2	37 65 18 15 33 1 1 8 35 53 23 23 23 23 46 1	38     64     20     13     33     2     18     37     55     23     19     42     3	38 61 19 17 36 2 14 35 49 23 24 47 3	37 65 19 12 31 5 18 38 56 22 17 39 5	40 64 19 14 33 2 16 37 53 22 21 43 3	38     73     16     4     20     7     22     46     68     19     6     25     8	42 72 13 10 <b>23</b> 4 23 41 <b>64</b> 18 13 <b>31</b> 5	36 55 25 16 41 2 13 34 47 25 26 51 3	35 56 23 19 42 2 10 31 41 27 30 57 2	39 67 20 10 30 3 7 56 23 17 40 3	38 61 18 17 35 4 15 38 53 20 23 20 23 43 5	38 64 19 13 32 4 17 38 55 21 20 41 4	44 70 12 15 27 4 19 36 55 22 18 40 5	41 62 23 11 34 4 17 31 48 29 18 47 5	40 64 15 16 31 4 17 35 52 20 23 43 5	40 66 19 12 31 3 14 43 57 22 19 41 3	36 64 20 10 30 6 17 38 55 20 18 38 7	3 6 2 1 3 3 1 1 3 5 2 2 1 4 2
feel talking about how much you earn or your financial situation if you were asked by each of the following? A family member Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable Very uncomfortable Don't know A friend Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable Very uncomfortable Very uncomfortable Don't know A colleague	39 65 19 13 32 4 17 38 55 22 19 41 4 4 10	40 58 22 19 41 2 9 36 45 27 26 53 27 26 53 2	38 67 20 10 30 3 19 41 60 21 15 36 3 3 9	40 <b>69</b> 18 12 <b>30</b> 2 14 44 <b>58</b> 24 17 <b>41</b> 2 10	37 65 18 15 33 1 1 8 35 53 23 23 46 1 1	38     64     20     13     33     2     18     37     55     23     19     42     3     11	38 61 19 17 36 2 14 35 49 23 24 47 3 7	37 65 19 12 31 5 18 38 56 22 17 39 5 11	40 64 19 14 33 2 16 37 53 22 21 43 3 9	38   73   16   4   20   7   22   46   68   19   6   25   8   17	42 72 13 10 23 4 23 41 64 18 13 31 5 12	36 55 25 16 41 2 13 34 47 25 26 51 3 8	35 56 23 19 42 2 10 31 31 41 27 30 57 2	39 67 20 10 30 3 7 56 23 17 40 3 11	38 61 18 17 35 4 15 38 53 20 23 20 23 43 5 9	38 64 19 13 32 4 17 38 55 21 20 41 4 10	44 70 12 15 27 4 19 36 55 22 18 40 5 16	41 62 23 11 34 4 17 31 48 29 18 47 5 8	40 64 15 16 31 4 17 35 52 20 23 43 5 9	40 66 19 12 31 3 14 43 57 22 19 41 3 7	36 64 20 10 30 6 17 38 55 20 18 38 38 7 8	30 61 22 11 30 30 31 11 30 50 22 21 11 44 44 22 11
feel talking about how much you earn or your financial situation if you were asked by each of the following? A family member Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable Oor't know A friend Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable Somewhat uncomfortable Very uncomfortable Don't know A colleague Very comfortable Somewhat comfortable	39 65 19 13 32 4 17 38 55 22 19 41 7 4 10 23	40 58 22 19 41 2 9 36 45 27 26 53 27 26 53 22	38 67 20 10 30 3 3 19 41 60 21 15 36 3 9 29	40 <b>69</b> 18 12 <b>30</b> 2 14 44 <b>58</b> 24 17 <b>41</b> 2 10 20	37 65 18 15 33 1 18 35 53 23 23 46 1 1 11 20	38     64       20     13       33     2       18     37       55     23       19     42       3     11       25     25	38 61 19 17 36 2 14 35 49 23 24 47 3 7 21	37 65 19 12 31 5 18 38 56 22 17 39 5 11 25	40 64 19 14 33 2 16 37 53 22 21 43 3 9 22	38   73   16   4   20   7   22   46   68   19   6   25   8   17   20	42 72 13 10 23 4 23 41 64 18 13 31 5 12 30	36 55 25 16 41 2 13 34 47 25 26 51 3 8 22	35 56 23 19 42 2 10 31 41 27 30 57 2 5 15	39 67 20 10 30 3 7 56 23 17 40 3 11 24	38 61 18 17 35 4 15 38 53 20 23 20 23 43 5 9 23	38       64       19       13       32       4       17       38       55       21       20       41       10       24	44 70 12 15 27 4 19 36 55 22 18 40 5 5 16 18	41 62 23 11 34 4 17 31 31 48 29 18 29 18 47 5 8 8 25	40 64 15 16 31 4 17 35 52 20 23 43 5 9 25	40 66 19 12 31 3 14 43 57 22 19 41 3 7 26	36 64 20 10 30 6 17 38 55 20 18 38 7 8 22	33 62 22 13 33 33 19 39 55 22 18 44 22 12 22
feel talking about how much you earn or your financial situation if you were asked by each of the following? A family member Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable Don't know A friend Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable Don't know A colleague Very comfortable Somewhat uncomfortable Very uncomfortable Somewhat uncomfortable Very uncomfortable Somewhat uncomfortable Very uncomfortable Somewhat uncomfortable Somewhat comfortable	39 65 19 13 32 4 17 38 55 22 19 41 7 4 10 23 33	40 58 22 19 41 2 9 36 45 27 26 53 2 2 6 20 26	38 67 20 10 30 30 30 31 9 41 60 21 15 36 3 3 9 29 29 38	40 69 18 12 30 2 14 44 58 24 17 41 2 10 20 30	37 65 18 15 33 1 1 8 35 53 23 23 23 23 46 1 1 11 20 31	38   64   20   33   33   2   18   37   55   23   19   42   3   11   25   36	38 61 19 17 36 2 14 35 49 23 24 47 3 7 21 28	37 65 19 12 31 5 18 38 56 22 17 39 5 5 11 25 36	40 64 19 14 33 2 16 37 53 22 21 43 3 9 22 22 31	38 73 16 4 20 7 22 46 <b>68</b> 19 6 <b>25</b> 8 8 17 20 <b>37</b>	42 72 13 10 23 4 23 41 64 18 13 31 5 12 30 42	36 55 25 16 41 2 13 34 47 25 26 51 3 8 22 30	35 56 23 19 42 2 10 31 41 27 30 57 2 5 15 5 15	39 67 20 10 30 3 7 56 23 17 40 3 11 24 35	38 61 18 17 35 4 15 38 53 20 23 20 23 43 5 9 23 5 9 23 32	38 64 19 13 32 4 17 38 55 21 20 41 4 10 24 34	44 70 12 15 27 4 19 36 55 22 18 40 5 5 16 18 8 34	41 62 23 11 34 4 17 31 48 29 18 47 5 8 8 25 8 33	40 64 15 16 31 4 17 35 52 20 23 43 5 9 25 9 25 34	40 66 19 12 31 3 3 14 43 57 22 19 41 3 7 26 33	36 64 20 10 30 6 17 38 55 20 18 38 7 8 22 30	366 62 21 33 34 33 39 39 22 22 18 18 40 22 12 23 33
feel talking about how much you earn or your financial situation if you were asked by each of the following? A family member Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE Don't know A friend Very comfortable Somewhat uncomfortable Very uncomfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable Very uncomfortable Very uncomfortable Somewhat uncomfortable Somewhat comfortable Very comfortable Somewhat comfortable Somewhat comfortable Somewhat comfortable	39 65 19 13 32 4 17 38 55 22 19 41 4 10 23 33 28	40 58 22 19 41 2 9 36 45 27 26 53 27 26 53 2 2 6 20 26 30	38 67 20 10 30 30 31 9 41 60 21 15 36 3 3 9 29 38 30	40 69 18 12 30 2 14 44 58 24 17 41 2 10 20 30 28	37 65 18 15 33 1 1 8 35 53 23 23 23 23 46 1 1 11 20 31 30	38   64   20   13   33   2   18   37   55   23   19   42   3   11   25   36   28	38 61 19 17 36 2 14 35 49 23 24 47 3 7 21 28 27	37 65 19 12 31 5 18 38 56 22 17 39 5 5 11 25 36 28	40 64 19 14 33 2 16 37 53 22 21 43 3 9 22 21 43 3 9 22 31 29	38       73       16       4       20       7       22       46       68       19       6       25       8       17       20       37       39	42 72 13 10 23 4 23 41 64 18 13 31 5 12 30 42 25	36 55 25 16 41 2 13 34 47 25 26 51 3 8 22 51 3 8 22 30 27	35 56 23 19 42 2 10 31 41 27 30 57 2 5 15 5 15 5 20 32	39 67 20 10 30 3 7 56 23 17 40 3 17 40 3 11 24 29	38 61 18 17 35 4 15 38 53 20 23 23 23 43 5 9 23 9 23 23 23 23 23 23 23 23 23 23 23 23 23	38 64 19 13 32 4 17 38 55 21 20 41 4 10 24 34 29	44 70 12 15 27 4 19 36 55 22 18 40 5 5 16 18 8 40 5 4 27	41 62 23 11 34 4 17 31 17 31 48 29 18 47 5 8 8 25 33 28	40 64 15 16 31 4 17 35 52 20 23 43 5 9 25 9 25 34 28	40 <b>66</b> 19 12 <b>31</b> 3 14 43 <b>57</b> 22 19 <b>41</b> 3 <b>7</b> 26 <b>33</b> 29	36 64 20 10 30 6 17 38 55 20 18 8 38 7 8 8 22 30 30	277 366 33 21 13 34 39 39 39 39 55 55 22 21 8 40 2 2 3 55 22 23 35 22 23 35 22 22 35 22 22 35 22 22 35 22 22 35 22 10 34 34 34 34 34 34 34 34 34 34 34 34 34
Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable Don't know A friend Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable Don't know A colleague Very comfortable Somewhat comfortable Don't know	39       19       13       32       4       17       38       55       22       19       19       13       32       4       17       38       55       22       19       41       4       10       23       33       28       33	40 58 22 19 41 2 9 36 45 27 26 53 2 2 6 20 26	38 67 20 10 30 30 30 30 41 60 21 15 36 3 3 9 29 29 38	40 69 18 12 30 2 14 44 58 24 17 41 2 10 20 30	37 65 18 15 33 1 1 8 35 53 23 23 23 23 46 1 1 11 20 31	38   64   20   33   33   2   18   37   55   23   19   42   3   11   25   36	38 61 19 17 36 2 14 35 49 23 24 47 3 7 21 28	37 65 19 12 31 5 18 38 56 22 17 39 5 5 11 25 36	40 64 19 14 33 2 16 37 53 22 21 43 3 9 22 22 31	38 73 16 4 20 7 22 46 <b>68</b> 19 6 <b>25</b> 8 8 17 20 <b>37</b>	42 72 13 10 23 4 23 41 64 18 13 31 5 12 30 42	36 55 25 16 41 2 13 34 47 25 26 51 3 8 22 30	35 56 23 19 42 2 10 31 41 27 30 57 2 5 15 5 15	39 67 20 10 30 3 7 56 23 17 40 3 11 24 35	38 61 18 17 35 4 15 38 53 20 23 20 23 43 5 9 23 5 9 23 32	38 64 19 13 32 4 17 38 55 21 20 41 4 10 24 34	44 70 12 15 27 4 19 36 55 22 18 40 5 5 16 18 8 34	41 62 23 11 34 4 17 31 48 29 18 47 5 8 8 25 8 33	40 64 15 16 31 4 17 35 52 20 23 43 5 9 25 9 25 34	40 66 19 12 31 3 3 14 43 57 22 19 41 3 7 26 33	36 64 20 10 30 6 17 38 55 20 18 38 7 8 22 30	36 63 21 13 34 34 39 39 39 55 55 52 22 22 22 22 22 23 53 55 55 55 55 55 55 55 55 55 55 55 55

### Sample Size: 2171 Adults in GB

			Thir	king about your finances, which of t	he following best reflects you	r position?		Gene	ration	
	Total	I am very comfortable financially	I am relatively comfortable financially	I do not often have money for luxuries, but can normally comfortably cover the essentials	I can only just afford my costs and often struggle to	I cannot afford my costs, and often have to go without essentials like food and heating	Gen Z (18-28)	Millennials (29-44)	Gen X (45 60)	Boomers (61-79)
Weighted Sample	2171	115	740	801	make ends meet 356	87	329	620	556	627
Unweighted Sample		113	740	808	333	82	202	558	583	776
onweighted bampie	%	%	%	%	%	%	%	%	%	%
A colleague	70	70	70	70	70	70	70	70	70	70
Very comfortable	6	12	5	6	7	18	10	8	6	4
Somewhat comfortable		27	23	21	17	7	27	24	19	15
TOTAL COMFORTABLE		39	28	27	24	25	37	32	25	19
Somewhat uncomfortable		23	36	28	34	24	31	30	34	30
Very uncomfortable		33	31	39	37	49	19	34	36	46
TOTAL UNCOMFORTABLE		56	67	67	71	73	50	64	70	76
Don't know		5	4	6	5	3	12	4	5	5
Someone you had just met (e.g. at an event or	•	Ū		5	Ŭ	Ũ		•	0	0
party)										
Very comfortable	5	5	4	4	6	6	7	4	5	3
Somewhat comfortable		11	7	6	6	3	7	9	5	4
TOTAL COMFORTABLE		16	11	10	12	9	14	13	10	7
Somewhat uncomfortable		22	20	18	17	13	22	20	19	13
Very uncomfortable		59	64	67	67	75	54	62	66	75
TOTAL UNCOMFORTABLE		81	84	85	84	88	76	82	85	88
Don't know		2	5	5	5	3	10	4	5	4
following? A family member										
A family member Very comfortable		42	26	26	24	26	38	29	21	21
A family member Very comfortable Somewhat comfortable	39	31	42	38	40	31	38	44	36	35
A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE	39 65	31 <b>73</b>	42 68	38 64	40 <b>64</b>	31 <b>57</b>	38 76	44 <b>73</b>	36 <b>57</b>	35 <b>56</b>
A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable	39 65 19	31 <b>73</b> 18	42 <b>68</b> 19	38 <b>64</b> 21	40 <b>64</b> 17	31 <b>57</b> 14	38 <b>76</b> 14	44 <b>73</b> 14	36 <b>57</b> 24	35 <b>56</b> 23
A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable	39 65 19 13	31 <b>73</b> 18 9	42 <b>68</b> 19 13	38 <b>64</b> 21 12	40 <b>64</b> 17 13	31 <b>57</b> 14 25	38 <b>76</b> 14 4	44 <b>73</b> 14 9	36 <b>57</b> 24 17	35 <b>56</b> 23 18
A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE	39 65 19 13 32	31 <b>73</b> 18 9 <b>27</b>	42 68 19 13 32	38 64 21 12 33	40 64 17 13 30	31 <b>57</b> 14 25 <b>39</b>	38 76 14 4 18	44 73 14 9 23	36 <b>57</b> 24 17 <b>41</b>	35 <b>56</b> 23 18 <b>41</b>
A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE Don't know	39 65 19 13 32 4	31 <b>73</b> 18 9 <b>27</b> 0	42 68 19 13 32 1	38 64 21 12 33 3	40 64 17 13 30 5	31 57 14 25 39 3	38 76 14 4 18 6	44 73 14 9 23 4	36 57 24 17 41 3	35 <b>56</b> 23 18 <b>41</b> 2
A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE Don't know A friend Very comfortable	39 65 19 13 32 4 17	31 73 18 9 27 0 23	42 68 19 13 32 1 17	38 64 21 12 33 3 16	40 64 17 13 30 5 19	31 57 14 25 39 3 22	38 76 14 4 18 6 28	44 73 14 9 23 4 21	36 57 24 17 41 3 14	35 <b>56</b> 23 18 <b>41</b> 2 11
A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE Don't know A friend Very comfortable Somewhat comfortable	39 65 19 13 32 4 17 38	31 73 18 9 27 0 23 41	42 68 19 13 32 1 17 41	38 64 21 12 33 3 16 37	40 64 17 13 30 5 19 37	31 57 14 25 39 3 22 28	38   76   14   4   18   6   28   42	44 73 14 9 23 4 21 44	36 57 24 17 41 3 14 34	35 56 23 18 41 2 11 32
A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable Don't know A friend Very comfortable Somewhat comfortable	39 65 19 13 32 4 17 38 55	31 73 18 9 27 0 23 41 64	42 68 19 13 32 1 17 41 58	38 64 21 12 33 3 16 37 53	40 64 17 13 30 5 19 37 56	31 57 14 25 39 3 22 28 50	38 76 14 4 18 6 28 42 70	44 73 14 9 23 4 21 44 65	36 57 24 17 41 3 14 34 48	35 56 23 18 41 2 11 32 43
A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE Don't know A friend Very comfortable Somewhat comfortable Somewhat uncomfortable	39 65 19 13 32 4 17 38 55 22	31 73 18 9 27 0 23 41 <b>64</b> 21	42 68 19 13 32 1 17 41 58 23	38 64 21 12 33 3 3 16 37 53 23	40 64 17 13 30 5 19 37 56 20	31 57 14 25 39 3 3 22 28 50 15	38       76       14       4       18       6       28       42       70       17	44 73 14 9 23 4 21 44 65 19	36 57 24 17 41 3 14 34 48 24	35 56 23 18 41 2 11 32 43 26
A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE Don't know A friend Very comfortable Somewhat comfortable Somewhat uncomfortable Very uncomfortable	39 65 19 13 32 4 17 38 55 22 19	31 73 18 9 27 0 23 41 64 21 15	42 68 19 13 32 1 17 41 58 23 17	38 64 21 12 33 3 3 16 37 53 23 23 21	40 64 17 13 30 5 19 37 56 20 19	31 57 14 25 39 3 3 22 28 50 15 32	38       76       14       4       18       6       28       42       70       17       7	44 73 14 9 23 4 21 44 65 19 12	36 57 24 17 41 3 14 34 48 24 24 24	35 56 23 18 41 2 11 32 43 26 28
A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE Don't know A friend Very comfortable Somewhat comfortable COTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable	39 65 19 13 32 4 17 38 55 22 19 41	31 73 18 9 27 0 23 41 64 21 15 36	42 68 19 13 32 1 1 7 41 58 23 17 40	38 64 21 12 33 3 3 16 37 53 23 23 21 44	40 64 17 13 30 5 19 37 56 20 19 39	31 57 14 25 39 3 3 22 28 50 15 32 47	38   76   14   4   18   6   28   42   70   17   7   24	44 73 14 9 23 4 21 44 65 19 12 31	36 57 24 17 41 3 14 34 48 24 24 24 48	35 56 23 18 41 2 11 32 43 26 28 54
A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE Don't know A friend Very comfortable Somewhat comfortable COMFORTABLE Somewhat uncomfortable Very uncomfortable Very uncomfortable Don't know A colleague	39 65 19 13 32 4 17 38 55 22 19 41 41 4	31 73 18 9 27 0 23 41 64 21 15 36 1	42 68 19 13 32 1 17 41 58 23 17 40 1	38 64 21 12 33 3 16 37 53 23 21 44 3	40 64 17 13 30 5 19 37 56 20 19 39 39 5	31 57 14 25 39 3 22 28 50 15 32 47 3	38   76   14   4   18   6   28   42   70   17   7   24   7	44 73 14 9 23 4 21 44 <b>65</b> 19 12 <b>31</b> 4	36 57 24 17 41 3 14 34 48 24 24 24 48 4	35 56 23 18 41 2 11 32 43 26 28 54 2
A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE Don't know A friend Very comfortable Somewhat uncomfortable Very uncomfortable Very uncomfortable Don't know A colleague	39 65 19 13 32 4 17 38 55 22 19 41 41 4 10	31 73 18 9 27 0 23 41 <b>64</b> 21 15 <b>36</b> 1 17	42 68 19 13 32 1 17 41 58 23 17 40 1 9	38 64 21 12 33 3 16 37 53 23 21 44 3 9	40 64 17 13 30 5 19 37 56 20 19 39 5 5 11	31 57 14 25 39 3 22 28 50 15 32 47 3 20	38   76   14   4   18   6   28   42   70   17   24   7   18	44 73 14 9 23 4 21 44 <b>65</b> 19 12 31 4 12	36 57 24 17 41 3 14 34 48 24 24 24 24 48 4 9	35 56 23 18 41 2 11 32 43 26 28 54 2 8 54 2
A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE Don't know A friend Very comfortable Somewhat uncomfortable Very uncomfortable Very uncomfortable Very uncomfortable Don't know A colleague Very comfortable Somewhat comfortable	39 65 19 13 32 4 17 38 55 22 19 41 4 10 23	31 73 18 9 27 0 23 41 <b>64</b> 21 15 <b>36</b> 1 17 25	42 68 19 13 32 1 17 41 58 23 17 40 1 9 27	38 64 21 12 33 3 3 16 37 53 23 21 44 3 9 23	40 64 17 13 30 5 19 37 56 20 19 39 5 5 11 22	31 57 14 25 39 3 22 28 50 15 32 47 3 20 11	38   76   14   4   18   6   28   42   70   17   24   7   18   23	44 73 14 9 23 4 21 44 65 19 12 31 4 12 31	36 57 24 17 41 3 14 34 48 24 24 24 48 4 9 9 22	35 56 23 18 41 2 11 32 43 26 28 54 2 54 2 6 18
A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE Don't know A friend Very comfortable Somewhat comfortable Very uncomfortable Very uncomfortable Don't know A colleague Very comfortable Don't know	39 65 19 13 32 4 17 38 55 22 19 41 4 10 23 33	31 73 18 9 27 0 23 41 64 21 15 36 1 1 7 25 42	42 68 19 13 32 1 17 41 58 23 17 40 1 9 27 36	38 64 21 12 33 3 3 16 37 53 23 21 23 21 44 3 9 23 32	40 64 17 13 30 5 7 19 37 56 20 19 39 5 5 11 22 33	31 57 14 25 39 3 22 28 50 15 32 47 3 20 11 31	38   76   14   4   18   6   28   42   70   17   7   24   7   18   23   41	44 73 14 9 23 4 21 44 65 19 12 31 4 12 31 4 31	36 57 24 17 41 3 3 14 34 48 24 24 24 48 4 9 9 22 31	35 56 23 18 41 2 11 32 43 26 28 54 2 6 18 24
A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE Don't know A friend Very comfortable Somewhat comfortable Very uncomfortable Very uncomfortable Very uncomfortable Don't know A colleague Very comfortable Somewhat uncomfortable Somewhat comfortable Somewhat comfortable	39 65 19 13 32 4 17 38 55 22 19 41 4 10 23 33 28	31 73 18 9 27 0 23 41 64 21 15 36 1 1 17 25 42 24	42 68 19 13 32 1 1 17 41 58 23 17 40 1 9 27 36 32	38 64 21 12 33 3 3 16 37 53 23 23 21 44 3 9 23 32 23 32 23 32 28	40 64 17 13 30 5 19 37 56 20 19 39 5 5 11 22 33 25	31 57 14 25 39 3 22 28 50 15 32 32 47 3 20 11 31 26	38   76   14   4   18   6   28   42   70   17   7   24   7   18   23   41   36	44 73 14 9 23 4 21 44 <b>65</b> 19 12 31 4 12 31 4 12 31 4 31 23	36 57 24 17 41 3 14 34 48 24 24 24 48 4 9 22 31 27	35 56 23 18 41 2 11 32 43 26 28 54 2 8 54 2 6 18 24 31
A family member Very comfortable Somewhat comfortable TOTAL COMFORTABLE Somewhat uncomfortable Very uncomfortable TOTAL UNCOMFORTABLE Don't know A friend Very comfortable Somewhat comfortable Very uncomfortable Very uncomfortable Don't know A colleague Very comfortable Don't know	39       65       19       13       32       4       17       38       55       22       19       41       4       10       23       33       28       33	31 73 18 9 27 0 23 41 64 21 15 36 1 1 7 25 42	42 68 19 13 32 1 17 41 58 23 17 40 1 9 27 36	38 64 21 12 33 3 3 16 37 53 23 21 23 21 44 3 9 23 32	40 64 17 13 30 5 7 19 37 56 20 19 39 5 5 11 22 33	31 57 14 25 39 3 22 28 50 15 32 47 3 20 11 31	38   76   14   4   18   6   28   42   70   17   7   24   7   18   23   41	44 73 14 9 23 4 21 44 65 19 12 31 4 12 31 4 31	36 57 24 17 41 3 3 14 34 48 24 24 24 48 4 9 9 22 31	35 56 23 18 41 2 11 32 43 26 28 54 2 8 54 2 6 18 24

Don't know 5

### Sample Size: 2171 Adults in GB

Fieldwork: 13th - 14th May 2025

			Vote i	in 2024	GE	EU Ref	2016	Ge	ender		Ag	je		Social	Grade		Country	r		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	2171	391	558	200	234	762	775	1051	1120	228	897	536	510	1237	934	1878	104	189	515	356	263	745
Unweighted Sample	2171	378	628	221	261	911	830	963	1208	114	813	594	650	1294	877	1861	122	188	492	339	241	789
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Someone you had just met (e.g. at an event or party)																						
Very comfortable	5	5	5	6	7	5	5	7	4	12	6	4	2	6	4	6	6	2	6	4	5	7
Somewhat comfortable	8	5	8	7	10	8	7	9	8	7	12	6	5	9	8	9	11	6	8	7	7	11
TOTAL COMFORTABLE	13	10	13	13	17	13	12	16	12	19	18	10	7	15	12	15	17	8	14	11	12	18
Somewhat uncomfortable	18	18	23	18	13	22	15	20	17	17	22	15	15	19	17	18	12	20	17	22	21	16
Very uncomfortable	63	68	61	66	67	61	69	59	67	53	55	70	74	62	65	63	62	67	64	62	61	62
TOTAL UNCOMFORTABLE	81	86	84	84	80	83	84	79	84	70	77	85	89	81	82	81	74	87	81	84	82	78
Don't know	5	4	3	3	3	4	4	6	4	11	4	4	4	4	6	5	9	5	5	4	6	4

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough crosssection of the target population to be considered statistically reliable. These figures should not be used.

#### Sample Size: 2171 Adults in GB Fieldwork: 13th - 14th May 2025

			Thin	king about your finances, which of t	he following best reflects you	r position?		Gene	ration	
	Total	I am very comfortable financially	l am relatively comfortable financially	I do not often have money for luxuries, but can normally comfortably cover the essentials	I can only just afford my costs and often struggle to make ends meet	I cannot afford my costs, and often have to go without essentials like food and heating	Gen Z (18-28)	Millennials (29-44)	Gen X (45 60)	Boomers (61-79)
Weighted Sample	2171	115	740	801	356	87	329	620	556	627
Unweighted Sample	2171	111	776	808	333	82	202	558	583	776
	%	%	%	%	%	%	%	%	%	%
Someone you had just met (e.g. at an event or										
party)										
Very comfortable	5	10	6	5	5	8	13	5	4	3
Somewhat comfortable	8	15	10	6	11	4	8	14	7	5
TOTAL COMFORTABLE	13	25	16	11	16	12	21	19	11	8
Somewhat uncomfortable	18	19	20	19	14	9	18	22	18	14
Very uncomfortable	63	56	61	66	65	75	52	55	67	74
TOTAL UNCOMFORTABLE	81	75	81	85	79	84	70	77	85	88
Don't know	5	0	4	4	5	4	9	4	4	4

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough crosssection of the target population to be considered statistically reliable. These figures should not be used.