

# YouGov / The Times Survey Results

Sample Size: 2038 Adults in GB  
Fieldwork: 26th - 27th 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	
<b>Weighted Sample</b>	<b>2038</b>	367	524	187	220	715	728	986	1052	214	842	503	479	1162	876	1763	98	177	483	334	247	699	
<b>Unweighted Sample</b>	<b>2038</b>	360	568	203	254	880	759	914	1124	97	786	556	599	1271	767	1733	114	191	497	334	194	708	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	14	5	28	22	3	23	4	16	11	16	16	15	7	18	7	14	12	14	14	11	20	13
She is doing a bad job	55	81	33	49	86	42	78	59	51	33	43	60	80	49	63	56	53	47	55	59	51	57
Don't know	32	14	39	29	11	36	18	25	38	52	41	25	13	33	29	31	35	39	32	30	29	30

Do you think the Government is managing the economy well or badly?

Very well	1	0	3	2	1	2	1	2	1	3	1	2	0	1	1	2	2	0	1	1	3	2
Fairly well	18	5	34	28	2	29	6	21	15	21	21	16	11	22	11	17	22	19	19	14	22	17
<b>TOTAL WELL</b>	<b>19</b>	<b>5</b>	<b>37</b>	<b>30</b>	<b>3</b>	<b>31</b>	<b>7</b>	<b>23</b>	<b>16</b>	<b>24</b>	<b>22</b>	<b>18</b>	<b>11</b>	<b>23</b>	<b>12</b>	<b>19</b>	<b>24</b>	<b>19</b>	<b>20</b>	<b>15</b>	<b>25</b>	<b>19</b>
Fairly badly	31	33	32	35	19	31	29	29	32	33	31	32	27	32	29	31	22	35	29	36	24	32
Very badly	39	55	16	24	76	24	59	40	39	26	33	40	55	33	47	40	38	35	42	40	35	39
<b>TOTAL BADLY</b>	<b>70</b>	<b>88</b>	<b>48</b>	<b>59</b>	<b>95</b>	<b>55</b>	<b>88</b>	<b>69</b>	<b>71</b>	<b>59</b>	<b>64</b>	<b>72</b>	<b>82</b>	<b>65</b>	<b>76</b>	<b>71</b>	<b>60</b>	<b>70</b>	<b>71</b>	<b>76</b>	<b>59</b>	<b>71</b>
Don't know	11	7	14	11	2	15	6	8	14	16	13	10	7	11	11	11	16	12	10	9	16	10

In your opinion how good or bad is the state of Britain's economy at the moment?

Very good	0	0	1	1	0	0	0	1	0	1	1	0	0	0	1	0	1	0	1	1	0	0
Quite good	4	3	5	3	2	4	1	4	3	8	4	2	1	5	2	3	2	6	3	2	6	4
<b>TOTAL GOOD</b>	<b>4</b>	<b>3</b>	<b>6</b>	<b>4</b>	<b>2</b>	<b>4</b>	<b>1</b>	<b>5</b>	<b>3</b>	<b>9</b>	<b>5</b>	<b>2</b>	<b>1</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>6</b>	<b>4</b>	<b>3</b>	<b>6</b>	<b>4</b>
Neither good nor bad	16	12	25	24	6	19	10	18	14	20	17	16	11	16	16	16	11	15	17	15	21	15
Quite bad	43	48	44	45	37	49	42	43	43	37	44	44	42	46	38	43	46	41	43	43	41	44
Very bad	34	36	22	24	55	24	45	33	35	25	30	35	44	29	40	34	37	36	34	37	28	34
<b>TOTAL BAD</b>	<b>77</b>	<b>84</b>	<b>66</b>	<b>69</b>	<b>92</b>	<b>73</b>	<b>87</b>	<b>76</b>	<b>78</b>	<b>62</b>	<b>74</b>	<b>79</b>	<b>86</b>	<b>75</b>	<b>78</b>	<b>77</b>	<b>83</b>	<b>77</b>	<b>77</b>	<b>80</b>	<b>69</b>	<b>78</b>
Don't know	3	1	3	2	1	3	1	2	4	9	4	1	1	4	2	3	4	3	4	2	4	3

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

Get a lot better	2	1	2	2	1	2	0	3	2	10	3	1	0	3	2	2	1	4	2	1	6	2
Get a little better	10	4	15	11	3	11	5	10	9	18	14	5	2	13	5	9	13	11	13	9	6	8
<b>TOTAL BETTER</b>	<b>12</b>	<b>5</b>	<b>17</b>	<b>13</b>	<b>4</b>	<b>13</b>	<b>5</b>	<b>13</b>	<b>11</b>	<b>28</b>	<b>17</b>	<b>6</b>	<b>2</b>	<b>16</b>	<b>7</b>	<b>11</b>	<b>14</b>	<b>15</b>	<b>15</b>	<b>10</b>	<b>12</b>	<b>10</b>
Stay about the same	28	29	33	32	18	31	24	31	26	36	27	29	25	31	24	28	24	28	29	28	31	27
Get a little worse	31	39	30	31	30	34	34	30	32	12	27	38	39	31	31	32	31	26	31	30	33	32
Get a lot worse	23	25	13	17	45	16	33	21	25	15	21	24	30	17	31	23	25	26	22	28	16	24
<b>TOTAL WORSE</b>	<b>54</b>	<b>64</b>	<b>43</b>	<b>48</b>	<b>75</b>	<b>50</b>	<b>67</b>	<b>51</b>	<b>57</b>	<b>27</b>	<b>48</b>	<b>62</b>	<b>69</b>	<b>48</b>	<b>62</b>	<b>55</b>	<b>56</b>	<b>52</b>	<b>53</b>	<b>58</b>	<b>49</b>	<b>56</b>
Don't know	6	2	7	7	2	6	4	5	6	9	8	2	4	5	7	6	6	4	4	4	8	7

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<b>Unweighted Sample</b>	<b>2038</b>	360	568	203	254	880	759	914	1124	97	786	556	599	1271	767	1733	114	191	497	334	194	708	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How do you think the economic situation of the country as a whole will change over the next 12 months?

Get a lot better	2	0	1	1	1	1	0	2	1	7	2	1	0	2	2	2	0	0	2	1	4	1
Get a little better	9	2	18	9	2	14	3	12	7	18	11	8	3	12	6	8	20	14	9	8	12	6
<b>TOTAL BETTER</b>	<b>11</b>	<b>2</b>	<b>19</b>	<b>10</b>	<b>3</b>	<b>15</b>	<b>3</b>	<b>14</b>	<b>8</b>	<b>25</b>	<b>13</b>	<b>9</b>	<b>3</b>	<b>14</b>	<b>8</b>	<b>10</b>	<b>20</b>	<b>14</b>	<b>11</b>	<b>9</b>	<b>16</b>	<b>7</b>
Stay about the same	16	13	23	20	8	20	10	19	14	26	19	14	11	19	13	17	11	15	17	16	17	17
Get a little worse	29	36	29	32	26	34	30	29	30	15	28	37	31	30	28	29	27	33	30	29	31	28
Get a lot worse	36	47	18	25	61	24	51	33	39	20	30	37	51	30	43	36	39	34	36	38	27	38
<b>TOTAL WORSE</b>	<b>65</b>	<b>83</b>	<b>47</b>	<b>57</b>	<b>87</b>	<b>58</b>	<b>81</b>	<b>62</b>	<b>69</b>	<b>35</b>	<b>58</b>	<b>74</b>	<b>82</b>	<b>60</b>	<b>71</b>	<b>65</b>	<b>66</b>	<b>67</b>	<b>66</b>	<b>67</b>	<b>58</b>	<b>66</b>
Don't know	7	2	10	13	2	7	5	5	9	14	10	4	3	7	8	8	4	3	6	8	9	10

How likely or unlikely do you think it is that...  
...the Government will balance the budget (that is, not have to borrow money for day-to-day spending) by 2029?

Very likely	2	1	1	2	2	2	1	2	1	2	3	1	1	1	2	2	2	1	1	1	3	2
Fairly likely	10	4	20	13	3	14	4	14	7	21	13	8	3	12	8	11	9	7	8	12	14	10
<b>TOTAL LIKELY</b>	<b>12</b>	<b>5</b>	<b>21</b>	<b>15</b>	<b>5</b>	<b>16</b>	<b>5</b>	<b>16</b>	<b>8</b>	<b>23</b>	<b>16</b>	<b>9</b>	<b>4</b>	<b>13</b>	<b>10</b>	<b>13</b>	<b>11</b>	<b>8</b>	<b>9</b>	<b>13</b>	<b>17</b>	<b>12</b>
Fairly unlikely	27	22	33	31	16	35	18	26	29	29	29	27	25	30	24	26	31	35	30	23	26	26
Very unlikely	47	69	26	39	75	34	68	48	46	25	38	55	64	43	52	47	45	45	45	49	43	49
<b>TOTAL UNLIKELY</b>	<b>74</b>	<b>91</b>	<b>59</b>	<b>70</b>	<b>91</b>	<b>69</b>	<b>86</b>	<b>74</b>	<b>75</b>	<b>54</b>	<b>67</b>	<b>82</b>	<b>89</b>	<b>73</b>	<b>76</b>	<b>73</b>	<b>76</b>	<b>80</b>	<b>75</b>	<b>72</b>	<b>69</b>	<b>75</b>
Don't know	14	5	20	16	5	15	9	10	17	22	18	9	7	14	14	14	12	11	16	15	13	12

...inflation will fall to 2% a year by 2027?

Very likely	2	0	2	2	0	2	1	3	1	4	3	2	0	1	3	2	1	2	2	1	3	3
Fairly likely	17	12	27	27	10	25	11	23	12	20	18	18	13	21	12	18	18	14	15	14	23	19
<b>TOTAL LIKELY</b>	<b>19</b>	<b>12</b>	<b>29</b>	<b>29</b>	<b>10</b>	<b>27</b>	<b>12</b>	<b>26</b>	<b>13</b>	<b>24</b>	<b>21</b>	<b>20</b>	<b>13</b>	<b>22</b>	<b>15</b>	<b>20</b>	<b>19</b>	<b>16</b>	<b>17</b>	<b>15</b>	<b>26</b>	<b>22</b>
Fairly unlikely	31	43	28	26	28	32	31	29	32	30	29	34	31	33	28	31	22	36	34	32	27	29
Very unlikely	27	31	14	20	44	18	38	27	27	17	23	28	38	22	34	26	34	27	28	25	26	27
<b>TOTAL UNLIKELY</b>	<b>58</b>	<b>74</b>	<b>42</b>	<b>46</b>	<b>72</b>	<b>50</b>	<b>69</b>	<b>56</b>	<b>59</b>	<b>47</b>	<b>52</b>	<b>62</b>	<b>69</b>	<b>55</b>	<b>62</b>	<b>57</b>	<b>56</b>	<b>63</b>	<b>62</b>	<b>57</b>	<b>53</b>	<b>56</b>
Don't know	23	14	29	26	18	24	19	18	28	30	27	18	18	23	23	23	25	22	22	28	21	22

...Britain's economy will be in a better state by the time of the next election?

Very likely	3	1	4	3	1	3	1	4	2	5	4	3	2	3	3	3	3	3	3	1	5	4
Fairly likely	18	6	36	29	3	29	5	21	14	26	20	18	9	22	12	17	22	21	16	14	24	17
<b>TOTAL LIKELY</b>	<b>21</b>	<b>7</b>	<b>40</b>	<b>32</b>	<b>4</b>	<b>32</b>	<b>6</b>	<b>25</b>	<b>16</b>	<b>31</b>	<b>24</b>	<b>21</b>	<b>11</b>	<b>25</b>	<b>15</b>	<b>20</b>	<b>25</b>	<b>24</b>	<b>19</b>	<b>15</b>	<b>29</b>	<b>21</b>
Fairly unlikely	31	37	29	32	26	30	34	31	31	30	31	32	33	32	31	32	27	30	30	34	30	32
Very unlikely	35	48	15	24	63	24	50	33	37	19	29	40	48	30	43	35	34	35	37	38	26	36
<b>TOTAL UNLIKELY</b>	<b>66</b>	<b>85</b>	<b>44</b>	<b>56</b>	<b>89</b>	<b>54</b>	<b>84</b>	<b>64</b>	<b>68</b>	<b>49</b>	<b>60</b>	<b>72</b>	<b>81</b>	<b>62</b>	<b>74</b>	<b>67</b>	<b>61</b>	<b>65</b>	<b>67</b>	<b>72</b>	<b>56</b>	<b>68</b>
Don't know	13	7	16	12	7	13	9	10	15	20	16	8	8	13	12	13	14	11	14	13	14	11

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

...you personally will be better off financially by the time of the next election?

Very likely	4	1	4	3	0	3	1	5	3	11	6	1	0	4	3	4	3	4	3	2	8	4
Fairly likely	17	10	23	20	8	18	8	20	14	42	20	12	5	21	12	17	17	15	20	15	25	13
<b>TOTAL LIKELY</b>	<b>21</b>	<b>11</b>	<b>27</b>	<b>23</b>	<b>8</b>	<b>21</b>	<b>9</b>	<b>25</b>	<b>17</b>	<b>53</b>	<b>26</b>	<b>13</b>	<b>5</b>	<b>25</b>	<b>15</b>	<b>21</b>	<b>20</b>	<b>19</b>	<b>23</b>	<b>17</b>	<b>33</b>	<b>17</b>
Fairly unlikely	31	37	36	36	30	36	33	31	30	16	31	34	33	34	27	31	23	29	27	34	27	34
Very unlikely	36	46	21	24	56	29	50	32	40	15	27	43	55	28	47	35	43	43	36	38	27	36
<b>TOTAL UNLIKELY</b>	<b>67</b>	<b>83</b>	<b>57</b>	<b>60</b>	<b>86</b>	<b>65</b>	<b>83</b>	<b>63</b>	<b>70</b>	<b>31</b>	<b>58</b>	<b>77</b>	<b>88</b>	<b>62</b>	<b>74</b>	<b>66</b>	<b>66</b>	<b>72</b>	<b>63</b>	<b>72</b>	<b>54</b>	<b>70</b>
Don't know	13	6	17	18	6	14	9	12	13	17	17	10	6	14	11	13	14	8	14	11	12	13

\*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.