

# YouGov Survey Results

Sample Size: 2102 GB Adults  
Fieldwork: 12th - 13th March 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				NS-SEC			Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>2102</b>	378	540	193	227	124	738	750	1017	1085	221	868	519	494	713	471	629	1818	101	183	498	345	254	721	
<b>Unweighted Sample</b>	<b>2102</b>	335	564	195	255	134	803	762	898	1204	182	802	530	588	774	463	547	1802	120	180	498	360	188	756	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Get a lot better	2	2	2	1	0	1	2	1	2	1	3	3	1	0	3	1	2	2	2	1	2	2	4	1
Get a little better	9	6	11	7	7	14	8	5	12	7	20	12	5	5	9	8	8	9	6	10	8	10	14	8
<b>TOTAL GET BETTER</b>	<b>11</b>	<b>8</b>	<b>13</b>	<b>8</b>	<b>7</b>	<b>15</b>	<b>10</b>	<b>6</b>	<b>14</b>	<b>8</b>	<b>23</b>	<b>15</b>	<b>6</b>	<b>5</b>	<b>12</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>8</b>	<b>11</b>	<b>10</b>	<b>12</b>	<b>18</b>	<b>9</b>
Stay about the same	31	33	35	42	18	33	34	29	30	32	35	30	28	34	32	31	29	31	24	30	33	30	28	32
Get a little worse	31	31	32	30	40	29	35	33	32	31	24	30	35	34	34	33	32	31	40	31	30	33	29	31
Get a lot worse	19	22	15	14	29	16	16	25	18	21	8	18	25	22	17	18	23	19	19	22	19	19	16	21
<b>TOTAL GET WORSE</b>	<b>50</b>	<b>53</b>	<b>47</b>	<b>44</b>	<b>69</b>	<b>45</b>	<b>51</b>	<b>58</b>	<b>50</b>	<b>52</b>	<b>32</b>	<b>48</b>	<b>60</b>	<b>56</b>	<b>51</b>	<b>51</b>	<b>55</b>	<b>50</b>	<b>59</b>	<b>53</b>	<b>49</b>	<b>52</b>	<b>45</b>	<b>52</b>
Don't know	7	6	6	7	5	7	5	7	6	8	11	8	6	6	5	9	6	7	7	6	8	6	9	7

How do you think the financial situation of your household has changed over the LAST 12 months?

Got a lot better	1	2	2	1	0	0	1	1	2	1	1	2	1	1	2	0	1	1	2	3	1	1	3	1
Got a little better	10	5	14	14	4	9	13	4	12	9	17	13	6	5	13	9	8	11	6	6	12	9	15	10
<b>TOTAL GOT BETTER</b>	<b>11</b>	<b>7</b>	<b>16</b>	<b>15</b>	<b>4</b>	<b>9</b>	<b>14</b>	<b>5</b>	<b>14</b>	<b>10</b>	<b>18</b>	<b>15</b>	<b>7</b>	<b>6</b>	<b>15</b>	<b>9</b>	<b>9</b>	<b>12</b>	<b>8</b>	<b>9</b>	<b>13</b>	<b>10</b>	<b>18</b>	<b>11</b>
Stayed about the same	37	38	39	42	29	46	39	36	36	37	37	35	35	42	37	38	36	37	31	37	38	36	38	36
Got a little worse	33	35	29	36	41	28	31	37	33	33	23	32	35	37	33	36	34	32	43	35	28	37	25	35
Got a lot worse	17	19	15	5	24	16	14	21	16	18	12	16	22	14	14	15	19	17	17	17	17	16	16	17
<b>TOTAL GOT WORSE</b>	<b>50</b>	<b>54</b>	<b>44</b>	<b>41</b>	<b>65</b>	<b>44</b>	<b>45</b>	<b>58</b>	<b>49</b>	<b>51</b>	<b>35</b>	<b>48</b>	<b>57</b>	<b>51</b>	<b>47</b>	<b>51</b>	<b>53</b>	<b>49</b>	<b>60</b>	<b>52</b>	<b>45</b>	<b>53</b>	<b>41</b>	<b>52</b>
Don't know	2	1	2	2	2	1	1	1	2	3	10	2	0	1	1	2	2	2	1	2	3	1	2	2

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	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	England	Wales	Scotland	North	Midlands	London	Rest of South	
<b>Weighted Sample</b>	<b>2102</b>	<b>378</b>	<b>540</b>	<b>193</b>	<b>227</b>	<b>124</b>	<b>738</b>	<b>750</b>	<b>1017</b>	<b>1085</b>	<b>221</b>	<b>868</b>	<b>519</b>	<b>494</b>	<b>713</b>	<b>471</b>	<b>629</b>	<b>1818</b>	<b>101</b>	<b>183</b>	<b>498</b>	<b>345</b>	<b>254</b>	<b>721</b>	
<b>Unweighted Sample</b>	<b>2102</b>	<b>335</b>	<b>564</b>	<b>195</b>	<b>255</b>	<b>134</b>	<b>803</b>	<b>762</b>	<b>898</b>	<b>1204</b>	<b>182</b>	<b>802</b>	<b>530</b>	<b>588</b>	<b>774</b>	<b>463</b>	<b>547</b>	<b>1802</b>	<b>120</b>	<b>180</b>	<b>498</b>	<b>360</b>	<b>188</b>	<b>756</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	

## How do you think the British economy has changed over the LAST 12 months?

Got a lot better	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0
Got a little better	7	2	14	12	1	8	12	2	9	6	11	8	8	3	10	5	6	7	4	8	8	5	10	7
<b>TOTAL GOT BETTER</b>	<b>7</b>	<b>2</b>	<b>14</b>	<b>12</b>	<b>1</b>	<b>9</b>	<b>12</b>	<b>2</b>	<b>9</b>	<b>6</b>	<b>12</b>	<b>8</b>	<b>8</b>	<b>3</b>	<b>10</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>4</b>	<b>8</b>	<b>8</b>	<b>5</b>	<b>11</b>	<b>7</b>
Stayed about the same	18	11	24	27	7	24	21	14	20	15	20	20	16	13	21	16	14	18	12	19	18	16	19	18
Got a little worse	36	36	35	37	36	39	36	36	36	36	41	36	32	38	35	33	39	35	40	43	35	36	37	35
Got a lot worse	33	46	23	19	53	24	26	45	30	36	17	28	41	42	29	39	37	34	40	29	32	37	27	36
<b>TOTAL GOT WORSE</b>	<b>69</b>	<b>82</b>	<b>58</b>	<b>56</b>	<b>89</b>	<b>63</b>	<b>62</b>	<b>81</b>	<b>66</b>	<b>72</b>	<b>58</b>	<b>64</b>	<b>73</b>	<b>80</b>	<b>64</b>	<b>72</b>	<b>76</b>	<b>69</b>	<b>80</b>	<b>72</b>	<b>67</b>	<b>73</b>	<b>64</b>	<b>71</b>
Don't know	6	4	5	4	3	5	5	3	5	7	11	7	3	3	4	6	5	6	4	2	7	6	7	5

## How do you think the British economy will change over the NEXT 12 months?

Get a lot better	0	0	1	0	0	0	1	0	1	0	0	1	1	0	1	0	1	0	1	0	0	0	2	0
Get a little better	6	3	10	9	1	7	8	3	9	4	13	7	5	4	7	4	5	7	4	4	8	5	10	5
<b>TOTAL GET BETTER</b>	<b>6</b>	<b>3</b>	<b>11</b>	<b>9</b>	<b>1</b>	<b>7</b>	<b>9</b>	<b>3</b>	<b>10</b>	<b>4</b>	<b>13</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>8</b>	<b>4</b>	<b>6</b>	<b>7</b>	<b>5</b>	<b>4</b>	<b>8</b>	<b>5</b>	<b>12</b>	<b>5</b>
Stay about the same	17	15	21	22	7	24	19	13	20	15	24	19	14	14	19	17	13	18	11	15	19	18	17	17
Get a little worse	33	33	33	35	37	31	36	32	33	33	34	32	32	34	34	34	33	32	35	37	29	34	32	34
Get a lot worse	34	44	25	26	51	26	28	45	32	37	19	32	39	41	32	35	39	34	40	36	34	34	26	37
<b>TOTAL GET WORSE</b>	<b>67</b>	<b>77</b>	<b>58</b>	<b>61</b>	<b>88</b>	<b>57</b>	<b>64</b>	<b>77</b>	<b>65</b>	<b>70</b>	<b>53</b>	<b>64</b>	<b>71</b>	<b>75</b>	<b>66</b>	<b>69</b>	<b>72</b>	<b>66</b>	<b>75</b>	<b>73</b>	<b>63</b>	<b>68</b>	<b>58</b>	<b>71</b>
Don't know	9	6	10	8	4	11	9	7	6	12	10	10	9	7	8	10	9	9	8	7	10	9	12	8

## How well or badly would you say the government is doing at managing the cost of living?

Very well	1	0	1	1	0	0	1	0	1	0	2	0	1	0	1	0	1	0	1	1	1	0	1	0
Fairly well	9	4	17	14	2	7	14	5	11	7	9	10	9	9	12	8	7	9	7	8	11	8	13	8
<b>TOTAL WELL</b>	<b>10</b>	<b>4</b>	<b>18</b>	<b>15</b>	<b>2</b>	<b>7</b>	<b>15</b>	<b>5</b>	<b>12</b>	<b>7</b>	<b>11</b>	<b>10</b>	<b>10</b>	<b>9</b>	<b>13</b>	<b>8</b>	<b>8</b>	<b>9</b>	<b>8</b>	<b>9</b>	<b>12</b>	<b>8</b>	<b>14</b>	<b>8</b>
Fairly badly	36	35	39	44	23	42	43	28	35	37	44	37	31	36	40	38	32	36	34	36	34	33	45	35
Very badly	47	56	37	33	73	43	36	63	46	49	30	47	54	50	42	46	57	47	53	48	47	52	35	50
<b>TOTAL BADLY</b>	<b>83</b>	<b>91</b>	<b>76</b>	<b>77</b>	<b>96</b>	<b>85</b>	<b>79</b>	<b>91</b>	<b>81</b>	<b>86</b>	<b>74</b>	<b>84</b>	<b>85</b>	<b>86</b>	<b>82</b>	<b>84</b>	<b>89</b>	<b>83</b>	<b>87</b>	<b>84</b>	<b>81</b>	<b>85</b>	<b>80</b>	<b>85</b>
Don't know	7	5	7	8	2	9	6	4	7	7	14	7	6	5	7	8	4	7	5	6	8	6	6	7

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<b>Weighted Sample</b>	<b>2102</b>	378	540	193	227	124	738	750	1017	1085	221	868	519	494	713	471	629	1818	101	183	498	345	254	721	
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## 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	42	39	41	37	46	38	39	44	37	46	30	47	46	33	36	43	46	40	51	48	40	41	33	43
I have already had to make cuts to my usual spending, but do not expect to make further cuts	16	13	18	13	12	19	16	14	17	15	23	19	12	11	18	15	14	16	11	14	15	15	20	17
<b>TOTAL MADE CUTS</b>	<b>58</b>	<b>52</b>	<b>59</b>	<b>50</b>	<b>58</b>	<b>57</b>	<b>55</b>	<b>58</b>	<b>54</b>	<b>61</b>	<b>53</b>	<b>66</b>	<b>58</b>	<b>44</b>	<b>54</b>	<b>58</b>	<b>60</b>	<b>56</b>	<b>62</b>	<b>62</b>	<b>55</b>	<b>56</b>	<b>53</b>	<b>60</b>
I have been able to maintain my usual spending so far, but expect to have to make cuts soon	22	26	21	26	27	20	24	25	23	21	13	18	24	31	24	22	23	22	21	20	20	24	25	21
I have been able to maintain my usual spending so far, and expect to be able to continue to do so	16	20	17	18	12	16	19	15	20	14	20	12	16	23	19	17	15	17	11	16	19	16	18	15
<b>TOTAL MAINTAINED USUAL SPENDING</b>	<b>38</b>	<b>46</b>	<b>38</b>	<b>44</b>	<b>39</b>	<b>36</b>	<b>43</b>	<b>40</b>	<b>43</b>	<b>35</b>	<b>33</b>	<b>30</b>	<b>40</b>	<b>54</b>	<b>43</b>	<b>39</b>	<b>38</b>	<b>39</b>	<b>32</b>	<b>36</b>	<b>39</b>	<b>40</b>	<b>43</b>	<b>36</b>
Don't know	4	2	3	6	3	7	3	2	4	4	13	4	2	2	3	4	2	4	5	2	5	4	5	3

## 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	5	4	4	1	7	3	4	5	5	4	4	5	4	4	4	4	4	5	5	1	5	8	3	4
Most of the time	9	8	7	7	15	6	6	12	8	9	8	9	10	7	5	9	12	8	7	12	9	8	8	8
Occasionally	24	20	23	24	22	22	22	25	21	26	14	25	27	22	21	26	26	24	29	22	20	22	29	25
Never	52	63	56	55	48	50	63	52	55	49	19	52	54	64	64	54	47	51	48	60	54	52	44	52
Not applicable – I do not spend money on this	10	5	8	12	6	16	4	4	9	11	49	8	4	2	5	6	8	10	9	6	10	10	13	10
Don't know	1	0	1	1	2	3	1	1	1	2	6	1	1	1	1	0	2	2	2	0	2	1	3	1

### Food

Always	4	4	4	1	4	3	2	5	4	4	6	4	2	3	2	4	3	4	3	1	4	5	3	4
Most of the time	10	10	8	10	19	9	7	12	9	11	11	10	12	8	7	8	12	10	13	7	8	13	12	10
Occasionally	28	22	28	23	27	29	26	27	24	31	30	30	27	22	23	28	30	27	29	31	29	29	25	26
Never	56	63	59	64	48	55	64	55	61	51	35	54	58	66	66	58	53	55	54	60	56	49	56	57
Not applicable – I do not spend money on this	2	2	1	3	1	3	0	1	2	2	13	1	0	1	0	1	1	2	2	0	2	3	3	2
Don't know	1	0	1	1	1	2	1	0	1	1	5	1	1	0	1	0	1	1	0	1	2	0	2	0

### Fuel for my vehicle

Always	3	3	3	2	3	2	2	3	3	3	3	4	1	2	3	3	2	3	2	0	3	4	1	3
Most of the time	6	8	4	5	12	4	5	9	6	7	6	8	7	4	5	5	9	7	5	5	5	8	5	8
Occasionally	21	20	21	21	22	21	20	22	20	23	15	25	20	20	20	23	25	21	27	23	20	25	17	21
Never	44	59	47	52	39	33	52	47	47	41	16	42	50	53	57	46	38	44	46	44	46	44	26	48
Not applicable – I do not spend money on this	25	10	24	19	24	38	19	19	24	26	55	22	21	21	16	23	26	25	19	28	25	18	48	20
Don't know	1	0	0	1	1	2	1	1	1	1	5	1	1	1	1	0	1	1	0	0	2	0	2	1

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

## Rent/mortgage

Always	3	2	4	1	2	2	3	3	3	3	3	5	3	0	3	3	2	3	2	0	3	4	5	3
Most of the time	5	3	2	3	9	3	2	7	6	4	8	6	5	1	4	4	7	5	5	1	4	5	6	6
Occasionally	13	9	13	11	12	14	12	10	13	14	17	18	11	4	12	10	16	13	15	14	10	12	19	13
Never	42	37	52	40	38	50	53	36	44	40	20	59	40	24	52	39	40	41	38	51	45	39	40	40
Not applicable – I do not spend money on this	36	48	29	43	38	29	31	44	33	38	48	12	40	68	29	44	34	36	39	33	37	40	28	37
Don't know	1	0	1	1	1	3	1	1	1	1	4	1	1	1	1	0	1	1	0	1	2	1	2	1

## In 12 months' time, which one of the following, if any, do you think will most likely apply to Britain's economy?

It will be in a depression/recession	60	69	50	54	81	58	54	72	57	62	53	57	63	65	56	60	66	60	63	60	60	62	48	63
It will remain stable	23	18	33	30	7	22	30	15	29	17	25	25	21	19	28	21	19	23	20	25	23	22	27	21
It will be growing/booming	1	0	2	1	1	0	1	1	2	1	2	1	2	1	1	1	2	1	1	3	1	0	4	1
Don't know	16	13	15	14	11	20	15	13	12	20	20	16	15	15	14	19	14	16	16	12	16	16	20	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.