

# YouGov Survey Results

Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

	Westminster VI					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	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>2111</b>	<b>267</b>	<b>598</b>	<b>201</b>	<b>277</b>	<b>690</b>	<b>511</b>	<b>179</b>	<b>744</b>	<b>786</b>	<b>1022</b>	<b>1089</b>	<b>222</b>	<b>872</b>	<b>521</b>	<b>496</b>	<b>1203</b>	<b>908</b>	<b>1822</b>	<b>106</b>	<b>184</b>	<b>509</b>	<b>350</b>	<b>255</b>	<b>707</b>
<b>Unweighted Sample</b>	<b>2111</b>	<b>284</b>	<b>622</b>	<b>219</b>	<b>282</b>	<b>723</b>	<b>528</b>	<b>203</b>	<b>815</b>	<b>845</b>	<b>949</b>	<b>1162</b>	<b>165</b>	<b>893</b>	<b>550</b>	<b>503</b>	<b>1306</b>	<b>805</b>	<b>1826</b>	<b>111</b>	<b>174</b>	<b>506</b>	<b>357</b>	<b>206</b>	<b>757</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	22-23 May	10-11 June																								
<b>In your opinion, how good or bad is the state of the British economy at the moment?</b>																										
Very good	1	0	2	0	0	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	1	
Fairly good	14	9	31	3	6	16	19	2	7	6	15	10	9	5	5	11	19	10	9	10	10	7	11	6	10	10
<b>TOTAL GOOD</b>	<b>15</b>	<b>9</b>	<b>33</b>	<b>3</b>	<b>6</b>	<b>16</b>	<b>20</b>	<b>2</b>	<b>7</b>	<b>6</b>	<b>16</b>	<b>10</b>	<b>9</b>	<b>5</b>	<b>5</b>	<b>11</b>	<b>20</b>	<b>10</b>	<b>9</b>	<b>10</b>	<b>10</b>	<b>7</b>	<b>11</b>	<b>6</b>	<b>11</b>	<b>11</b>
Neither good nor bad	25	18	39	10	10	24	30	10	17	15	27	20	17	11	15	18	28	18	19	19	20	9	20	20	15	20
Fairly bad	40	44	24	52	55	34	36	52	54	49	37	43	46	50	51	41	35	46	42	43	52	52	41	43	47	44
Very bad	18	25	5	33	28	26	14	34	20	28	20	25	26	31	27	28	17	24	27	25	17	29	25	29	25	24
<b>TOTAL BAD</b>	<b>58</b>	<b>69</b>	<b>29</b>	<b>85</b>	<b>83</b>	<b>60</b>	<b>50</b>	<b>86</b>	<b>74</b>	<b>77</b>	<b>57</b>	<b>68</b>	<b>72</b>	<b>81</b>	<b>78</b>	<b>69</b>	<b>52</b>	<b>70</b>	<b>69</b>	<b>68</b>	<b>69</b>	<b>81</b>	<b>66</b>	<b>72</b>	<b>72</b>	<b>68</b>
Don't know	3	2	0	2	1	0	1	1	2	2	1	2	2	3	3	2	0	2	2	2	1	2	3	3	3	1
<b>How well or badly would you say the government is doing at managing the cost of living?</b>																										
Very well	1	1	3	0	0	0	1	0	1	0	1	0	1	0	1	1	1	0	1	1	2	1	1	0	1	1
Fairly well	19	15	53	3	6	24	33	2	10	10	25	16	14	7	8	17	30	15	15	16	14	11	16	14	14	17
<b>TOTAL WELL</b>	<b>20</b>	<b>16</b>	<b>56</b>	<b>3</b>	<b>6</b>	<b>24</b>	<b>34</b>	<b>2</b>	<b>11</b>	<b>10</b>	<b>26</b>	<b>16</b>	<b>15</b>	<b>7</b>	<b>9</b>	<b>18</b>	<b>31</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>16</b>	<b>12</b>	<b>17</b>	<b>14</b>	<b>15</b>	<b>18</b>
Fairly badly	36	35	32	31	39	36	38	26	45	32	37	33	36	33	33	33	40	36	33	35	38	31	37	33	30	36
Very badly	39	45	6	65	54	37	24	70	42	55	33	47	44	54	54	47	24	45	45	44	44	54	40	48	52	43
<b>TOTAL BADLY</b>	<b>75</b>	<b>80</b>	<b>38</b>	<b>96</b>	<b>93</b>	<b>73</b>	<b>62</b>	<b>96</b>	<b>87</b>	<b>87</b>	<b>70</b>	<b>80</b>	<b>80</b>	<b>87</b>	<b>87</b>	<b>80</b>	<b>64</b>	<b>81</b>	<b>78</b>	<b>79</b>	<b>82</b>	<b>85</b>	<b>77</b>	<b>81</b>	<b>82</b>	<b>79</b>
Don't know	6	4	5	1	1	3	5	1	3	3	4	3	5	6	4	2	5	3	5	4	3	3	6	6	3	3

## YouGov Survey Results

Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

		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	I have already had to make cuts to my usual spending, but do not expect to make further cuts	I have been able to maintain my usual spending so far, but expect to have to make cuts soon	I have been able to maintain my usual spending so far, and expect to be able to continue to do so
<b>Weighted Sample</b>	<b>2111</b>	850	435	302	426
<b>Unweighted Sample</b>	<b>2111</b>	854	449	312	422
		%	%	%	%

	22-23 May	10-11 June				
<b>In your opinion, how good or bad is the state of the British economy at the moment?</b>						
Very good	1	0	0	0	0	1
Fairly good	14	9	3	12	9	20
<b>TOTAL GOOD</b>	<b>15</b>	<b>9</b>	<b>3</b>	<b>12</b>	<b>9</b>	<b>21</b>
Neither good nor bad	25	18	10	25	21	28
Fairly bad	40	44	46	44	52	37
Very bad	18	25	40	16	16	14
<b>TOTAL BAD</b>	<b>58</b>	<b>69</b>	<b>86</b>	<b>60</b>	<b>68</b>	<b>51</b>
Don't know	3	2	0	2	2	1
<b>How well or badly would you say the government is doing at managing the cost of living?</b>						
Very well	1	1	1	1	1	1
Fairly well	19	15	6	19	15	32
<b>TOTAL WELL</b>	<b>20</b>	<b>16</b>	<b>7</b>	<b>20</b>	<b>16</b>	<b>33</b>
Fairly badly	36	35	28	41	45	36
Very badly	39	45	64	36	37	26
<b>TOTAL BADLY</b>	<b>75</b>	<b>80</b>	<b>92</b>	<b>77</b>	<b>82</b>	<b>62</b>
Don't know	6	4	2	3	3	6

# YouGov Survey Results

Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

		Thinking about your finances, which of the following best reflects your position?					Thinking about the cost of living, which of the following comes closest to your view?		Thinking about your finances, which of the following best reflects your position?	
		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	I am relatively comfortable financially	I am very comfortable financially	Made cuts	Maintained usual spending	Financially struggling	Financially comfortable
<b>Total</b>										
<b>Weighted Sample</b>	<b>2111</b>	89	373	914	618	73	1285	728	462	691
<b>Unweighted Sample</b>	<b>2111</b>	84	359	945	613	75	1303	734	443	688
	%	%	%	%	%	%	%	%	%	%

		22-23 May	10-11 June								
<b>In your opinion, how good or bad is the state of the British economy at the moment?</b>											
Very good	1	0	0	1	0	0	1	0	0	1	0
Fairly good	14	9	1	5	8	15	14	6	15	4	15
<b>TOTAL GOOD</b>	<b>15</b>	<b>9</b>	<b>1</b>	<b>6</b>	<b>8</b>	<b>15</b>	<b>15</b>	<b>6</b>	<b>15</b>	<b>5</b>	<b>15</b>
Neither good nor bad	25	18	6	10	19	24	20	15	25	9	24
Fairly bad	40	44	30	43	48	44	42	46	43	41	44
Very bad	18	25	63	40	23	14	21	32	15	44	15
<b>TOTAL BAD</b>	<b>58</b>	<b>69</b>	<b>93</b>	<b>83</b>	<b>71</b>	<b>58</b>	<b>63</b>	<b>78</b>	<b>58</b>	<b>85</b>	<b>59</b>
Don't know	3	2	0	1	1	2	1	1	1	1	2
<b>How well or badly would you say the government is doing at managing the cost of living?</b>											
Very well	1	1	0	1	1	0	1	1	1	1	1
Fairly well	19	15	2	8	14	23	29	10	25	7	24
<b>TOTAL WELL</b>	<b>20</b>	<b>16</b>	<b>2</b>	<b>9</b>	<b>15</b>	<b>23</b>	<b>30</b>	<b>11</b>	<b>26</b>	<b>8</b>	<b>25</b>
Fairly badly	36	35	20	27	38	37	36	32	40	26	37
Very badly	39	45	78	62	45	33	27	54	30	65	33
<b>TOTAL BADLY</b>	<b>75</b>	<b>80</b>	<b>98</b>	<b>89</b>	<b>83</b>	<b>70</b>	<b>63</b>	<b>86</b>	<b>70</b>	<b>91</b>	<b>70</b>
Don't know	6	4	1	2	3	6	7	2	5	1	6

Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

	Westminster VI					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	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>2111</b>	<b>267</b>	<b>598</b>	<b>201</b>	<b>277</b>	<b>690</b>	<b>511</b>	<b>179</b>	<b>744</b>	<b>786</b>	<b>1022</b>	<b>1089</b>	<b>222</b>	<b>872</b>	<b>521</b>	<b>496</b>	<b>1203</b>	<b>908</b>	<b>1822</b>	<b>106</b>	<b>184</b>	<b>509</b>	<b>350</b>	<b>255</b>	<b>707</b>
<b>Unweighted Sample</b>	<b>2111</b>	<b>284</b>	<b>622</b>	<b>219</b>	<b>282</b>	<b>723</b>	<b>528</b>	<b>203</b>	<b>815</b>	<b>845</b>	<b>949</b>	<b>1162</b>	<b>165</b>	<b>893</b>	<b>550</b>	<b>503</b>	<b>1306</b>	<b>805</b>	<b>1826</b>	<b>111</b>	<b>174</b>	<b>506</b>	<b>357</b>	<b>206</b>	<b>757</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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	37	<b>40</b>	22	46	43	39	31	48	39	43	36	34	46	39	46	42	29	37	45	40	42	44	38	43	40	40
I have already had to make cuts to my usual spending, but do not expect to make further cuts	21	<b>21</b>	27	21	21	21	23	20	17	20	21	21	20	22	21	19	22	19	21	25	18	23	20	20	20	20
<b>TOTAL MADE CUTS</b>	<b>58</b>	<b>61</b>	<b>49</b>	<b>67</b>	<b>64</b>	<b>60</b>	<b>54</b>	<b>68</b>	<b>56</b>	<b>63</b>	<b>57</b>	<b>55</b>	<b>66</b>	<b>59</b>	<b>68</b>	<b>63</b>	<b>48</b>	<b>59</b>	<b>64</b>	<b>61</b>	<b>67</b>	<b>62</b>	<b>61</b>	<b>63</b>	<b>60</b>	<b>60</b>
I have been able to maintain my usual spending so far, but expect to have to make cuts soon	15	<b>14</b>	16	16	11	17	16	14	13	12	17	15	14	12	13	17	15	16	13	14	17	12	16	14	14	14
I have been able to maintain my usual spending so far, and expect to be able to continue to do so	21	<b>20</b>	34	14	23	20	28	14	27	22	23	25	16	13	14	18	36	22	17	20	16	20	17	20	21	23
<b>TOTAL MAINTAINED USUAL SPENDING</b>	<b>36</b>	<b>34</b>	<b>50</b>	<b>30</b>	<b>34</b>	<b>37</b>	<b>44</b>	<b>28</b>	<b>40</b>	<b>34</b>	<b>40</b>	<b>40</b>	<b>30</b>	<b>25</b>	<b>27</b>	<b>35</b>	<b>51</b>	<b>38</b>	<b>30</b>	<b>34</b>	<b>33</b>	<b>32</b>	<b>33</b>	<b>34</b>	<b>35</b>	<b>37</b>
Don't know	5	<b>5</b>	2	4	3	3	2	4	3	3	2	5	4	15	5	3	1	3	6	5	1	6	5	4	6	4

**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	7	<b>6</b>	2	5	7	5	3	4	7	4	5	6	6	6	7	6	4	4	8	6	6	7	7	6	6	5
Most of the time	11	<b>9</b>	7	10	12	11	8	9	7	7	11	8	11	10	8	11	9	7	13	9	11	8	10	12	8	8
Occasionally	24	<b>23</b>	15	27	23	26	22	27	21	26	22	21	26	17	25	26	21	21	26	23	28	27	22	22	25	23
Never	49	<b>52</b>	72	49	46	51	61	54	59	59	58	55	49	20	52	55	63	59	42	52	51	50	53	49	52	53
Not applicable – I do not spend money on this	7	<b>8</b>	4	7	11	6	5	5	4	3	4	9	7	42	6	2	2	8	8	8	1	6	6	10	7	10
Don't know	2	<b>2</b>	0	2	0	1	1	1	1	1	1	2	5	2	0	1	1	1	2	2	2	1	2	1	2	1

**Food**

Always	5	<b>5</b>	2	4	11	4	5	3	8	4	5	5	5	6	6	6	3	3	8	5	3	3	5	5	6	6
Most of the time	10	<b>8</b>	3	9	9	5	6	8	4	7	6	5	10	14	8	7	5	5	11	8	12	8	8	8	8	6
Occasionally	27	<b>29</b>	21	32	29	33	24	34	26	28	28	26	31	27	32	28	24	27	32	29	31	28	30	28	26	29
Never	54	<b>55</b>	75	51	49	54	64	54	61	60	60	60	50	36	51	59	67	62	45	55	53	57	54	54	56	56
Not applicable – I do not spend money on this	2	<b>2</b>	0	1	2	2	1	0	0	0	1	2	1	9	2	0	0	1	2	2	0	3	1	3	1	2
Don't know	2	<b>2</b>	0	1	0	1	1	1	0	0	0	1	2	7	2	0	0	1	3	2	2	1	2	2	3	1

Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

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	I have already had to make cuts to my usual spending, but do not expect to make further cuts	I have been able to maintain my usual spending so far, but expect to have to make cuts soon	I have been able to maintain my usual spending so far, and expect to be able to continue to do so	
<b>Total</b>					
<b>Weighted Sample</b>	<b>2111</b>	850	435	302	426
<b>Unweighted Sample</b>	<b>2111</b>	854	449	312	422
	%	%	%	%	%

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	37	40	100	0	0	0
I have already had to make cuts to my usual spending, but do not expect to make further cuts	21	21	0	100	0	0
<b>TOTAL MADE CUTS</b>	<b>58</b>	<b>61</b>	<b>100</b>	<b>100</b>	<b>0</b>	<b>0</b>
I have been able to maintain my usual spending so far, but expect to have to make cuts soon	15	14	0	0	100	0
I have been able to maintain my usual spending so far, and expect to be able to continue to do so	21	20	0	0	0	100
<b>TOTAL MAINTAINED USUAL SPENDING</b>	<b>36</b>	<b>34</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>100</b>
Don't know	5	5	0	0	0	0

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	7	6	10	4	1	3
Most of the time	11	9	17	7	5	0
Occasionally	24	23	37	23	17	3
Never	49	52	28	59	69	83
Not applicable – I do not spend money on this	7	8	7	7	7	9
Don't know	2	2	1	1	0	1

Food

Always	5	5	9	2	1	3
Most of the time	10	8	16	3	3	1
Occasionally	27	29	45	31	21	2
Never	54	55	27	63	73	92
Not applicable – I do not spend money on this	2	2	2	1	2	1
Don't know	2	2	1	1	0	1

Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

	Thinking about your finances, which of the following best reflects your position?						Thinking about the cost of living, which of the following comes closest to your view?		Thinking about your finances, which of the following best reflects your position?	
	Total	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	I am relatively comfortable financially	I am very comfortable financially	Made cuts	Maintained usual spending	Financially struggling	Financially comfortable
<b>Weighted Sample</b>	<b>2111</b>	89	373	914	618	73	1285	728	462	691
<b>Unweighted Sample</b>	<b>2111</b>	84	359	945	613	75	1303	734	443	688
	%	%	%	%	%	%	%	%	%	%

**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	37	40	89	82	45	7	3	66	0	83	7
I have already had to make cuts to my usual spending, but do not expect to make further cuts	21	21	8	14	30	16	1	34	0	13	15
<b>TOTAL MADE CUTS</b>	<b>58</b>	<b>61</b>	<b>97</b>	<b>96</b>	<b>75</b>	<b>23</b>	<b>4</b>	<b>100</b>	<b>0</b>	<b>96</b>	<b>22</b>
I have been able to maintain my usual spending so far, but expect to have to make cuts soon	15	14	1	1	17	21	8	0	41	1	19
I have been able to maintain my usual spending so far, and expect to be able to continue to do so	21	20	2	0	5	50	87	0	59	1	54
<b>TOTAL MAINTAINED USUAL SPENDING</b>	<b>36</b>	<b>34</b>	<b>3</b>	<b>1</b>	<b>22</b>	<b>71</b>	<b>95</b>	<b>0</b>	<b>100</b>	<b>2</b>	<b>73</b>
Don't know	5	5	0	3	3	5	1	0	0	2	5

**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	7	6	58	12	2	1	9	8	2	20	2
Most of the time	11	9	26	30	6	1	0	14	2	29	1
Occasionally	24	23	13	40	32	6	0	33	9	35	5
Never	49	52	0	14	51	82	86	38	77	11	83
Not applicable – I do not spend money on this	7	8	1	4	8	9	4	7	8	4	9
Don't know	2	2	2	0	1	1	1	1	1	0	1

**Food**

Always	5	5	50	9	1	2	9	7	2	17	3
Most of the time	10	8	35	23	5	1	0	12	2	25	1
Occasionally	27	29	12	55	38	6	0	40	10	47	5
Never	54	55	2	12	54	89	88	39	84	10	89
Not applicable – I do not spend money on this	2	2	0	1	2	1	2	1	2	1	1
Don't know	2	2	2	0	1	1	1	1	1	1	1

Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

	Total	Westminster VI				Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
		Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	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>2111</b>	<b>267</b>	<b>598</b>	<b>201</b>	<b>277</b>	<b>690</b>	<b>511</b>	<b>179</b>	<b>744</b>	<b>786</b>	<b>1022</b>	<b>1089</b>	<b>222</b>	<b>872</b>	<b>521</b>	<b>496</b>	<b>1203</b>	<b>908</b>	<b>1822</b>	<b>106</b>	<b>184</b>	<b>509</b>	<b>350</b>	<b>255</b>	<b>707</b>	
<b>Unweighted Sample</b>	<b>2111</b>	<b>284</b>	<b>622</b>	<b>219</b>	<b>282</b>	<b>723</b>	<b>528</b>	<b>203</b>	<b>815</b>	<b>845</b>	<b>949</b>	<b>1162</b>	<b>165</b>	<b>893</b>	<b>550</b>	<b>503</b>	<b>1306</b>	<b>805</b>	<b>1826</b>	<b>111</b>	<b>174</b>	<b>506</b>	<b>357</b>	<b>206</b>	<b>757</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>Fuel for my vehicle</b>																										
Always	4	3	2	3	8	3	3	2	6	3	3	4	3	5	5	3	1	3	4	4	1	2	3	4	1	5
Most of the time	6	5	2	5	4	5	5	5	1	4	6	4	6	8	5	6	3	4	7	5	11	5	5	7	2	4
Occasionally	21	23	21	24	21	30	25	23	22	23	25	21	24	10	25	23	23	22	23	23	25	16	24	26	13	25
Never	42	43	64	39	44	45	54	41	50	49	49	49	38	19	39	48	54	49	34	43	46	44	42	43	29	47
Not applicable – I do not spend money on this	25	24	10	27	24	17	12	29	20	21	17	22	27	55	24	19	18	21	29	24	14	30	24	18	52	18
Don't know	7	1	0	2	0	1	1	1	1	0	1	2	2	5	2	0	1	1	2	1	3	1	2	2	3	1
<b>Rent/mortgage</b>																										
Always	4	4	1	4	6	2	1	2	5	3	2	4	4	7	5	4	0	2	6	4	1	4	4	3	4	5
Most of the time	6	4	2	5	2	4	3	7	1	3	4	4	5	8	4	5	3	4	5	4	8	5	5	6	3	3
Occasionally	13	13	7	17	14	12	9	14	11	12	10	13	13	22	16	11	5	11	15	13	14	14	13	11	13	13
Never	44	46	46	51	40	44	43	56	49	54	45	49	43	25	60	47	28	53	37	45	47	51	45	45	49	45
Not applicable – I do not spend money on this	32	32	43	21	38	37	43	18	35	28	39	30	34	32	12	34	64	29	35	32	27	27	32	34	29	33
Don't know	2	2	0	2	0	1	1	2	0	1	1	2	2	6	2	0	0	1	2	2	2	1	2	1	2	1
<b>Thinking about your finances, which of the following best reflects your position?</b>																										
I cannot afford my essential costs, and often have to go without things like food and heating	4	4	1	3	7	4	4	3	4	3	5	4	4	4	5	5	2	2	7	4	6	5	5	4	3	3
I can only just afford my essential costs and often struggle to make ends meet	19	18	11	19	14	18	13	18	12	16	17	14	21	16	20	20	12	13	24	18	18	15	21	18	17	16
<b>TOTAL FINANCIALLY STRUGGLING</b>	<b>23</b>	<b>22</b>	<b>12</b>	<b>22</b>	<b>21</b>	<b>22</b>	<b>17</b>	<b>21</b>	<b>16</b>	<b>19</b>	<b>22</b>	<b>18</b>	<b>25</b>	<b>20</b>	<b>25</b>	<b>14</b>	<b>15</b>	<b>31</b>	<b>22</b>	<b>24</b>	<b>20</b>	<b>26</b>	<b>22</b>	<b>20</b>	<b>19</b>	
I can normally comfortably cover the essentials, but I do not often have money for luxuries	40	43	41	46	41	49	45	44	46	44	44	42	44	44	45	43	41	45	41	43	45	46	41	44	37	46
I am relatively comfortable financially	29	29	40	26	32	28	35	31	30	32	31	33	26	25	26	28	39	34	23	30	29	25	26	30	36	30
I am very comfortable financially	5	3	5	3	5	1	3	3	8	5	3	5	2	1	3	3	6	4	2	3	3	5	3	3	3	4
<b>TOTAL FINANCIALLY COMFORTABLE</b>	<b>34</b>	<b>32</b>	<b>45</b>	<b>29</b>	<b>37</b>	<b>29</b>	<b>38</b>	<b>34</b>	<b>38</b>	<b>37</b>	<b>34</b>	<b>38</b>	<b>28</b>	<b>26</b>	<b>29</b>	<b>31</b>	<b>45</b>	<b>38</b>	<b>25</b>	<b>33</b>	<b>32</b>	<b>30</b>	<b>29</b>	<b>33</b>	<b>39</b>	<b>34</b>
Don't know	3	2	1	3	1	0	1	2	0	1	1	2	2	10	2	1	1	2	2	2	0	3	3	1	4	1
<b>In 12 months' time, which one of the following, if any, do you think will most likely apply to the UK's economy?</b>																										
It will be in a depression/recession	26	31	19	27	35	35	27	26	30	29	29	28	34	36	33	30	26	30	32	31	26	35	31	33	30	30
It will remain stable	42	38	51	40	41	36	42	44	45	40	42	42	35	37	37	39	41	41	35	38	49	33	41	33	39	39
It will be growing/booming	9	7	10	11	6	5	10	8	5	9	7	10	5	5	7	9	7	9	6	7	10	8	5	7	8	9
Don't know	24	23	19	22	19	24	22	23	20	22	22	20	26	23	22	22	26	20	28	23	15	25	22	27	23	23

Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

		Thinking about the cost of living, which of the following comes closest to your view?					
		Total	I have already had to make cuts to my usual spending, and expect to have to make further cuts	I have already had to make cuts to my usual spending, but do not expect to make further cuts	I have been able to maintain my usual spending so far, but expect to have to make cuts soon	I have been able to maintain my usual spending so far, and expect to be able to continue to do so	
Weighted Sample		2111	850	435	302	426	
Unweighted Sample		2111	854	449	312	422	
		%	%	%	%	%	
<b>Fuel for my vehicle</b>							
	Always	4	3	5	3	1	2
	Most of the time	6	5	10	1	2	1
	Occasionally	21	23	34	28	17	2
	Never	42	43	21	47	54	76
	Not applicable – I do not spend money on this	25	24	28	21	24	18
	Don't know	1	1	1	0	1	1
<b>Rent/mortgage</b>							
	Always	4	4	6	3	1	1
	Most of the time	6	4	9	2	2	0
	Occasionally	13	13	20	15	7	2
	Never	44	46	39	51	53	51
	Not applicable – I do not spend money on this	32	32	25	29	37	45
	Don't know	2	2	1	0	0	1
<b>Thinking about your finances, which of the following best reflects your position?</b>							
	I cannot afford my essential costs, and often have to go without things like food and heating	4	4	9	2	0	0
	I can only just afford my essential costs and often struggle to make ends meet	19	18	36	12	2	0
	<b>TOTAL FINANCIALLY STRUGGLING</b>	<b>23</b>	<b>22</b>	<b>45</b>	<b>14</b>	<b>2</b>	<b>0</b>
	I can normally comfortably cover the essentials, but I do not often have money for luxuries	40	43	48	63	52	11
	I am relatively comfortable financially	29	29	5	23	42	73
	I am very comfortable financially	5	3	0	0	2	15
	<b>TOTAL FINANCIALLY COMFORTABLE</b>	<b>34</b>	<b>32</b>	<b>5</b>	<b>23</b>	<b>44</b>	<b>88</b>
	Don't know	3	2	1	1	2	0
<b>In 12 months' time, which one of the following, if any, do you think will most likely apply to the UK's economy?</b>							
	It will be in a depression/recession	26	31	47	19	29	16
	It will remain stable	42	38	27	48	44	52
	It will be growing/booming	9	7	5	10	8	11
	Don't know	24	23	21	23	19	22



Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

		Thinking about your finances, which of the following best reflects your position?					Thinking about the cost of living, which of the following comes closest to your view?		Thinking about your finances, which of the following best reflects your position?			
		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	I am relatively comfortable financially	I am very comfortable financially	Made cuts	Maintained usual spending	Financially struggling	Financially comfortable		
Total		89	373	914	618	73	1285	728	462	691		
Weighted Sample	2111	89	373	914	618	73	1285	728	462	691		
Unweighted Sample	2111	84	359	945	613	75	1303	734	443	688		
		%	%	%	%	%	%	%	%	%		
<b>Fuel for my vehicle</b>												
	Always	4	3	28	5	1	2	9	4	2	10	2
	Most of the time	6	5	19	13	4	0	0	7	1	14	0
	Occasionally	21	23	14	37	32	4	0	32	8	33	4
	Never	42	43	2	9	40	72	76	30	67	8	72
	Not applicable – I do not spend money on this	25	24	35	35	22	21	14	26	21	35	20
	Don't know	1	1	2	0	1	1	1	1	1	1	1
<b>Rent/mortgage</b>												
	Always	4	4	34	9	1	0	4	5	1	14	1
	Most of the time	6	4	23	11	3	1	0	7	1	13	1
	Occasionally	13	13	10	29	16	2	0	18	4	25	1
	Never	44	46	9	30	50	55	52	43	52	26	54
	Not applicable – I do not spend money on this	32	32	22	22	28	42	43	26	42	22	42
	Don't know	2	2	2	0	1	1	1	1	1	0	1
<b>Thinking about your finances, which of the following best reflects your position?</b>												
	I cannot afford my essential costs, and often have to go without things like food and heating	4	4	100	0	0	0	0	7	0	19	0
	I can only just afford my essential costs and often struggle to make ends meet	19	18	0	100	0	0	0	28	1	81	0
	<b>TOTAL FINANCIALLY STRUGGLING</b>	<b>23</b>	<b>22</b>	<b>100</b>	<b>100</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>35</b>	<b>1</b>	<b>100</b>	<b>0</b>
	I can normally comfortably cover the essentials, but I do not often have money for luxuries	40	43	0	0	100	0	0	53	28	0	0
	I am relatively comfortable financially	29	29	0	0	0	100	0	11	60	0	89
	I am very comfortable financially	5	3	0	0	0	0	100	0	9	0	11
	<b>TOTAL FINANCIALLY COMFORTABLE</b>	<b>34</b>	<b>32</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>100</b>	<b>100</b>	<b>11</b>	<b>69</b>	<b>0</b>	<b>100</b>
	Don't know	3	2	0	0	0	0	0	1	1	0	0
<b>In 12 months' time, which one of the following, if any, do you think will most likely apply to the UK's economy?</b>												
	It will be in a depression/recession	26	31	71	49	29	19	20	38	21	53	19
	It will remain stable	42	38	14	23	42	46	52	34	48	21	47
	It will be growing/booming	9	7	0	6	7	10	15	7	10	5	11
	Don't know	24	23	15	22	22	24	13	22	21	21	23

Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

	Westminster VI					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	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>	2111	267	598	201	277	690	511	179	744	786	1022	1089	222	872	521	496	1203	908	1822	106	184	509	350	255	707	
<b>Unweighted Sample</b>	2111	284	622	219	282	723	528	203	815	845	949	1162	165	893	550	503	1306	805	1826	111	174	506	357	206	757	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following statements comes closest to your view?

My income is currently rising faster than prices in the shops	3	1	2	1	1	1	2	1	1	1	2	2	1	3	1	1	2	1	2	1	1	1	1	1	2	2
Prices in the shops are rising faster than my income	76	81	71	85	81	82	77	86	77	84	79	77	84	68	85	85	73	81	80	80	85	84	79	82	79	80
My income is keeping pace with prices in the shops	15	12	23	9	12	12	15	8	17	12	14	16	8	10	8	10	20	13	10	12	6	9	13	12	11	12
Don't know	7	6	4	5	6	5	6	5	5	4	5	6	7	19	6	4	5	5	8	6	8	6	7	5	9	6

Thinking about the next two or three years, how worried are you that people like you will...

...not have enough money to live comfortably?

Very worried	22	23	12	25	25	25	17	25	19	20	21	21	26	36	26	23	13	20	29	23	25	24	23	23	26	23
Fairly worried	40	40	32	45	41	40	37	45	33	41	38	37	43	37	43	40	36	40	40	41	40	35	43	43	36	39
<b>TOTAL WORRIED</b>	<b>62</b>	<b>63</b>	<b>44</b>	<b>70</b>	<b>66</b>	<b>65</b>	<b>54</b>	<b>70</b>	<b>52</b>	<b>61</b>	<b>59</b>	<b>58</b>	<b>69</b>	<b>73</b>	<b>69</b>	<b>63</b>	<b>49</b>	<b>60</b>	<b>69</b>	<b>64</b>	<b>65</b>	<b>59</b>	<b>66</b>	<b>66</b>	<b>62</b>	<b>62</b>
Not very worried	25	23	35	21	25	20	29	21	33	27	26	20	12	20	24	33	26	19	23	19	29	23	20	23	24	
Not at all worried	9	9	18	6	7	11	13	5	11	9	11	12	6	6	5	9	16	10	7	9	11	7	9	8	10	
<b>TOTAL NOT WORRIED</b>	<b>34</b>	<b>32</b>	<b>53</b>	<b>27</b>	<b>32</b>	<b>31</b>	<b>42</b>	<b>26</b>	<b>44</b>	<b>36</b>	<b>37</b>	<b>38</b>	<b>26</b>	<b>18</b>	<b>25</b>	<b>33</b>	<b>49</b>	<b>36</b>	<b>26</b>	<b>32</b>	<b>30</b>	<b>36</b>	<b>30</b>	<b>29</b>	<b>31</b>	<b>34</b>
Don't know	5	4	3	4	2	3	3	4	4	3	3	4	5	9	5	4	2	4	5	4	5	5	4	4	7	4

...be victims of burglary, robbery or mugging?

Very worried	13	11	10	8	8	24	15	7	8	7	15	12	11	8	12	11	11	10	13	12	8	7	13	12	16	10
Fairly worried	31	33	36	34	31	36	35	32	33	31	37	30	36	27	32	33	36	32	34	34	33	21	37	35	35	31
<b>TOTAL WORRIED</b>	<b>44</b>	<b>44</b>	<b>46</b>	<b>42</b>	<b>39</b>	<b>60</b>	<b>50</b>	<b>39</b>	<b>41</b>	<b>38</b>	<b>52</b>	<b>42</b>	<b>47</b>	<b>35</b>	<b>44</b>	<b>44</b>	<b>47</b>	<b>42</b>	<b>47</b>	<b>46</b>	<b>41</b>	<b>28</b>	<b>50</b>	<b>47</b>	<b>51</b>	<b>41</b>
Not very worried	36	37	35	41	44	24	33	46	38	44	32	38	36	38	36	38	36	40	32	36	40	46	33	36	33	39
Not at all worried	10	10	11	9	12	9	11	8	15	11	10	12	9	10	10	10	11	11	9	10	10	18	7	11	8	12
<b>TOTAL NOT WORRIED</b>	<b>46</b>	<b>47</b>	<b>46</b>	<b>50</b>	<b>56</b>	<b>33</b>	<b>44</b>	<b>54</b>	<b>53</b>	<b>55</b>	<b>42</b>	<b>50</b>	<b>45</b>	<b>48</b>	<b>46</b>	<b>48</b>	<b>47</b>	<b>51</b>	<b>41</b>	<b>46</b>	<b>50</b>	<b>64</b>	<b>40</b>	<b>47</b>	<b>41</b>	<b>51</b>
Don't know	9	9	7	8	5	7	6	8	7	7	6	8	9	17	9	8	6	6	12	9	9	9	10	6	8	9

...suffer directly from cuts in spending on public services such as health, education and welfare?

Very worried	24	27	16	32	30	26	20	34	26	29	25	24	29	30	28	29	22	25	30	26	40	25	26	29	27	25
Fairly worried	41	44	48	46	46	41	47	44	47	47	43	41	47	42	43	42	49	45	43	44	39	45	43	45	45	45
<b>TOTAL WORRIED</b>	<b>65</b>	<b>71</b>	<b>64</b>	<b>78</b>	<b>76</b>	<b>67</b>	<b>67</b>	<b>78</b>	<b>73</b>	<b>76</b>	<b>68</b>	<b>65</b>	<b>76</b>	<b>72</b>	<b>71</b>	<b>71</b>	<b>71</b>	<b>70</b>	<b>73</b>	<b>70</b>	<b>79</b>	<b>70</b>	<b>69</b>	<b>74</b>	<b>72</b>	<b>70</b>
Not very worried	20	16	19	14	16	17	19	15	17	16	18	19	13	9	16	16	17	18	13	16	14	14	17	15	14	16
Not at all worried	7	7	12	4	5	10	9	4	6	5	9	10	4	8	7	6	7	7	7	7	3	9	6	7	6	8
<b>TOTAL NOT WORRIED</b>	<b>27</b>	<b>23</b>	<b>31</b>	<b>18</b>	<b>21</b>	<b>27</b>	<b>28</b>	<b>19</b>	<b>23</b>	<b>21</b>	<b>27</b>	<b>29</b>	<b>17</b>	<b>17</b>	<b>23</b>	<b>22</b>	<b>24</b>	<b>25</b>	<b>20</b>	<b>23</b>	<b>17</b>	<b>23</b>	<b>23</b>	<b>22</b>	<b>20</b>	<b>24</b>
Don't know	8	6	5	4	3	5	5	3	4	4	5	6	6	11	6	6	5	5	9	6	4	6	7	5	8	6

Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

Thinking about the cost of living, which of the following comes closest to your view?					
	Total	I have already had to make cuts to my usual spending, and expect to have to make further cuts	I have already had to make cuts to my usual spending, but do not expect to make further cuts	I have been able to maintain my usual spending so far, but expect to have to make cuts soon	I have been able to maintain my usual spending so far, and expect to be able to continue to do so
<b>Weighted Sample</b>	<b>2111</b>	850	435	302	426
<b>Unweighted Sample</b>	<b>2111</b>	854	449	312	422
	%	%	%	%	%

Which of the following statements comes closest to your view?

My income is currently rising faster than prices in the shops	3	1	1	0	1	4
Prices in the shops are rising faster than my income	76	81	96	84	80	54
My income is keeping pace with prices in the shops	15	12	1	10	14	34
Don't know	7	6	2	5	5	9

Thinking about the next two or three years, how worried are you that people like you will...

...not have enough money to live comfortably?

Very worried	22	23	45	13	10	4
Fairly worried	40	40	45	48	52	15
<b>TOTAL WORRIED</b>	<b>62</b>	<b>63</b>	<b>90</b>	<b>61</b>	<b>62</b>	<b>19</b>
Not very worried	25	23	7	31	29	46
Not at all worried	9	9	1	5	7	30
<b>TOTAL NOT WORRIED</b>	<b>34</b>	<b>32</b>	<b>8</b>	<b>36</b>	<b>36</b>	<b>76</b>
Don't know	5	4	1	3	2	5

...be victims of burglary, robbery or mugging?

Very worried	13	11	16	9	10	7
Fairly worried	31	33	36	36	35	27
<b>TOTAL WORRIED</b>	<b>44</b>	<b>44</b>	<b>52</b>	<b>45</b>	<b>45</b>	<b>34</b>
Not very worried	36	37	34	37	39	44
Not at all worried	10	10	9	10	9	16
<b>TOTAL NOT WORRIED</b>	<b>46</b>	<b>47</b>	<b>43</b>	<b>47</b>	<b>48</b>	<b>60</b>
Don't know	9	9	6	8	7	7

...suffer directly from cuts in spending on public services such as health, education and welfare?

Very worried	24	27	41	18	24	13
Fairly worried	41	44	44	52	47	40
<b>TOTAL WORRIED</b>	<b>65</b>	<b>71</b>	<b>85</b>	<b>70</b>	<b>71</b>	<b>53</b>
Not very worried	20	16	9	19	19	25
Not at all worried	7	7	2	6	6	16
<b>TOTAL NOT WORRIED</b>	<b>27</b>	<b>23</b>	<b>11</b>	<b>25</b>	<b>25</b>	<b>41</b>
Don't know	8	6	4	6	3	5

Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

	Thinking about your finances, which of the following best reflects your position?					Thinking about the cost of living, which of the following comes closest to your view?		Thinking about your finances, which of the following best reflects your position?		
	Total	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	I am relatively comfortable financially	I am very comfortable financially	Made cuts	Maintained usual spending	Financially struggling	Financially comfortable
<b>Weighted Sample</b>	<b>2111</b>	89	373	914	618	73	1285	728	462	691
<b>Unweighted Sample</b>	<b>2111</b>	84	359	945	613	75	1303	734	443	688
	%	%	%	%	%	%	%	%	%	%

Which of the following statements comes closest to your view?

My income is currently rising faster than prices in the shops	3	1	4	1	1	11	1	2	1	2
Prices in the shops are rising faster than my income	76	81	95	96	88	66	45	92	65	96
My income is keeping pace with prices in the shops	15	12	0	1	8	24	32	4	26	0
Don't know	7	6	2	2	4	8	12	3	7	2

Thinking about the next two or three years, how worried are you that people like you will...

...not have enough money to live comfortably?

Very worried	22	23	76	54	20	5	1	34	6	58	5
Fairly worried	40	40	20	40	54	27	10	46	30	36	26
<b>TOTAL WORRIED</b>	<b>62</b>	<b>63</b>	<b>96</b>	<b>94</b>	<b>74</b>	<b>32</b>	<b>11</b>	<b>80</b>	<b>36</b>	<b>94</b>	<b>31</b>
Not very worried	25	23	2	4	21	41	34	15	39	4	40
Not at all worried	9	9	2	0	2	20	52	2	20	0	24
<b>TOTAL NOT WORRIED</b>	<b>34</b>	<b>32</b>	<b>4</b>	<b>4</b>	<b>23</b>	<b>61</b>	<b>86</b>	<b>17</b>	<b>59</b>	<b>4</b>	<b>64</b>
Don't know	5	4	1	2	3	6	2	2	4	2	6

...be victims of burglary, robbery or mugging?

Very worried	13	11	30	16	12	6	4	14	8	19	6
Fairly worried	31	33	35	36	35	30	31	36	30	36	30
<b>TOTAL WORRIED</b>	<b>44</b>	<b>44</b>	<b>65</b>	<b>52</b>	<b>47</b>	<b>36</b>	<b>35</b>	<b>50</b>	<b>38</b>	<b>55</b>	<b>36</b>
Not very worried	36	37	24	33	37	43	37	35	42	32	42
Not at all worried	10	10	7	6	9	13	26	9	13	6	15
<b>TOTAL NOT WORRIED</b>	<b>46</b>	<b>47</b>	<b>31</b>	<b>39</b>	<b>46</b>	<b>56</b>	<b>63</b>	<b>44</b>	<b>55</b>	<b>38</b>	<b>57</b>
Don't know	9	9	4	9	8	8	2	7	7	8	8

...suffer directly from cuts in spending on public services such as health, education and welfare?

Very worried	24	27	56	40	27	16	16	33	18	43	16
Fairly worried	41	44	37	44	48	42	36	46	43	43	42
<b>TOTAL WORRIED</b>	<b>65</b>	<b>71</b>	<b>93</b>	<b>84</b>	<b>75</b>	<b>58</b>	<b>52</b>	<b>79</b>	<b>61</b>	<b>86</b>	<b>58</b>
Not very worried	20	16	3	7	16	23	19	12	23	6	23
Not at all worried	7	7	1	3	4	12	25	4	12	2	14
<b>TOTAL NOT WORRIED</b>	<b>27</b>	<b>23</b>	<b>4</b>	<b>10</b>	<b>20</b>	<b>35</b>	<b>44</b>	<b>16</b>	<b>35</b>	<b>8</b>	<b>37</b>
Don't know	8	6	4	6	5	6	5	5	5	6	6

Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

	Westminster VI					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	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>	2111	267	598	201	277	690	511	179	744	786	1022	1089	222	872	521	496	1203	908	1822	106	184	509	350	255	707	
<b>Unweighted Sample</b>	2111	284	622	219	282	723	528	203	815	845	949	1162	165	893	550	503	1306	805	1826	111	174	506	357	206	757	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

...lose out because foreign factories and/or workers from abroad can do the same job more cheaply?

Very worried	12	10	11	7	5	24	13	5	6	5	15	9	10	9	8	11	12	7	13	10	14	8	12	7	8	10
Fairly worried	23	23	23	19	20	28	26	18	19	16	27	21	24	22	19	24	28	20	27	23	24	20	26	24	17	22
<b>TOTAL WORRIED</b>	<b>35</b>	<b>33</b>	<b>34</b>	<b>26</b>	<b>25</b>	<b>52</b>	<b>39</b>	<b>23</b>	<b>25</b>	<b>21</b>	<b>42</b>	<b>30</b>	<b>34</b>	<b>31</b>	<b>27</b>	<b>35</b>	<b>40</b>	<b>27</b>	<b>40</b>	<b>33</b>	<b>28</b>	<b>38</b>	<b>31</b>	<b>25</b>	<b>32</b>	
Not very worried	28	29	31	34	36	17	26	33	32	32	27	30	29	32	33	31	20	33	25	30	26	27	26	35	29	30
Not at all worried	23	26	25	29	29	18	23	31	33	36	20	28	24	19	28	24	26	32	18	25	21	32	22	23	31	27
<b>TOTAL NOT WORRIED</b>	<b>51</b>	<b>55</b>	<b>56</b>	<b>63</b>	<b>65</b>	<b>35</b>	<b>49</b>	<b>64</b>	<b>65</b>	<b>68</b>	<b>47</b>	<b>58</b>	<b>53</b>	<b>51</b>	<b>61</b>	<b>55</b>	<b>46</b>	<b>65</b>	<b>43</b>	<b>55</b>	<b>47</b>	<b>59</b>	<b>48</b>	<b>58</b>	<b>60</b>	<b>57</b>
Don't know	13	12	10	11	10	12	11	12	10	11	10	11	14	18	12	10	13	9	17	12	13	12	14	11	15	11

...lose their job/have difficulty finding work?

Very worried	13	14	5	15	13	13	8	15	11	12	9	13	15	27	16	12	5	12	16	13	17	16	12	14	18	12
Fairly worried	30	29	22	33	38	25	26	35	29	30	25	27	32	43	34	30	15	32	26	30	28	23	29	29	33	31
<b>TOTAL WORRIED</b>	<b>43</b>	<b>43</b>	<b>27</b>	<b>48</b>	<b>51</b>	<b>38</b>	<b>34</b>	<b>50</b>	<b>40</b>	<b>42</b>	<b>34</b>	<b>40</b>	<b>47</b>	<b>70</b>	<b>50</b>	<b>42</b>	<b>20</b>	<b>44</b>	<b>42</b>	<b>43</b>	<b>45</b>	<b>39</b>	<b>41</b>	<b>43</b>	<b>51</b>	<b>43</b>
Not very worried	29	25	28	26	25	19	26	27	29	29	27	26	25	13	30	29	18	27	22	25	23	27	28	27	18	25
Not at all worried	17	20	32	15	17	27	28	15	23	20	27	24	17	4	12	19	44	20	20	20	22	26	20	18	18	21
<b>TOTAL NOT WORRIED</b>	<b>46</b>	<b>45</b>	<b>60</b>	<b>41</b>	<b>42</b>	<b>46</b>	<b>54</b>	<b>42</b>	<b>52</b>	<b>49</b>	<b>54</b>	<b>50</b>	<b>42</b>	<b>17</b>	<b>42</b>	<b>48</b>	<b>62</b>	<b>47</b>	<b>42</b>	<b>45</b>	<b>45</b>	<b>53</b>	<b>48</b>	<b>45</b>	<b>36</b>	<b>46</b>
Don't know	11	11	12	10	7	15	12	8	8	9	12	11	12	12	8	10	17	8	15	12	11	9	11	12	12	11

...lose their home?

Very worried	10	8	5	7	9	11	7	8	7	6	8	7	10	12	10	7	5	7	11	9	6	8	8	7	10	9
Fairly worried	22	25	14	32	22	21	21	30	20	25	21	21	28	34	27	23	18	24	26	25	32	21	22	31	22	24
<b>TOTAL WORRIED</b>	<b>32</b>	<b>33</b>	<b>19</b>	<b>39</b>	<b>31</b>	<b>32</b>	<b>28</b>	<b>38</b>	<b>27</b>	<b>31</b>	<b>29</b>	<b>28</b>	<b>38</b>	<b>46</b>	<b>37</b>	<b>30</b>	<b>23</b>	<b>31</b>	<b>37</b>	<b>34</b>	<b>38</b>	<b>29</b>	<b>30</b>	<b>38</b>	<b>32</b>	<b>33</b>
Not very worried	33	33	33	33	38	32	33	36	32	35	32	33	32	27	36	35	26	37	27	33	27	32	35	30	39	31
Not at all worried	24	25	39	19	24	30	33	20	31	27	31	31	21	13	18	28	43	26	24	25	21	29	25	26	19	28
<b>TOTAL NOT WORRIED</b>	<b>57</b>	<b>58</b>	<b>72</b>	<b>52</b>	<b>62</b>	<b>62</b>	<b>66</b>	<b>56</b>	<b>63</b>	<b>62</b>	<b>63</b>	<b>64</b>	<b>53</b>	<b>40</b>	<b>54</b>	<b>63</b>	<b>69</b>	<b>63</b>	<b>51</b>	<b>58</b>	<b>48</b>	<b>61</b>	<b>60</b>	<b>56</b>	<b>58</b>	<b>59</b>
Don't know	10	9	9	9	7	7	7	7	10	7	7	9	9	14	9	7	8	7	12	8	13	11	10	6	11	8

...suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities?

Very worried	11	10	4	11	8	10	6	10	6	9	6	10	9	22	12	6	5	8	12	10	9	10	11	11	14	7
Fairly worried	22	20	14	23	22	22	18	24	17	19	19	18	22	29	22	19	14	20	20	20	27	18	18	19	27	19
<b>TOTAL WORRIED</b>	<b>33</b>	<b>30</b>	<b>18</b>	<b>34</b>	<b>30</b>	<b>32</b>	<b>24</b>	<b>34</b>	<b>23</b>	<b>28</b>	<b>25</b>	<b>28</b>	<b>31</b>	<b>51</b>	<b>34</b>	<b>25</b>	<b>19</b>	<b>28</b>	<b>32</b>	<b>30</b>	<b>36</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>41</b>	<b>26</b>
Not very worried	29	32	29	35	35	22	31	38	35	37	31	30	34	22	34	38	28	34	30	32	34	29	31	31	28	35
Not at all worried	24	27	41	21	27	35	35	20	32	27	33	31	22	11	22	26	42	29	24	26	18	32	28	27	19	28
<b>TOTAL NOT WORRIED</b>	<b>53</b>	<b>59</b>	<b>70</b>	<b>56</b>	<b>62</b>	<b>57</b>	<b>66</b>	<b>58</b>	<b>67</b>	<b>64</b>	<b>64</b>	<b>61</b>	<b>56</b>	<b>33</b>	<b>56</b>	<b>64</b>	<b>70</b>	<b>63</b>	<b>54</b>	<b>58</b>	<b>52</b>	<b>61</b>	<b>59</b>	<b>58</b>	<b>47</b>	<b>63</b>
Don't know	14	11	11	10	8	10	11	8	10	8	12	10	12	17	11	10	12	9	14	11	12	11	12	12	12	10

Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

Thinking about the cost of living, which of the following comes closest to your view?				
Total	I have already had to make cuts to my usual spending, and expect to have to make further cuts	I have already had to make cuts to my usual spending, but do not expect to make further cuts	I have been able to maintain my usual spending so far, but expect to have to make cuts soon	I have been able to maintain my usual spending so far, and expect to be able to continue to do so
Weighted Sample 2111	850	435	302	426
Unweighted Sample 2111	854	449	312	422
	%	%	%	%

...lose out because foreign factories and/or workers from abroad can do the same job more cheaply?

Very worried	12	10	15	5	10	6
Fairly worried	23	23	25	26	23	17
<b>TOTAL WORRIED</b>	<b>35</b>	<b>33</b>	<b>40</b>	<b>31</b>	<b>33</b>	<b>23</b>
Not very worried	28	29	28	31	34	28
Not at all worried	23	26	21	29	23	38
<b>TOTAL NOT WORRIED</b>	<b>51</b>	<b>55</b>	<b>49</b>	<b>60</b>	<b>57</b>	<b>66</b>
Don't know	13	12	10	9	10	12

...lose their job/have difficulty finding work?

Very worried	13	14	24	9	10	3
Fairly worried	30	29	34	30	34	19
<b>TOTAL WORRIED</b>	<b>43</b>	<b>43</b>	<b>58</b>	<b>39</b>	<b>44</b>	<b>22</b>
Not very worried	29	25	22	31	26	27
Not at all worried	17	20	12	18	20	41
<b>TOTAL NOT WORRIED</b>	<b>46</b>	<b>45</b>	<b>34</b>	<b>49</b>	<b>46</b>	<b>68</b>
Don't know	11	11	8	11	11	10

...lose their home?

Very worried	10	8	16	5	4	2
Fairly worried	22	25	36	23	23	9
<b>TOTAL WORRIED</b>	<b>32</b>	<b>33</b>	<b>52</b>	<b>28</b>	<b>27</b>	<b>11</b>
Not very worried	33	33	29	38	44	30
Not at all worried	24	25	14	24	23	53
<b>TOTAL NOT WORRIED</b>	<b>57</b>	<b>58</b>	<b>43</b>	<b>62</b>	<b>67</b>	<b>83</b>
Don't know	10	9	6	10	6	6

...suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities?

Very worried	11	10	16	7	8	3
Fairly worried	22	20	25	18	19	14
<b>TOTAL WORRIED</b>	<b>33</b>	<b>30</b>	<b>41</b>	<b>25</b>	<b>27</b>	<b>17</b>
Not very worried	29	32	32	38	35	28
Not at all worried	24	27	18	26	27	46
<b>TOTAL NOT WORRIED</b>	<b>53</b>	<b>59</b>	<b>50</b>	<b>64</b>	<b>62</b>	<b>74</b>
Don't know	14	11	8	11	11	9

Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

Total	Thinking about your finances, which of the following best reflects your position?					Thinking about the cost of living, which of the following comes closest to your view?		Thinking about your finances, which of the following best reflects your position?	
	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	I am relatively comfortable financially	I am very comfortable financially	Made cuts	Maintained usual spending	Financially struggling	Financially comfortable
<b>Weighted Sample</b> 2111	89	373	914	618	73	1285	728	462	691
<b>Unweighted Sample</b> 2111	84	359	945	613	75	1303	734	443	688
	%	%	%	%	%	%	%	%	%

...lose out because foreign factories and/or workers from abroad can do the same job more cheaply?

Very worried	12	10	30	16	9	5	4	12	8	19	5
Fairly worried	23	23	33	28	26	15	18	26	19	29	15
<b>TOTAL WORRIED</b>	<b>35</b>	<b>33</b>	<b>63</b>	<b>44</b>	<b>35</b>	<b>20</b>	<b>22</b>	<b>38</b>	<b>27</b>	<b>48</b>	<b>20</b>
Not very worried	28	29	16	25	33	31	22	29	30	23	30
Not at all worried	23	26	9	19	23	35	51	24	32	17	37
<b>TOTAL NOT WORRIED</b>	<b>51</b>	<b>55</b>	<b>25</b>	<b>44</b>	<b>56</b>	<b>66</b>	<b>73</b>	<b>53</b>	<b>62</b>	<b>40</b>	<b>67</b>
Don't know	13	12	12	13	10	13	5	10	11	13	12

...lose their job/have difficulty finding work?

Very worried	13	14	41	30	11	6	3	19	6	32	5
Fairly worried	30	29	24	32	35	23	13	33	25	30	22
<b>TOTAL WORRIED</b>	<b>43</b>	<b>43</b>	<b>65</b>	<b>62</b>	<b>46</b>	<b>29</b>	<b>16</b>	<b>52</b>	<b>31</b>	<b>62</b>	<b>27</b>
Not very worried	29	25	15	17	28	28	29	25	27	17	28
Not at all worried	17	20	10	10	16	33	50	14	32	10	34
<b>TOTAL NOT WORRIED</b>	<b>46</b>	<b>45</b>	<b>25</b>	<b>27</b>	<b>44</b>	<b>61</b>	<b>79</b>	<b>39</b>	<b>59</b>	<b>27</b>	<b>62</b>
Don't know	11	11	10	10	10	11	5	9	10	10	11

...lose their home?

Very worried	10	8	36	19	6	3	1	12	3	22	2
Fairly worried	22	25	36	41	28	11	6	31	15	40	11
<b>TOTAL WORRIED</b>	<b>32</b>	<b>33</b>	<b>72</b>	<b>60</b>	<b>34</b>	<b>14</b>	<b>7</b>	<b>43</b>	<b>18</b>	<b>62</b>	<b>13</b>
Not very worried	33	33	12	26	35	39	22	32	36	23	37
Not at all worried	24	25	7	9	21	40	68	17	40	9	43
<b>TOTAL NOT WORRIED</b>	<b>57</b>	<b>58</b>	<b>19</b>	<b>35</b>	<b>56</b>	<b>79</b>	<b>90</b>	<b>49</b>	<b>76</b>	<b>32</b>	<b>80</b>
Don't know	10	9	10	5	9	7	3	7	6	6	7

...suffer discrimination or unfair treatment by employers or landlords or local councils or public authorities?

Very worried	11	10	33	21	8	3	3	13	5	24	3
Fairly worried	22	20	32	25	22	14	12	23	16	26	14
<b>TOTAL WORRIED</b>	<b>33</b>	<b>30</b>	<b>65</b>	<b>46</b>	<b>30</b>	<b>17</b>	<b>15</b>	<b>36</b>	<b>21</b>	<b>50</b>	<b>17</b>
Not very worried	29	32	20	30	36	32	22	34	31	28	31
Not at all worried	24	27	7	14	23	40	56	21	38	12	42
<b>TOTAL NOT WORRIED</b>	<b>53</b>	<b>59</b>	<b>27</b>	<b>44</b>	<b>59</b>	<b>72</b>	<b>78</b>	<b>55</b>	<b>69</b>	<b>40</b>	<b>73</b>
Don't know	14	11	8	10	11	10	8	9	10	9	10

Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

	Westminster VI					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	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>2111</b>	<b>267</b>	<b>598</b>	<b>201</b>	<b>277</b>	<b>690</b>	<b>511</b>	<b>179</b>	<b>744</b>	<b>786</b>	<b>1022</b>	<b>1089</b>	<b>222</b>	<b>872</b>	<b>521</b>	<b>496</b>	<b>1203</b>	<b>908</b>	<b>1822</b>	<b>106</b>	<b>184</b>	<b>509</b>	<b>350</b>	<b>255</b>	<b>707</b>	
<b>Unweighted Sample</b>	<b>2111</b>	<b>284</b>	<b>622</b>	<b>219</b>	<b>282</b>	<b>723</b>	<b>528</b>	<b>203</b>	<b>815</b>	<b>845</b>	<b>949</b>	<b>1162</b>	<b>165</b>	<b>893</b>	<b>550</b>	<b>503</b>	<b>1306</b>	<b>805</b>	<b>1826</b>	<b>111</b>	<b>174</b>	<b>506</b>	<b>357</b>	<b>206</b>	<b>757</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
<b>...suffer ill-health?</b>																										
Very worried	19	17	11	17	16	22	15	17	16	15	20	16	19	12	16	18	20	13	23	17	19	18	17	19	17	16
Fairly worried	42	44	46	45	40	45	47	45	44	45	45	41	47	40	36	47	55	44	43	44	49	37	44	43	45	44
<b>TOTAL WORRIED</b>	<b>61</b>	<b>61</b>	<b>57</b>	<b>62</b>	<b>56</b>	<b>67</b>	<b>62</b>	<b>62</b>	<b>60</b>	<b>60</b>	<b>65</b>	<b>57</b>	<b>66</b>	<b>52</b>	<b>52</b>	<b>65</b>	<b>75</b>	<b>57</b>	<b>66</b>	<b>61</b>	<b>68</b>	<b>55</b>	<b>61</b>	<b>62</b>	<b>62</b>	<b>60</b>
Not very worried	25	26	28	27	31	20	25	27	24	30	23	29	23	28	31	24	18	30	21	25	23	32	26	24	23	26
Not at all worried	6	6	9	6	7	5	6	5	9	6	6	8	5	10	8	4	3	7	5	6	4	5	7	7	5	7
<b>TOTAL NOT WORRIED</b>	<b>31</b>	<b>32</b>	<b>37</b>	<b>33</b>	<b>38</b>	<b>25</b>	<b>31</b>	<b>32</b>	<b>33</b>	<b>36</b>	<b>29</b>	<b>37</b>	<b>28</b>	<b>38</b>	<b>39</b>	<b>28</b>	<b>21</b>	<b>37</b>	<b>26</b>	<b>31</b>	<b>27</b>	<b>37</b>	<b>33</b>	<b>31</b>	<b>28</b>	<b>33</b>
Don't know	8	7	6	5	6	9	7	6	7	6	6	7	7	11	8	7	4	6	8	7	6	7	6	7	10	6
<b>How do you think the financial situation of your household will change over the NEXT 12 months?</b>																										
Get a lot better	2	1	2	1	1	1	1	1	1	1	2	1	3	2	1	1	2	1	1	2	1	1	1	3	3	1
Get a little better	14	14	15	19	16	7	13	15	14	17	9	16	11	21	18	9	6	17	9	14	9	14	12	13	17	14
<b>TOTAL GET BETTER</b>	<b>16</b>	<b>15</b>	<b>17</b>	<b>20</b>	<b>17</b>	<b>8</b>	<b>14</b>	<b>16</b>	<b>15</b>	<b>18</b>	<b>10</b>	<b>18</b>	<b>12</b>	<b>24</b>	<b>20</b>	<b>10</b>	<b>7</b>	<b>19</b>	<b>10</b>	<b>15</b>	<b>11</b>	<b>15</b>	<b>13</b>	<b>16</b>	<b>20</b>	<b>15</b>
Stay about the same	47	45	56	45	41	46	48	48	49	47	49	45	46	39	40	47	55	46	45	45	54	46	49	42	39	45
Get a little worse	20	23	20	22	31	25	24	21	25	24	25	23	24	21	20	28	25	23	23	23	21	24	21	25	23	25
Get a lot worse	8	8	4	6	7	14	8	7	7	6	9	8	8	2	9	10	7	5	12	8	11	6	9	7	8	8
<b>TOTAL GET WORSE</b>	<b>28</b>	<b>31</b>	<b>24</b>	<b>28</b>	<b>38</b>	<b>39</b>	<b>32</b>	<b>28</b>	<b>32</b>	<b>30</b>	<b>34</b>	<b>31</b>	<b>32</b>	<b>23</b>	<b>29</b>	<b>38</b>	<b>32</b>	<b>28</b>	<b>35</b>	<b>31</b>	<b>32</b>	<b>30</b>	<b>30</b>	<b>32</b>	<b>31</b>	<b>33</b>
Don't know	9	8	3	7	5	7	6	7	3	5	7	7	10	14	11	5	5	7	11	9	4	8	9	10	10	8
<b>How do you think the financial situation of your household has changed over the LAST 12 months?</b>																										
Got a lot better	2	1	3	1	1	1	2	1	1	2	2	2	1	1	2	1	1	2	1	1	2	1	1	2	2	1
Got a little better	13	11	12	14	9	10	11	12	9	12	10	12	9	13	13	9	7	12	8	11	3	13	12	8	12	11
<b>TOTAL GOT BETTER</b>	<b>15</b>	<b>12</b>	<b>15</b>	<b>15</b>	<b>10</b>	<b>11</b>	<b>13</b>	<b>13</b>	<b>10</b>	<b>14</b>	<b>12</b>	<b>14</b>	<b>10</b>	<b>14</b>	<b>15</b>	<b>10</b>	<b>8</b>	<b>14</b>	<b>9</b>	<b>12</b>	<b>5</b>	<b>14</b>	<b>13</b>	<b>10</b>	<b>14</b>	<b>12</b>
Stayed about the same	36	36	46	31	39	37	40	30	42	34	39	36	35	35	30	34	49	37	34	35	46	36	36	31	35	37
Got a little worse	32	35	31	37	36	34	33	40	35	39	34	34	36	31	35	37	35	35	35	35	36	34	31	40	36	36
Got a lot worse	14	13	7	14	13	16	12	13	12	12	13	12	15	9	16	18	7	10	18	14	13	13	14	16	11	13
<b>TOTAL GOT WORSE</b>	<b>46</b>	<b>48</b>	<b>38</b>	<b>51</b>	<b>49</b>	<b>50</b>	<b>45</b>	<b>53</b>	<b>47</b>	<b>51</b>	<b>47</b>	<b>46</b>	<b>51</b>	<b>40</b>	<b>51</b>	<b>55</b>	<b>42</b>	<b>45</b>	<b>53</b>	<b>49</b>	<b>49</b>	<b>47</b>	<b>45</b>	<b>56</b>	<b>47</b>	<b>49</b>
Don't know	3	4	1	4	1	2	2	3	1	1	2	3	4	13	4	1	0	3	4	4	0	3	5	3	4	3



Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

Thinking about the cost of living, which of the following comes closest to your view?				
Total	I have already had to make cuts to my usual spending, and expect to have to make further cuts	I have already had to make cuts to my usual spending, but do not expect to make further cuts	I have been able to maintain my usual spending so far, but expect to have to make cuts soon	I have been able to maintain my usual spending so far, and expect to be able to continue to do so
<b>Weighted Sample</b> 2111	850	435	302	426
<b>Unweighted Sample</b> 2111	854	449	312	422
%	%	%	%	%

...suffer ill-health?

Very worried	19	17	28	9	14	9
Fairly worried	42	44	43	45	45	44
<b>TOTAL WORRIED</b>	<b>61</b>	<b>61</b>	<b>71</b>	<b>54</b>	<b>59</b>	<b>53</b>
Not very worried	25	26	20	31	31	31
Not at all worried	6	6	5	8	4	9
<b>TOTAL NOT WORRIED</b>	<b>31</b>	<b>32</b>	<b>25</b>	<b>39</b>	<b>35</b>	<b>40</b>
Don't know	8	7	4	6	6	7

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

Get a lot better	2	1	1	2	1	3
Get a little better	14	14	10	20	11	18
<b>TOTAL GET BETTER</b>	<b>16</b>	<b>15</b>	<b>11</b>	<b>22</b>	<b>12</b>	<b>21</b>
Stay about the same	47	45	33	53	49	64
Get a little worse	20	23	35	17	29	8
Get a lot worse	8	8	16	3	3	2
<b>TOTAL GET WORSE</b>	<b>28</b>	<b>31</b>	<b>51</b>	<b>20</b>	<b>32</b>	<b>10</b>
Don't know	9	8	6	6	7	5

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

Got a lot better	2	1	0	1	1	4
Got a little better	13	11	5	14	11	19
<b>TOTAL GOT BETTER</b>	<b>15</b>	<b>12</b>	<b>5</b>	<b>15</b>	<b>12</b>	<b>23</b>
Stayed about the same	36	36	19	38	48	61
Got a little worse	32	35	48	39	34	10
Got a lot worse	14	13	28	6	4	2
<b>TOTAL GOT WORSE</b>	<b>46</b>	<b>48</b>	<b>76</b>	<b>45</b>	<b>38</b>	<b>12</b>
Don't know	3	4	1	1	3	3

Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

		Thinking about your finances, which of the following best reflects your position?					Thinking about the cost of living, which of the following comes closest to your view?		Thinking about your finances, which of the following best reflects your position?		
		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	I am relatively comfortable financially	I am very comfortable financially	Made cuts	Maintained usual spending	Financially struggling	Financially comfortable	
Total		89	373	914	618	73	1285	728	462	691	
<b>Weighted Sample</b>	<b>2111</b>	89	373	914	618	73	1285	728	462	691	
<b>Unweighted Sample</b>	<b>2111</b>	84	359	945	613	75	1303	734	443	688	
	%	%	%	%	%	%	%	%	%	%	
<b>...suffer ill-health?</b>											
Very worried	19	17	57	28	16	9	8	22	11	33	9
Fairly worried	42	44	27	46	47	42	44	44	45	42	42
<b>TOTAL WORRIED</b>	<b>61</b>	<b>61</b>	<b>84</b>	<b>74</b>	<b>63</b>	<b>51</b>	<b>52</b>	<b>66</b>	<b>56</b>	<b>75</b>	<b>51</b>
Not very worried	25	26	11	16	27	33	26	23	31	15	32
Not at all worried	6	6	4	6	5	8	19	6	7	5	9
<b>TOTAL NOT WORRIED</b>	<b>31</b>	<b>32</b>	<b>15</b>	<b>22</b>	<b>32</b>	<b>41</b>	<b>45</b>	<b>29</b>	<b>38</b>	<b>20</b>	<b>41</b>
Don't know	8	7	2	5	6	8	3	5	6	4	8
<b>How do you think the financial situation of your household will change over the NEXT 12 months?</b>											
Get a lot better	2	1	1	1	1	2	4	1	3	1	2
Get a little better	14	14	13	10	14	15	25	13	15	10	16
<b>TOTAL GET BETTER</b>	<b>16</b>	<b>15</b>	<b>14</b>	<b>11</b>	<b>15</b>	<b>17</b>	<b>29</b>	<b>14</b>	<b>18</b>	<b>11</b>	<b>18</b>
Stay about the same	47	45	17	31	46	57	57	39	58	28	57
Get a little worse	20	23	18	31	27	16	7	29	16	29	15
Get a lot worse	8	8	39	18	6	2	4	12	3	22	2
<b>TOTAL GET WORSE</b>	<b>28</b>	<b>31</b>	<b>57</b>	<b>49</b>	<b>33</b>	<b>18</b>	<b>11</b>	<b>41</b>	<b>19</b>	<b>51</b>	<b>17</b>
Don't know	9	8	12	10	6	8	4	6	6	10	7
<b>How do you think the financial situation of your household has changed over the LAST 12 months?</b>											
Got a lot better	2	1	0	0	1	2	15	0	3	0	3
Got a little better	13	11	6	4	10	16	15	8	16	4	16
<b>TOTAL GOT BETTER</b>	<b>15</b>	<b>12</b>	<b>6</b>	<b>4</b>	<b>11</b>	<b>18</b>	<b>30</b>	<b>8</b>	<b>19</b>	<b>4</b>	<b>19</b>
Stayed about the same	36	36	16	18	32	53	60	25	55	17	54
Got a little worse	32	35	12	44	46	23	3	45	20	38	21
Got a lot worse	14	13	65	33	9	2	3	20	3	39	2
<b>TOTAL GOT WORSE</b>	<b>46</b>	<b>48</b>	<b>77</b>	<b>77</b>	<b>55</b>	<b>25</b>	<b>6</b>	<b>65</b>	<b>23</b>	<b>77</b>	<b>23</b>
Don't know	3	4	1	1	3	4	4	1	3	1	4

Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

	Westminster VI					Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Reform UK	Con	Lab	Lib Dem	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>2111</b>	<b>267</b>	<b>598</b>	<b>201</b>	<b>277</b>	<b>690</b>	<b>511</b>	<b>179</b>	<b>744</b>	<b>786</b>	<b>1022</b>	<b>1089</b>	<b>222</b>	<b>872</b>	<b>521</b>	<b>496</b>	<b>1203</b>	<b>908</b>	<b>1822</b>	<b>106</b>	<b>184</b>	<b>509</b>	<b>350</b>	<b>255</b>	<b>707</b>
<b>Unweighted Sample</b>	<b>2111</b>	<b>284</b>	<b>622</b>	<b>219</b>	<b>282</b>	<b>723</b>	<b>528</b>	<b>203</b>	<b>815</b>	<b>845</b>	<b>949</b>	<b>1162</b>	<b>165</b>	<b>893</b>	<b>550</b>	<b>503</b>	<b>1306</b>	<b>805</b>	<b>1826</b>	<b>111</b>	<b>174</b>	<b>506</b>	<b>357</b>	<b>206</b>	<b>757</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**How do you think the UK economy has changed over the LAST 12 months?**

Got a lot better	2	1	3	0	0	0	1	0	0	0	1	1	0	0	0	2	1	1	1	0	0	0	1	0	1	
Got a little better	22	18	45	8	12	27	31	8	16	14	25	20	15	9	14	18	27	18	17	18	18	18	19	14	14	20
<b>TOTAL GOT BETTER</b>	<b>24</b>	<b>19</b>	<b>48</b>	<b>8</b>	<b>12</b>	<b>27</b>	<b>32</b>	<b>8</b>	<b>16</b>	<b>14</b>	<b>26</b>	<b>21</b>	<b>16</b>	<b>9</b>	<b>14</b>	<b>18</b>	<b>29</b>	<b>19</b>	<b>18</b>	<b>19</b>	<b>18</b>	<b>18</b>	<b>19</b>	<b>15</b>	<b>14</b>	<b>21</b>
Stayed about the same	20	20	22	20	18	23	22	18	21	19	23	22	18	22	17	23	21	21	18	20	22	19	18	20	21	21
Got a little worse	29	30	18	34	42	22	25	35	34	33	27	28	32	33	31	29	28	32	27	30	32	30	30	29	26	32
Got a lot worse	23	27	9	34	25	25	15	34	26	30	21	25	29	28	32	27	19	24	31	27	24	29	27	32	32	23
<b>TOTAL GOT WORSE</b>	<b>52</b>	<b>57</b>	<b>27</b>	<b>68</b>	<b>67</b>	<b>47</b>	<b>40</b>	<b>69</b>	<b>60</b>	<b>63</b>	<b>48</b>	<b>53</b>	<b>61</b>	<b>61</b>	<b>63</b>	<b>56</b>	<b>47</b>	<b>56</b>	<b>58</b>	<b>57</b>	<b>56</b>	<b>59</b>	<b>57</b>	<b>61</b>	<b>58</b>	<b>55</b>
Don't know	6	5	4	4	3	3	4	4	3	4	3	4	5	7	6	3	3	4	6	5	5	4	6	5	7	3

**How do you think the UK economy will change over the NEXT 12 months?**

Get a lot better	2	1	1	0	0	0	1	0	0	0	1	0	1	0	1	0	1	0	1	1	0	1	1	1	0	
Get a little better	22	19	28	25	22	16	21	21	24	23	17	23	14	17	19	19	18	23	13	19	19	16	16	18	22	20
<b>TOTAL GET BETTER</b>	<b>24</b>	<b>20</b>	<b>29</b>	<b>25</b>	<b>22</b>	<b>16</b>	<b>22</b>	<b>21</b>	<b>24</b>	<b>23</b>	<b>18</b>	<b>24</b>	<b>14</b>	<b>18</b>	<b>19</b>	<b>20</b>	<b>18</b>	<b>24</b>	<b>13</b>	<b>20</b>	<b>20</b>	<b>16</b>	<b>17</b>	<b>19</b>	<b>23</b>	<b>20</b>
Stay about the same	33	32	39	35	33	27	36	34	33	35	34	32	33	32	31	34	34	33	31	32	36	34	34	29	31	33
Get a little worse	18	21	14	18	26	19	18	20	24	21	20	21	21	21	20	20	23	21	20	21	23	21	22	25	14	20
Get a lot worse	11	14	9	9	7	23	12	10	8	9	15	13	14	13	15	13	12	12	16	14	9	13	14	15	17	12
<b>TOTAL GET WORSE</b>	<b>29</b>	<b>35</b>	<b>23</b>	<b>27</b>	<b>33</b>	<b>42</b>	<b>30</b>	<b>30</b>	<b>32</b>	<b>30</b>	<b>35</b>	<b>34</b>	<b>35</b>	<b>34</b>	<b>35</b>	<b>33</b>	<b>35</b>	<b>33</b>	<b>36</b>	<b>35</b>	<b>32</b>	<b>34</b>	<b>36</b>	<b>40</b>	<b>31</b>	<b>32</b>
Don't know	15	14	9	13	11	15	12	15	11	13	13	11	17	16	15	12	14	11	18	14	12	16	14	13	15	14

\*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.

Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

Thinking about the cost of living, which of the following comes closest to your view?					
	Total	I have already had to make cuts to my usual spending, and expect to have to make further cuts	I have already had to make cuts to my usual spending, but do not expect to make further cuts	I have been able to maintain my usual spending so far, but expect to have to make cuts soon	I have been able to maintain my usual spending so far, and expect to be able to continue to do so
<b>Weighted Sample</b>	<b>2111</b>	850	435	302	426
<b>Unweighted Sample</b>	<b>2111</b>	854	449	312	422
	%	%	%	%	%

**How do you think the UK economy has changed over the LAST 12 months?**

Got a lot better	2	1	0	0	0	2
Got a little better	22	18	9	23	22	29
<b>TOTAL GOT BETTER</b>	<b>24</b>	<b>19</b>	<b>9</b>	<b>23</b>	<b>22</b>	<b>31</b>
Stayed about the same	20	20	13	28	22	25
Got a little worse	29	30	33	29	35	24
Got a lot worse	23	27	42	17	20	15
<b>TOTAL GOT WORSE</b>	<b>52</b>	<b>57</b>	<b>75</b>	<b>46</b>	<b>55</b>	<b>39</b>
Don't know	6	5	3	3	2	4

**How do you think the UK economy will change over the NEXT 12 months?**

Get a lot better	2	1	0	1	0	1
Get a little better	22	19	13	24	20	27
<b>TOTAL GET BETTER</b>	<b>24</b>	<b>20</b>	<b>13</b>	<b>25</b>	<b>20</b>	<b>28</b>
Stay about the same	33	32	28	37	36	37
Get a little worse	18	21	26	17	23	13
Get a lot worse	11	14	22	5	12	7
<b>TOTAL GET WORSE</b>	<b>29</b>	<b>35</b>	<b>48</b>	<b>22</b>	<b>35</b>	<b>20</b>
Don't know	15	14	11	16	8	14

\*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.

Sample Size: 2111 GB Adults  
Fieldwork: 10th - 11th June 2024

	Thinking about your finances, which of the following best reflects your position?					Thinking about the cost of living, which of the following comes closest to your view?		Thinking about your finances, which of the following best reflects your position?	
Total	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	I am relatively comfortable financially	I am very comfortable financially	Made cuts	Maintained usual spending	Financially struggling	Financially comfortable
<b>Weighted Sample</b> 2111	89	373	914	618	73	1285	728	462	691
<b>Unweighted Sample</b> 2111	84	359	945	613	75	1303	734	443	688
	%	%	%	%	%	%	%	%	%

**How do you think the UK economy has changed over the LAST 12 months?**

Got a lot better	2	1	0	1	0	1	4	0	1	1	1
Got a little better	22	18	6	10	18	25	21	14	26	9	24
<b>TOTAL GOT BETTER</b>	<b>24</b>	<b>19</b>	<b>6</b>	<b>11</b>	<b>18</b>	<b>26</b>	<b>25</b>	<b>14</b>	<b>27</b>	<b>10</b>	<b>25</b>
Stayed about the same	20	20	13	9	23	23	22	18	24	10	23
Got a little worse	29	30	15	34	31	29	28	31	29	30	29
Got a lot worse	23	27	64	44	26	15	21	34	17	47	16
<b>TOTAL GOT WORSE</b>	<b>52</b>	<b>57</b>	<b>79</b>	<b>78</b>	<b>57</b>	<b>44</b>	<b>49</b>	<b>65</b>	<b>46</b>	<b>77</b>	<b>45</b>
Don't know	6	5	3	3	3	6	4	3	3	3	6

**How do you think the UK economy will change over the NEXT 12 months?**

Get a lot better	2	1	0	1	0	0	2	0	1	1	1
Get a little better	22	19	8	14	19	21	36	16	24	13	23
<b>TOTAL GET BETTER</b>	<b>24</b>	<b>20</b>	<b>8</b>	<b>15</b>	<b>19</b>	<b>21</b>	<b>38</b>	<b>16</b>	<b>25</b>	<b>14</b>	<b>24</b>
Stay about the same	33	32	16	23	35	37	30	31	37	22	36
Get a little worse	18	21	20	25	22	18	13	23	17	24	17
Get a lot worse	11	14	44	23	12	7	10	16	9	27	8
<b>TOTAL GET WORSE</b>	<b>29</b>	<b>35</b>	<b>64</b>	<b>48</b>	<b>34</b>	<b>25</b>	<b>23</b>	<b>39</b>	<b>26</b>	<b>51</b>	<b>25</b>
Don't know	15	14	12	14	12	16	9	13	12	13	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.