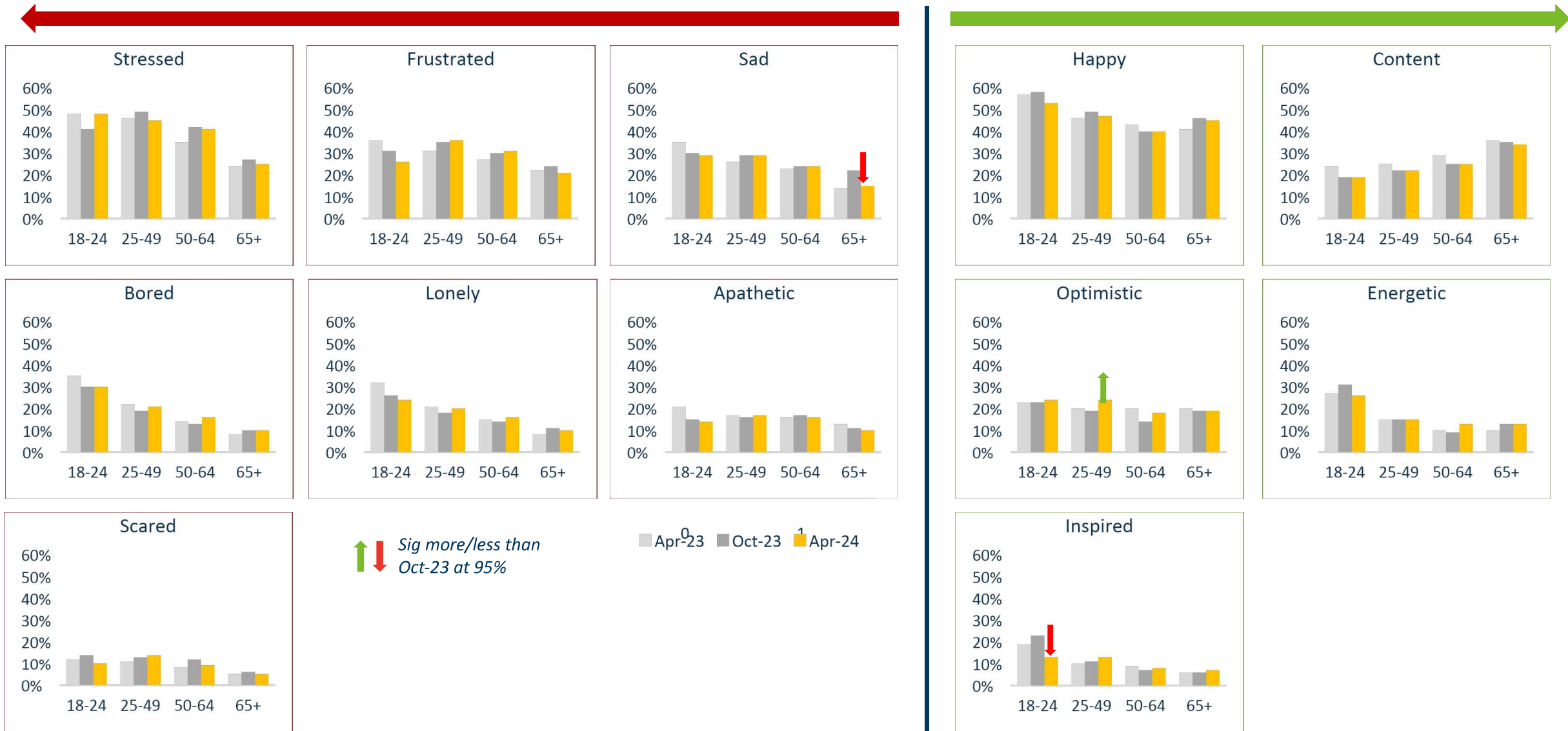


# State of the Nation Summary

May 2024

# Spring sees optimism increase for 25-64s, but 18-24s appear less inspired

Words selected to describe mood and/or feelings in the past week



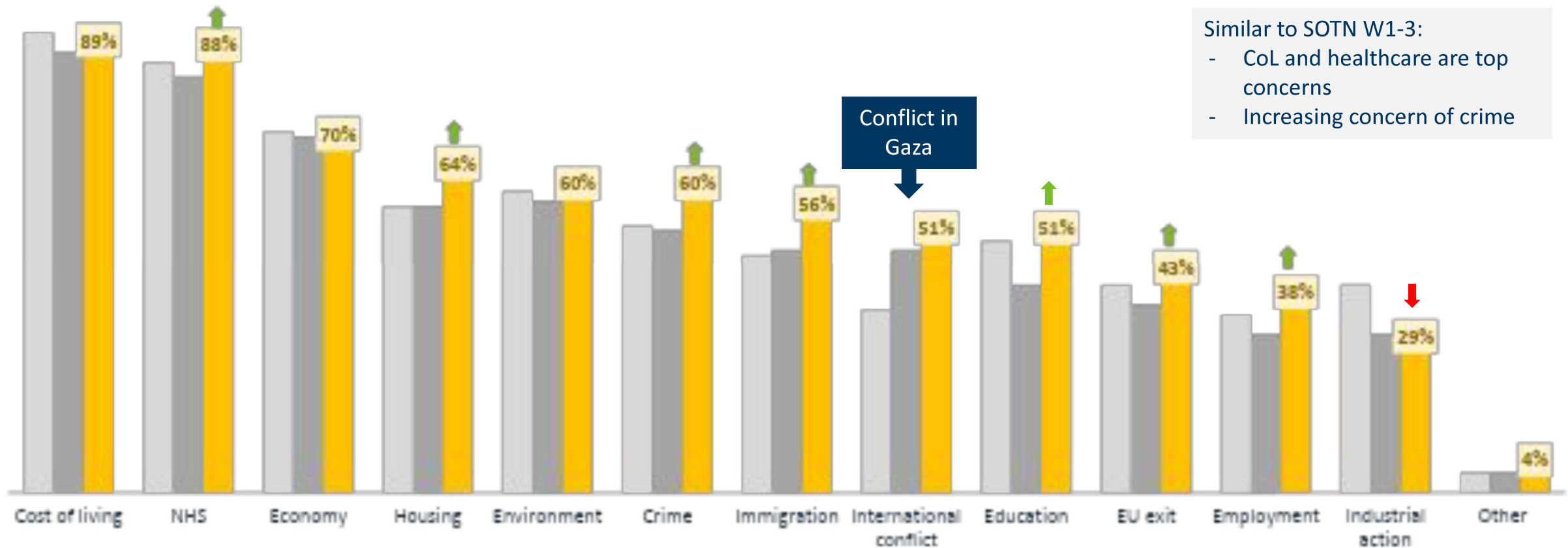
Source: YouGov: Britain's Mood, Measured Weekly: <https://yougov.co.uk/topics/politics/trackers/britains-mood-measured-weekly>

Q: Broadly speaking, which of the following best describe your mood and/or how you have felt in the past week Please select all that apply. Total n = 2,012; 18-24 n = 230, 25-49 n = 829; 50-64 n = 449; 65+ n = 499

# Cost of living and healthcare continue as top concerns, although healthcare, along with many other areas have increased in concern over last 6 months

What do you think are important issues facing the UK today?

Apr-23 Oct-23 Apr-24



Similar to SOTN W1-3:

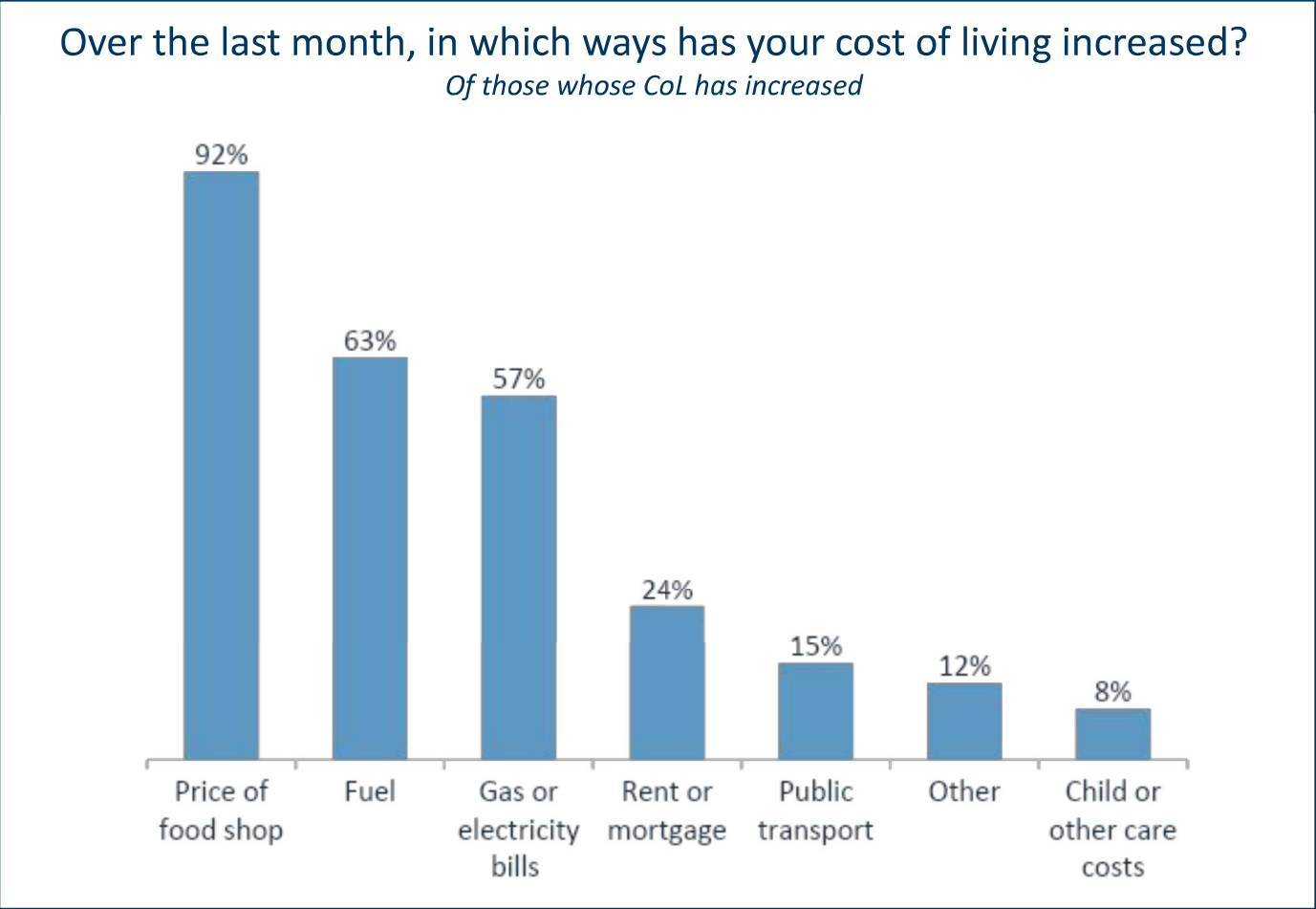
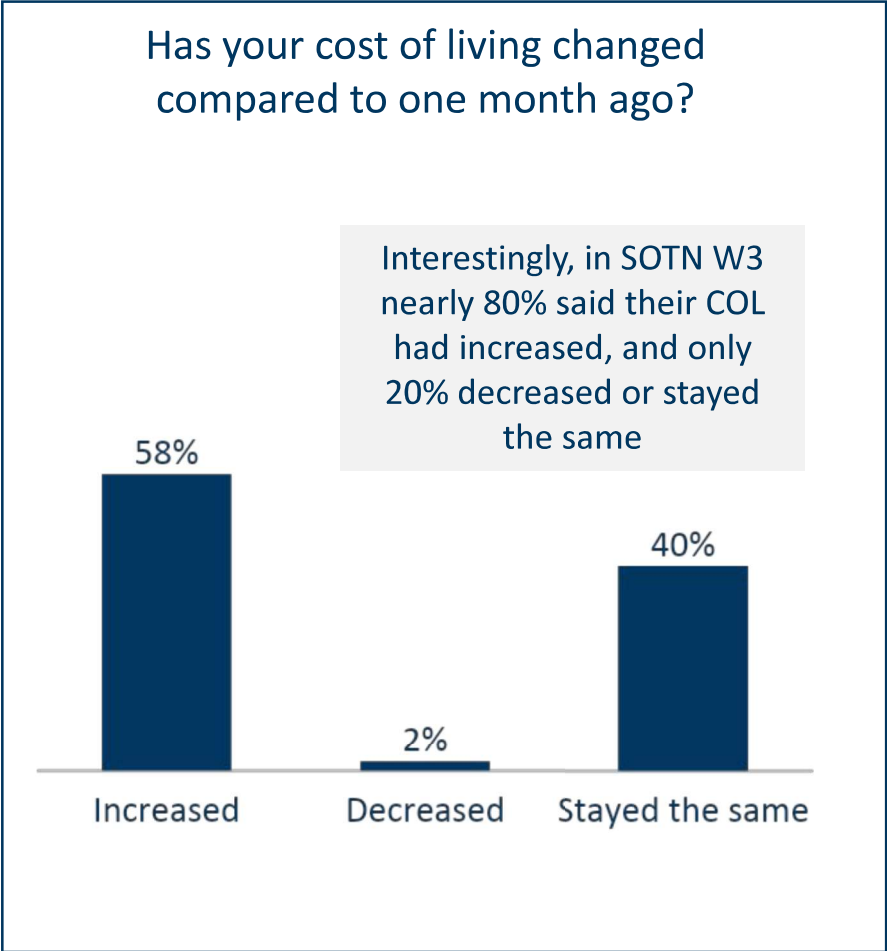
- CoL and healthcare are top concerns
- Increasing concern of crime

Conflict in Gaza

Source: Opinions and Lifestyle Survey from the Office for National Statistics, Important Issues, Great Britain, 24 April to 6 May 2024.  
Q = What do you think are important issues facing the UK today? n = 2,650. Multiple Choice

↑ ↓ Sig more/less than Oct-23 at 95%

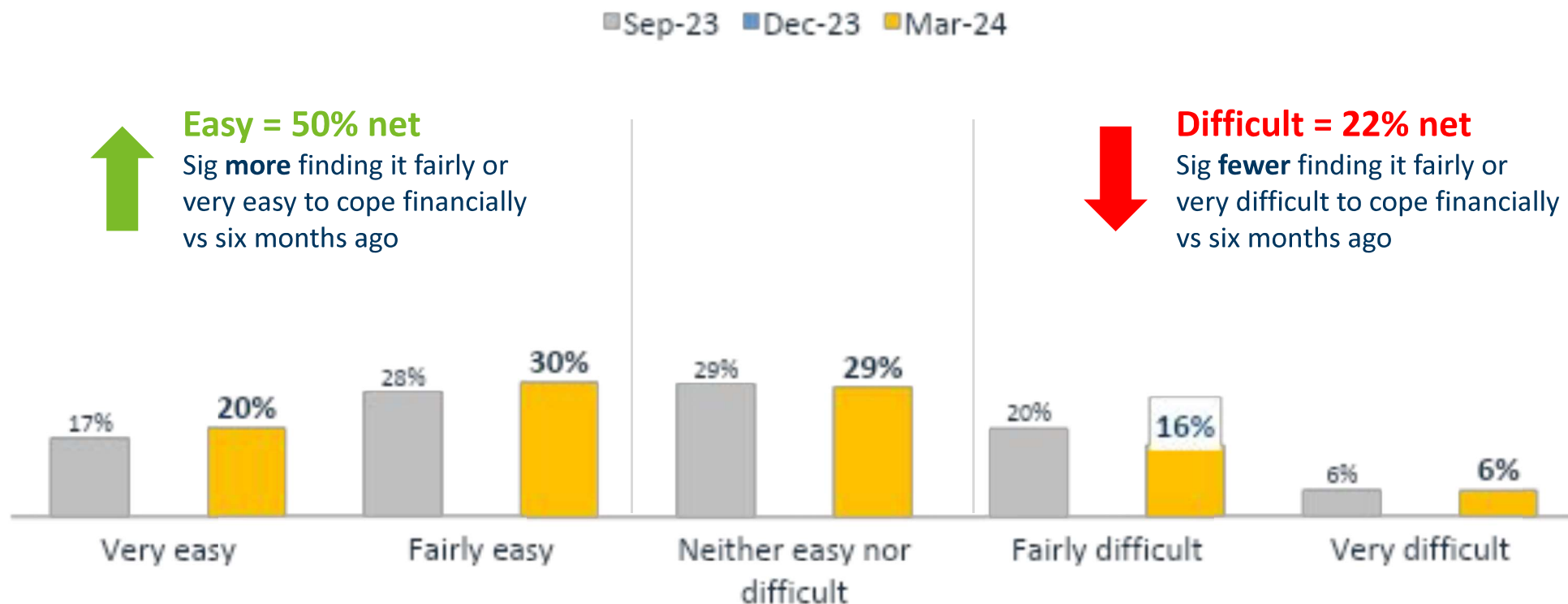
# Cost of living continues to increase for over half, with price of food shop increasing for nearly all those affected



Source: Opinions and Lifestyle Survey from the Office for National Statistics, Public opinions and social trends, Great Britain: household finances, 24 April to 6 May 2024  
Q = Has your cost of living changed compared to one month ago? n = 2,640, Q = Over the last month, in which ways has your cost of living increased? n = 1,550

# Encouragingly, significantly more are finding it easier to cope financially vs 6 months ago

## Ability to cope financially in the past month



Source: Opinions and Lifestyle Survey from the Office for National Statistics,

To what extent did you find it easy or difficult to get by financially in the past month, 1 = "very easy", 5 = "very difficult", Mar-24 (13-24 Mar 2024) n = 2,350; Sep-23 (20 Sep-1 Oct 23) n = 2,360

# Younger adults continue to rely on credit and using savings; 50+ shopping around more

◇ Similar to SOTN W3

Which of these, if any, are you doing because of the increases in the cost of living?	Total	Age 16-29*	Age 30-49	Age 50-69	Age 70+
Spending less on non-essentials	60%	58% ↓	67% ↑	59% ↑	52% ↑
Shopping around more	48%	37% ↓	45% ↓	54% ↑	57% ↑
Using less fuel such as gas or electricity in my home	41%	29%	36%	50%	49% ↓
Spending less on food shopping and essentials	36%	39%	39%	36% ↑	25%
Cutting back on non-essential journeys in my vehicle	28%	22%	27%	32%	30%
Using my savings	28%	30%	29%	26%	28%
Making energy efficiency improvements to my home	20%	19%	21% ↑	19% ↓	20% ↓
Using credit more than usual	15%	16%	23%	12%	4%
None of these	13%	16%	11% ↑	12%	14% ↓
Doing other things	5%	6%	8%	4%	2%
Using support from charities, including food banks	2%	5%	3%	2%	[low]

\*lower sample size: n = 140

Source: Opinions and Lifestyle Survey from the Office for National Statistics; Public opinions and social trends, Great Britain: household finances

Q = Which of these, if any, are you doing because of the increases in the cost of living? Multi choice

Total: n = 2,650; 16-29: n = 140; 30-49: n = 430; 50-69: n = 950; 70+: n = 1,130

↑↓  
Sig less/more than Total  
at 95%

**16-29**

- Less likely to shop around and cut back on fuel in home ◇
- Using savings and credit ◇

**30-49**

- More likely to spend less on non-essentials
- More likely to use more credit than usual ◇

*Family life-stage struggles?*

**50-69**

- More likely to shop around more and use less fuel in home
- Less likely to use more credit than usual

**70+**

- More likely to shop around more and use less fuel in home
- Less likely to cut back on non-essentials and essentials ◇
- Less likely to use more credit than usual ◇

*More comfortable with living costs?*