



BMG Opinion Poll - Public Perception of the Economy Indicators

NET HOUSEHOLD FINANCIAL PERFORMANCE SCORES

Thinking about the previous 12 months, how would you say that your household finances have changed during that period?

Wave	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure	
Oct-15	-9%	-3%	-17%	1%	4%	-8%	-22%	-20%	-12%	0%	-21%										
Nov-15	-10%	-3%	-17%	-4%	7%	-8%	-21%	-24%	-12%	-2%	-14%	11%	-6%	-15%	-19%	-52%	-16%	-23%	-59%	-29%	
Dec-15	-8%	-3%	-15%	5%	4%	-17%	-14%	-23%	-7%	3%	-25%	7%	-12%	-15%	-13%	-20%	-25%	-15%	-15%	-20%	
Jan-16	-12%	-5%	-16%	1%	-5%	-10%	-20%	-21%	-9%	-2%	-23%	4%	-14%	-20%	-29%	23%	-17%	-12%	5%	-18%	
Feb-16	-16%	-11%	-20%	9%	-9%	-25%	-24%	-24%	-19%	-9%	-25%	6%	-12%	-23%	-24%	-41%	-40%	-27%	-16%	-31%	

NET HOUSEHOLD FINANCIAL OPTIMISM SCORES

Thinking about the coming 12 months, how do you expect your household finances to change during that period?

Wave	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure	
Oct-15	-7%	-4%	-8%	12%	13%	1%	-23%	-17%	-18%	-1%	-11%										
Nov-15	-4%	3%	-8%	10%	22%	3%	-17%	-18%	-13%	3%	-4%	14%	-3%	-6%	-14%	-46%	-17%	-9%	-32%	-16%	
Dec-15	-3%	0%	-6%	2%	16%	2%	-10%	-23%	-6%	4%	-17%	9%	-10%	2%	-9%	0%	-18%	1%	-15%	-8%	
Jan-16	0%	2%	-3%	15%	15%	3%	-3%	-12%	-11%	5%	-7%	16%	-6%	2%	-9%	7%	3%	-3%	-10%	-5%	
Feb-16	-4%	-3%	-5%	21%	22%	-6%	-11%	-16%	-22%	1%	-11%	7%	3%	-19%	-14%	-31%	-13%	-5%	38%	-7%	

NET NATIONAL ECONOMIC PERFORMANCE SCORES

Thinking about the previous 12 months, how would you say that the national economy has changed during that period?

Wave	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure	
Oct-15	7%	12%	4%	-3%	14%	5%	-2%	-4%	25%	17%	-7%										
Nov-15	3%	14%	-4%	0%	8%	3%	-8%	1%	17%	17%	-12%	51%	-10%	13%	-13%	-6%	-18%	-27%	-29%	-11%	
Dec-15	6%	15%	-1%	6%	4%	-2%	-3%	1%	28%	14%	-5%	52%	-15%	9%	-5%	-6%	-17%	-11%	-67%	-10%	
Jan-16	1%	5%	-2%	2%	-2%	-4%	2%	9%	4%	13%	-13%	44%	-16%	-2%	-15%	-46%	-23%	-2%	0%	-9%	
Feb-16	-4%	1%	-9%	-14%	-6%	-5%	-7%	-5%	3%	1%	-11%	41%	-22%	24%	-21%	-32%	-36%	-36%	-16%	-18%	

NET NATIONAL ECONOMIC OPTIMISM SCORES

Thinking about the coming 12 months, how do you expect the national economy to change during that period?

Wave	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure	
Oct-15	2%	6%	-4%	4%	11%	0%	-9%	-7%	9%	10%	-10%										
Nov-15	0%	8%	-5%	-2%	12%	5%	-11%	-9%	7%	10%	-12%	46%	-18%	-1%	-18%	-30%	-13%	-16%	-32%	-6%	
Dec-15	2%	7%	-1%	0%	1%	7%	-9%	-6%	17%	10%	-9%	48%	-17%	11%	-15%	-37%	-28%	-21%	-66%	-11%	
Jan-16	-4%	0%	-6%	4%	-2%	-4%	-3%	-4%	-9%	3%	-12%	33%	-21%	-16%	-10%	-15%	-23%	-2%	0%	-15%	
Feb-16	-5%	1%	-7%	8%	-2%	-6%	-6%	-11%	-3%	2%	-9%	37%	-21%	7%	-18%	-8%	-37%	-9%	-33%	-12%	

NET ECONOMIC APPROVAL SCORES: CHANCELLOR

How much confidence do you have in George Osborne to manage the national economy?

Wave	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure	
Oct-15	-21%	-22%	-20%	-33%	-23%	-23%	-31%	-23%	-1%	-9%	-37%										
Nov-15	-31%	-25%	-37%	-39%	-14%	-42%	-51%	-33%	-13%	-23%	-35%	48%	-62%	-17%	-48%	-100%	-87%	-79%	-64%	-50%	
Dec-15	-25%	-23%	-27%	-37%	-43%	-36%	-33%	-21%	8%	-11%	-48%	55%	-72%	-36%	-48%	-74%	-74%	-62%	-67%	-44%	
Jan-16	-29%	-27%	-29%	-30%	-44%	-34%	-28%	-21%	-13%	-20%	-38%	46%	-70%	-22%	-51%	-69%	-67%	-50%	-89%	-47%	
Feb-16	-32%	-26%	-37%	-42%	-40%	-38%	-36%	-31%	-11%	-24%	-40%	44%	-69%	-37%	-52%	-61%	-82%	-61%	-54%	-44%	

NET ECONOMIC APPROVAL SCORES: SHADOW CHANCELLOR

How much confidence do you have in John McDonnell to manage the national economy?

Wave	Total	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65+	ABC1	C2DE	Conservative	Labour	Liberal Democrat	UKIP	Plaid Cymru	SNP	Greens	Other	Not sure	
Oct-15	-33%	-38%	-30%	-17%	-16%	-30%	-41%	-40%	-48%	-35%	-29%										
Nov-15	-36%	-42%	-32%	-24%	-16%	-25%	-51%	-50%	-46%	-37%	-33%	-44%	-15%	-40%	-40%	-81%	-52%	-41%	-50%	-36%	
Dec-15	-25%	-46%	-29%	-19%	-31%	-31%	-37%	-45%	-48%	-37%	-37%	-42%	-15%	-44%	-59%	-80%	-51%	-36%	-42%	-34%	
Jan-16	-29%	-45%	-31%	-26%	-33%	-34%	-41%	-54%	-38%	-41%	-36%	-44%	-20%	-38%	-54%	0%	-69%	-47%	-49%	-32%	
Feb-16	-32%	-42%	-35%	-28%	-26%	-35%	-47%	-40%	-48%	-38%	-37%	-44%	-21%	-50%	-58%	-44%	-39%	-47%	-28%	-36%	