

YouGov Survey Results

Sample Size: 1690 adults in GB
Fieldwork: 3rd - 5th September 2021

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1690	575	419	152	627	669	821	869	184	705	407	394	963	727	203	568	367	407	145
Unweighted Sample	1690	582	409	161	674	693	739	951	114	703	407	466	1017	673	188	587	376	396	143
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you noticed an increase or decrease in the price of the following products or services compared with before the pandemic (i.e. before March 2020)? By this we mean that the price has gone up or down, or product size has gone up or down while the price

Groceries

Major increase	14	11	17	15	15	14	9	18	2	13	19	14	13	15	16	12	11	14	20
Moderate increase	30	31	33	35	36	33	28	32	13	28	35	38	32	28	29	28	34	30	28
Minor increase	27	29	24	23	26	26	29	25	35	26	23	29	27	26	29	29	23	26	29
TOTAL INCREASE	71	71	74	73	77	73	66	75	50	67	77	81	72	69	74	69	68	70	77
No noticeable change	19	19	18	22	16	19	22	17	21	22	18	16	19	20	20	19	21	20	15
Minor decrease	1	2	1	0	0	1	1	1	4	0	0	1	1	0	0	1	1	1	0
Moderate decrease	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
Major decrease	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL DECREASE	1	2	1	0	0	1	1	1	4	1	0	1	1	0	0	1	1	1	1
Don't know	7	5	7	4	6	6	8	6	18	9	4	2	7	7	6	8	7	7	6
NA - I never spend money on this	1	2	0	1	1	1	2	1	8	1	0	0	1	2	0	2	2	1	0

Sample Size: 1690 adults in GB
Fieldwork: 3rd - 5th September 2021

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1690	575	419	152	627	669	821	869	184	705	407	394	963	727	203	568	367	407	145
Unweighted Sample	1690	582	409	161	674	693	739	951	114	703	407	466	1017	673	188	587	376	396	143
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Shop-bought alcohol

Major increase	3	2	3	2	2	2	2	3	0	3	4	2	2	3	4	1	3	2	7
Moderate increase	11	11	14	13	13	12	12	11	7	11	12	15	13	10	15	11	11	10	14
Minor increase	12	11	12	15	13	11	12	11	15	9	11	15	12	11	8	13	11	12	11
TOTAL INCREASE	26	24	29	30	28	25	26	25	22	23	27	32	27	24	27	25	25	24	32
No noticeable change	28	31	24	35	27	28	31	26	29	30	30	22	30	26	20	29	27	32	26
Minor decrease	1	1	1	1	1	1	2	1	3	2	1	0	1	1	2	1	1	2	3
Moderate decrease	0	1	0	1	1	0	1	0	0	0	1	0	0	0	0	0	0	1	0
Major decrease	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
TOTAL DECREASE	1	2	1	2	2	1	3	1	4	2	2	0	1	1	2	1	1	3	3
Don't know	18	19	17	8	17	19	15	20	17	18	18	18	18	17	17	18	21	15	14
NA - I never spend money on this	27	25	29	27	27	26	26	27	27	28	24	27	23	31	35	26	27	24	26

Having a meal out

Major increase	8	7	10	11	9	8	8	9	3	8	10	11	8	8	10	9	7	7	12
Moderate increase	20	24	19	22	21	22	20	21	17	18	21	24	21	19	25	20	19	19	23
Minor increase	18	20	19	19	18	18	18	19	20	19	19	16	20	16	19	20	15	20	15
TOTAL INCREASE	46	51	48	52	48	48	46	49	40	45	50	51	49	43	54	49	41	46	50
No noticeable change	20	20	20	23	20	17	21	19	24	24	17	14	22	16	21	22	19	19	14
Minor decrease	1	1	0	1	1	1	1	1	6	1	0	0	1	2	0	1	3	1	1
Moderate decrease	1	1	1	0	1	1	2	1	4	1	0	1	1	1	0	1	2	1	3
Major decrease	1	0	0	0	0	0	0	1	1	1	0	1	0	1	0	0	1	1	1
TOTAL DECREASE	3	2	1	1	2	2	3	3	11	3	0	2	2	4	0	2	6	3	5
Don't know	16	15	19	12	17	16	16	16	17	16	17	16	16	16	14	15	19	16	17
NA - I never spend money on this	14	12	11	11	12	16	14	14	7	13	15	18	9	20	11	12	14	16	16

Having an alcoholic drink out

Major increase	7	6	9	8	8	6	6	8	5	7	8	6	6	8	9	7	7	6	8
Moderate increase	16	19	15	16	16	18	18	14	22	12	17	19	17	14	14	18	15	16	15
Minor increase	14	16	13	14	16	14	15	13	14	16	13	12	16	12	13	15	17	13	9
TOTAL INCREASE	37	41	37	38	40	38	39	35	41	35	38	37	39	34	36	40	39	35	32
No noticeable change	15	15	13	17	13	15	17	13	16	17	15	10	17	13	18	15	12	15	16
Minor decrease	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	1
Moderate decrease	1	0	1	0	0	1	1	1	4	1	0	0	1	1	1	0	1	1	3
Major decrease	0	0	0	0	1	0	0	1	1	1	0	1	0	1	0	0	1	1	1
TOTAL DECREASE	1	1	1	0	1	1	1	2	5	3	0	1	1	2	1	1	2	2	5
Don't know	19	19	21	17	20	20	17	21	15	18	20	22	19	19	15	18	23	20	15
NA - I never spend money on this	27	24	27	28	27	26	25	29	22	27	27	30	23	33	31	26	25	27	33

Sample Size: 1690 adults in GB
Fieldwork: 3rd - 5th September 2021

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1690	575	419	152	627	669	821	869	184	705	407	394	963	727	203	568	367	407	145
Unweighted Sample	1690	582	409	161	674	693	739	951	114	703	407	466	1017	673	188	587	376	396	143

Getting a haircut or beauty treatment

Major increase	6	4	7	7	5	5	5	7	6	6	6	5	6	6	8	5	6	4	7
Moderate increase	15	20	13	16	15	17	12	18	11	13	16	19	15	15	16	18	14	12	13
Minor increase	18	21	16	16	19	15	15	21	26	17	16	19	20	16	20	18	19	17	16
TOTAL INCREASE	39	45	36	39	39	37	32	46	43	36	38	43	41	37	44	41	39	33	36
No noticeable change	26	26	30	29	29	26	25	26	17	25	28	28	28	23	26	24	25	27	30
Minor decrease	1	0	0	0	0	0	0	1	2	1	0	0	0	1	1	1	0	1	0
Moderate decrease	0	0	0	0	0	0	0	0	2	0	0	0	1	0	0	0	0	0	3
Major decrease	1	1	0	0	0	1	0	1	1	1	0	0	1	0	0	0	1	1	0
TOTAL DECREASE	2	1	0	0	0	1	0	2	5	2	0	0	2	1	1	1	1	2	3
Don't know	14	11	18	10	14	14	14	15	19	14	15	12	13	16	12	14	17	15	12
NA - I never spend money on this	20	16	16	21	17	21	28	12	16	23	19	16	16	24	17	20	17	23	20

Public transport

Major increase	4	2	6	3	4	3	3	4	5	5	3	2	4	4	4	4	3	3	9
Moderate increase	7	6	8	13	9	7	7	8	4	10	7	4	8	7	17	7	5	5	8
Minor increase	10	9	11	8	10	9	12	9	17	10	10	8	11	10	18	9	7	12	6
TOTAL INCREASE	21	17	25	24	23	19	22	21	26	25	20	14	23	21	39	20	15	20	23
No noticeable change	24	23	26	21	26	20	27	21	27	25	23	21	23	25	30	22	23	22	28
Minor decrease	1	0	1	1	1	0	0	1	2	1	0	0	1	1	2	1	1	0	0
Moderate decrease	1	0	0	0	0	0	1	1	5	0	0	0	1	0	0	1	1	0	3
Major decrease	1	0	0	0	0	1	0	1	1	1	0	0	1	1	0	0	1	1	0
TOTAL DECREASE	3	0	1	1	1	1	3	3	8	2	0	0	3	2	2	2	3	1	3
Don't know	22	24	23	20	23	23	21	23	16	18	24	28	23	21	16	23	25	21	19
NA - I never spend money on this	31	35	25	32	28	36	29	33	23	29	33	36	30	32	11	33	34	36	27

Fuel

Major increase	27	32	25	30	27	31	28	25	10	22	34	35	25	28	20	28	28	26	28
Moderate increase	26	32	27	28	28	29	25	27	18	23	31	30	28	23	23	28	27	25	25
Minor increase	14	14	13	16	14	13	16	13	14	16	13	14	15	14	11	16	14	14	17
TOTAL INCREASE	67	78	65	74	69	73	69	65	42	61	78	79	68	65	54	72	69	65	70
No noticeable change	9	7	8	9	8	8	10	8	14	12	6	5	10	8	9	7	10	12	7
Minor decrease	0	0	1	0	1	0	0	1	1	1	0	0	0	0	0	0	1	0	0
Moderate decrease	1	1	0	1	1	0	1	1	4	1	0	0	1	1	1	1	0	1	3
Major decrease	0	1	0	0	1	1	0	1	1	0	0	1	0	1	0	1	0	1	2
TOTAL DECREASE	1	2	1	1	3	1	1	3	6	2	0	1	1	2	1	2	1	2	5
Don't know	9	6	11	4	9	7	8	10	16	10	7	6	7	11	12	7	11	9	7
NA - I never spend money on this	13	8	15	12	12	10	13	14	21	16	8	9	13	14	24	12	9	13	13

Sample Size: 1690 adults in GB
Fieldwork: 3rd - 5th September 2021

	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Region				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1690	575	419	152	627	669	821	869	184	705	407	394	963	727	203	568	367	407	145
Unweighted Sample	1690	582	409	161	674	693	739	951	114	703	407	466	1017	673	188	587	376	396	143
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Clothes

Major increase	4	3	4	4	4	5	4	5	1	5	4	5	4	5	5	4	4	4	6
Moderate increase	16	17	16	18	17	16	14	18	12	12	20	20	16	15	18	13	17	15	19
Minor increase	17	17	17	20	16	20	17	18	12	17	18	19	16	18	18	17	14	19	17
TOTAL INCREASE	37	37	37	42	37	41	35	41	25	34	42	44	36	38	41	34	35	38	42
No noticeable change	34	38	33	27	35	32	34	35	41	36	32	30	36	32	34	35	35	33	35
Minor decrease	2	1	1	2	1	1	2	1	5	1	0	1	2	1	0	1	3	1	0
Moderate decrease	1	1	1	0	1	1	1	1	4	1	0	0	1	1	0	1	1	1	3
Major decrease	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	1	1	0	0
TOTAL DECREASE	3	2	2	2	2	2	3	2	10	3	0	1	3	2	0	3	5	2	3
Don't know	22	20	25	22	23	22	25	19	20	22	22	21	22	22	22	23	21	23	13
NA - I never spend money on this	4	3	3	5	3	4	5	3	5	5	3	3	4	4	3	4	4	3	5

Hobby/leisure activities (such as a gym

membership, exercise class, pottery class etc)

Major increase	4	2	5	2	4	2	4	3	3	5	3	2	3	4	4	3	4	3	7
Moderate increase	11	11	11	14	11	10	11	11	12	12	9	9	12	9	19	9	11	10	9
Minor increase	11	11	12	13	13	10	11	10	7	12	11	9	11	10	14	11	9	9	10
TOTAL INCREASE	26	24	28	29	28	22	26	24	22	29	23	20	26	23	37	23	24	22	26
No noticeable change	18	17	21	23	20	16	20	17	21	24	15	11	21	15	21	19	17	17	19
Minor decrease	1	0	1	1	1	0	1	1	4	1	0	0	1	1	0	1	1	2	0
Moderate decrease	1	1	1	0	1	1	2	1	6	1	0	0	1	1	1	0	3	1	1
Major decrease	1	1	0	0	0	1	1	1	3	1	0	0	1	1	0	1	1	1	3
TOTAL DECREASE	3	2	2	1	2	2	4	3	13	3	0	0	3	3	1	2	5	4	4
Don't know	22	24	22	19	23	23	21	22	17	19	25	24	21	22	21	23	21	23	16
NA - I never spend money on this	32	33	28	29	28	36	30	34	27	24	37	43	28	36	20	32	33	35	35

Your general household bills

Major increase	16	14	19	11	14	19	14	17	6	16	19	15	15	17	18	14	14	16	23
Moderate increase	30	33	32	34	36	32	28	31	13	27	36	37	30	30	29	29	32	32	25
Minor increase	26	29	24	30	27	27	28	24	14	26	27	31	28	23	22	29	23	26	26
TOTAL INCREASE	72	76	75	75	77	78	70	72	33	69	82	83	73	70	69	72	69	74	74
No noticeable change	16	17	16	15	15	16	17	15	17	19	14	13	16	17	20	16	14	16	15
Minor decrease	1	0	1	1	1	0	1	0	2	0	0	1	1	0	0	1	1	1	0
Moderate decrease	0	0	0	0	0	0	0	0	3	0	0	0	1	0	0	0	0	0	3
Major decrease	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
TOTAL DECREASE	1	0	1	1	1	0	1	0	5	0	0	1	2	0	0	1	1	2	3
Don't know	7	4	7	4	5	4	7	8	22	8	4	3	7	8	7	8	8	6	5
NA - I never spend money on this	4	2	2	5	1	1	5	3	24	3	0	0	4	4	3	4	6	3	2