

YouGov Survey Results

Sample Size: 14999 adults in GB

Fieldwork: 24th January - 10th February 2023

	Vote In 2019 GE			Vote in 2019 EU Ref		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South	
Weighted Sample	14999	4902	3629	1275	5285	5585	7259	7740	1575	6193	3705	3526	8550	6449	12944	750	1305	3615	2490	1815	5024	
Unweighted Sample	14999	5229	3698	1369	6183	5932	6655	8344	1123	6005	3840	4031	9176	5823	12902	824	1273	3634	2544	1490	5234	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following items, please tell us who you think should be able to afford them?

[Base size for each item is more than or equal to 4000. Respondents were randomly allocated 10 of the 35 expenses to minimise fatigue effects]

Food that allows them / their children to eat a balanced and healthy diet

It's fine if only the wealthiest can afford it	1	1	1	0	1	1	2	1	3	2	1	1	1	2	1	3	1	2	1	2	1
It's fine if only people on an average salary or above can afford this	5	4	3	3	3	6	6	4	10	6	4	4	5	6	5	7	3	5	5	8	5
Even people on minimum wage should be able to afford this	19	26	12	10	12	26	22	17	19	17	18	26	18	22	19	20	21	20	20	17	19
Even people on out of work benefits should be able to afford this	74	69	84	87	84	67	70	77	69	76	77	70	77	71	74	69	75	73	74	73	76

A holiday / vacation abroad

It's fine if only the wealthiest can afford it	5	5	4	4	4	6	5	5	6	4	6	6	4	6	5	3	3	4	7	5	5
It's fine if only people on an average salary or above can afford this	39	46	34	45	40	42	42	37	35	37	39	46	43	34	39	38	42	36	38	37	43
Even people on minimum wage should be able to afford this	43	42	45	40	43	45	42	44	39	46	43	40	42	45	43	46	41	48	42	41	40
Even people on out of work benefits should be able to afford this	13	6	18	11	13	8	11	14	20	14	12	9	11	15	12	13	14	11	13	17	11

Sample Size: 14999 adults in GB

Fieldwork: 24th January - 10th February 2023

Weighted Sample
Unweighted Sample

	Vote In 2019 GE			Vote in 2019 EU Ref		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South
Weighted Sample	14999	4902	3629	1275	5285	5585	7259	7740	1575	6193	3705	3526	8550	6449	12944	750	1305	3615	2490	1815	5024
Unweighted Sample	14999	5229	3698	1369	6183	5932	6655	8344	1123	6005	3840	4031	9176	5823	12902	824	1273	3634	2544	1490	5234
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
A holiday / vacation within the UK																					
It's fine if only the wealthiest can afford it	3	3	1	1	2	3	3	2	4	2	3	3	2	4	2	5	4	2	2	3	2
It's fine if only people on an average salary or above can afford this	20	24	12	15	14	22	23	17	26	19	17	21	20	19	20	18	18	19	20	22	19
Even people on minimum wage should be able to afford this	53	56	53	62	56	55	53	53	42	54	56	53	55	50	53	50	51	54	55	47	54
Even people on out of work benefits should be able to afford this	25	17	34	22	29	20	22	27	29	26	24	23	23	27	25	27	28	25	23	28	24
Media subscriptions (e.g. Netflix, Spotify, Prime video, Apple music)																					
It's fine if only the wealthiest can afford it	6	8	4	9	6	8	7	6	4	4	6	11	6	7	7	5	4	5	7	7	8
It's fine if only people on an average salary or above can afford this	38	48	30	38	35	43	39	36	32	32	38	50	40	35	39	36	29	36	38	37	42
Even people on minimum wage should be able to afford this	42	37	45	42	43	39	41	43	46	47	44	28	41	42	41	40	49	43	43	39	40
Even people on out of work benefits should be able to afford this	14	7	21	11	16	10	13	15	18	17	11	10	12	16	13	18	18	16	12	17	11
Going out to socialise (e.g. to a pub or restaurant)																					
It's fine if only the wealthiest can afford it	3	2	3	2	2	3	4	2	6	3	2	3	2	4	3	5	2	3	3	2	3
It's fine if only people on an average salary or above can afford this	20	26	13	22	18	23	20	20	16	17	20	26	20	19	20	21	19	17	19	21	21
Even people on minimum wage should be able to afford this	50	55	47	49	48	55	51	50	41	51	53	50	50	50	51	47	46	51	52	49	51
Even people on out of work benefits should be able to afford this	27	17	37	27	32	19	26	28	36	29	25	21	27	27	26	27	33	28	26	28	25
Active hobbies (e.g. a gym membership, playing for a local football club)																					
It's fine if only the wealthiest can afford it	3	4	3	1	2	4	3	4	5	2	3	4	3	4	3	5	3	3	3	3	4
It's fine if only people on an average salary or above can afford this	21	28	12	17	16	25	22	19	17	19	21	26	22	20	21	18	17	19	21	23	23
Even people on minimum wage should be able to afford this	41	44	38	42	39	43	41	42	40	43	41	38	42	40	41	38	42	43	44	37	40
Even people on out of work benefits should be able to afford this	35	25	47	40	43	28	34	35	38	35	35	31	34	36	34	40	38	35	32	37	33

Sample Size: 14999 adults in GB

Fieldwork: 24th January - 10th February 2023

Weighted Sample
Unweighted Sample

	Vote In 2019 GE			Vote in 2019 EU Ref		Gender		Age				Social Grade		Country			Region in England					
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South	
Weighted Sample	14999	4902	3629	1275	5285	5585	7259	7740	1575	6193	3705	3526	8550	6449	12944	750	1305	3615	2490	1815	5024	
Unweighted Sample	14999	5229	3698	1369	6183	5932	6655	8344	1123	6005	3840	4031	9176	5823	12902	824	1273	3634	2544	1490	5234	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Non-active hobbies (e.g. learning an instrument)																						
It's fine if only the wealthiest can afford it	3	3	3	1	2	3	3	3	4	3	3	2	2	3	3	3	2	2	3	4	3	
It's fine if only people on an average salary or above can afford this	19	25	12	18	16	21	20	18	22	20	14	22	20	18	20	20	16	19	19	21	20	
Even people on minimum wage should be able to afford this	39	43	36	40	37	42	38	40	37	40	41	38	41	37	40	39	34	39	41	37	41	
Even people on out of work benefits should be able to afford this	39	29	49	41	45	34	38	39	36	38	42	38	37	41	38	38	48	40	37	38	37	
Six pints of lager / six glasses of wine (or equivalent) per week																						
It's fine if only the wealthiest can afford it	9	10	7	12	10	9	9	10	11	8	9	11	9	11	10	8	7	7	9	12	11	
It's fine if only people on an average salary or above can afford this	37	44	30	39	35	41	35	38	35	34	35	45	40	33	37	33	38	34	40	37	38	
Even people on minimum wage should be able to afford this	39	37	42	38	38	39	40	38	36	42	41	33	37	41	39	40	37	44	36	34	39	
Even people on out of work benefits should be able to afford this	15	9	21	11	17	11	16	14	18	16	15	12	14	16	14	19	18	15	15	18	12	
A basic laptop																						
It's fine if only the wealthiest can afford it	1	1	1	2	1	1	2	1	2	1	1	1	1	2	1	3	1	1	0	2	1	
It's fine if only people on an average salary or above can afford this	12	15	7	9	8	14	12	11	14	10	10	15	11	12	12	10	12	11	10	11	13	
Even people on minimum wage should be able to afford this	46	52	39	47	43	51	47	45	45	48	44	46	47	44	46	44	45	47	54	38	44	
Even people on out of work benefits should be able to afford this	41	31	53	41	48	33	39	43	39	41	45	38	41	42	41	42	42	41	35	49	41	
A good computer / laptop																						
It's fine if only the wealthiest can afford it	2	3	1	1	2	3	3	2	3	3	2	2	2	3	3	3	2	2	2	3	3	
It's fine if only people on an average salary or above can afford this	25	30	17	25	22	29	28	22	25	25	25	26	26	24	25	22	26	26	25	21	27	
Even people on minimum wage should be able to afford this	48	51	47	48	47	48	47	49	51	50	46	45	49	47	48	48	44	49	49	49	47	
Even people on out of work benefits should be able to afford this	24	16	34	26	29	20	22	26	21	22	28	26	23	27	24	28	29	24	24	27	23	
A television																						
It's fine if only the wealthiest can afford it	2	1	1	2	1	2	2	1	3	2	2	1	1	3	2	0	1	2	3	2	1	
It's fine if only people on an average salary or above can afford this	8	9	5	4	5	8	11	6	20	9	5	7	9	8	8	10	9	7	9	8	9	
Even people on minimum wage should be able to afford this	35	40	29	33	30	38	37	33	44	33	32	36	36	33	35	30	34	35	34	35	36	
Even people on out of work benefits should be able to afford this	55	50	64	62	64	52	50	59	33	56	61	56	54	56	55	60	56	56	54	55	54	

Sample Size: 14999 adults in GB

Fieldwork: 24th January - 10th February 2023

Weighted Sample
Unweighted Sample

	Vote In 2019 GE				Vote in 2019 EU Ref		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South	
Weighted Sample	14999	4902	3629	1275	5285	5585	7259	7740	1575	6193	3705	3526	8550	6449	12944	750	1305	3615	2490	1815	5024	
Unweighted Sample	14999	5229	3698	1369	6183	5932	6655	8344	1123	6005	3840	4031	9176	5823	12902	824	1273	3634	2544	1490	5234	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Cheaper toys for their children																						
It's fine if only the wealthiest can afford it	2	1	2	1	1	1	2	1	6	2	1	1	2	2	2	0	2	2	1	4	2	
It's fine if only people on an average salary or above can afford this	5	5	3	2	4	4	5	4	9	5	3	5	5	5	5	4	5	4	4	5	5	
Even people on minimum wage should be able to afford this	29	36	19	26	23	33	32	26	31	26	30	31	29	28	29	24	28	29	27	26	31	
Even people on out of work benefits should be able to afford this	65	58	76	72	72	61	61	69	54	68	67	63	65	65	64	72	65	65	67	65	62	
More expensive toys for their children (e.g. gaming consoles)																						
It's fine if only the wealthiest can afford it	10	12	7	12	10	12	10	10	8	10	10	13	10	11	10	10	10	9	11	11	11	
It's fine if only people on an average salary or above can afford this	48	55	41	55	49	51	50	46	46	46	48	52	52	43	49	40	48	46	48	47	51	
Even people on minimum wage should be able to afford this	31	27	38	29	32	30	30	33	35	33	32	27	30	33	31	39	31	35	31	31	28	
Even people on out of work benefits should be able to afford this	10	6	13	4	10	8	10	11	12	11	10	9	8	13	10	12	11	11	10	11	10	
A good smartphone																						
It's fine if only the wealthiest can afford it	6	8	4	8	5	8	7	5	4	6	5	9	6	7	6	5	4	6	6	9	6	
It's fine if only people on an average salary or above can afford this	38	48	31	42	38	43	39	38	27	34	40	49	41	35	39	37	35	35	37	35	44	
Even people on minimum wage should be able to afford this	40	36	45	38	40	39	39	41	47	43	41	30	39	41	39	43	45	44	43	37	35	
Even people on out of work benefits should be able to afford this	16	9	20	12	16	10	15	16	22	17	13	12	14	17	15	16	15	16	14	19	15	
A basic smartphone																						
It's fine if only the wealthiest can afford it	2	2	2	2	1	2	2	1	2	2	1	2	1	2	2	1	1	2	2	2	2	
It's fine if only people on an average salary or above can afford this	12	16	5	11	8	14	13	11	13	10	9	18	12	11	12	10	10	14	9	12	13	
Even people on minimum wage should be able to afford this	41	49	36	42	39	47	44	39	33	41	43	45	40	43	42	37	41	42	44	39	41	
Even people on out of work benefits should be able to afford this	45	34	58	45	52	37	41	48	53	48	47	35	46	44	44	52	48	43	45	47	43	
Seasonal celebrations (e.g. Christmas dinner, Diwali)																						
It's fine if only the wealthiest can afford it	1	1	1	0	1	1	2	1	4	1	1	1	1	2	1	1	0	2	2	1	1	
It's fine if only people on an average salary or above can afford this	7	9	4	4	5	9	9	5	10	7	6	8	7	8	7	9	6	6	7	11	7	
Even people on minimum wage should be able to afford this	32	39	24	33	26	37	35	28	32	29	34	34	32	32	32	28	31	32	31	34	31	
Even people on out of work benefits should be able to afford this	60	51	71	62	67	53	54	66	54	63	60	57	61	59	59	62	62	60	60	54	61	

Sample Size: 14999 adults in GB

Fieldwork: 24th January - 10th February 2023

Weighted Sample
Unweighted Sample

	Vote In 2019 GE				Vote in 2019 EU Ref		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South	
Weighted Sample	14999	4902	3629	1275	5285	5585	7259	7740	1575	6193	3705	3526	8550	6449	12944	750	1305	3615	2490	1815	5024	
Unweighted Sample	14999	5229	3698	1369	6183	5932	6655	8344	1123	6005	3840	4031	9176	5823	12902	824	1273	3634	2544	1490	5234	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
School shoes / uniform for their children																						
It's fine if only the wealthiest can afford it	1	1	1	1	1	1	2	1	2	1	1	1	1	1	1	2	1	1	1	2	1	
It's fine if only people on an average salary or above can afford this	6	6	3	3	4	6	7	5	11	5	3	7	6	6	6	3	5	5	7	11	5	
Even people on minimum wage should be able to afford this	20	26	12	15	13	25	23	17	19	18	18	25	17	24	20	20	18	21	21	17	20	
Even people on out of work benefits should be able to afford this	73	67	83	81	82	69	68	78	67	76	78	66	76	69	73	75	75	74	72	70	74	
Commuting daily to and from their place of work																						
It's fine if only the wealthiest can afford it	2	1	2	1	1	2	2	1	3	2	2	1	1	2	2	1	2	2	1	2	2	
It's fine if only people on an average salary or above can afford this	7	7	5	4	4	8	8	6	8	7	6	8	6	8	7	10	7	5	6	11	7	
Even people on minimum wage should be able to afford this	50	60	39	54	45	58	51	49	41	46	56	56	51	50	51	52	47	50	53	40	54	
Even people on out of work benefits should be able to afford this	41	31	53	41	49	32	38	43	47	45	37	35	42	40	41	38	44	43	40	48	37	
Private mental health help (e.g. psychotherapy)																						
It's fine if only the wealthiest can afford it	12	13	10	14	11	13	13	10	9	10	12	14	12	11	11	13	12	11	10	13	12	
It's fine if only people on an average salary or above can afford this	28	36	21	32	27	31	30	27	30	26	30	30	30	26	29	24	24	30	29	29	29	
Even people on minimum wage should be able to afford this	25	23	27	22	24	26	25	26	25	26	25	24	26	25	26	25	24	28	31	21	24	
Even people on out of work benefits should be able to afford this	35	28	43	32	38	30	33	37	35	37	33	31	32	38	34	38	39	32	31	37	36	
Private healthcare																						
It's fine if only the wealthiest can afford it	23	23	24	31	26	23	24	23	23	21	24	27	23	23	23	19	27	22	21	25	24	
It's fine if only people on an average salary or above can afford this	39	46	35	42	40	41	38	39	38	39	37	40	44	33	39	37	37	38	39	39	40	
Even people on minimum wage should be able to afford this	23	23	21	14	18	25	21	24	19	24	25	21	21	26	23	25	22	24	26	19	22	
Even people on out of work benefits should be able to afford this	15	8	20	12	16	11	16	14	19	16	14	12	12	18	15	19	14	16	13	16	14	
Private dental care																						
It's fine if only the wealthiest can afford it	16	17	14	17	16	16	17	16	19	15	18	17	17	16	17	11	19	18	15	18	16	
It's fine if only people on an average salary or above can afford this	37	43	33	43	39	38	38	37	37	38	37	37	41	32	38	33	36	36	39	34	39	
Even people on minimum wage should be able to afford this	28	26	27	27	25	30	28	28	26	29	28	26	26	30	28	32	27	28	28	28	27	
Even people on out of work benefits should be able to afford this	18	14	25	13	19	17	18	19	17	18	18	20	16	22	18	25	18	18	18	20	17	

Sample Size: 14999 adults in GB

Fieldwork: 24th January - 10th February 2023

Weighted Sample
Unweighted Sample

	Vote In 2019 GE			Vote in 2019 EU Ref		Gender		Age				Social Grade		Country			Region in England			
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London
14999	4902	3629	1275	5285	5585	7259	7740	1575	6193	3705	3526	8550	6449	12944	750	1305	3615	2490	1815	5024
14999	5229	3698	1369	6183	5932	6655	8344	1123	6005	3840	4031	9176	5823	12902	824	1273	3634	2544	1490	5234

Going to theatre shows with a professional cast twice a year

It's fine if only the wealthiest can afford it	11	13	8	9	9	12	12	11	14	11	10	13	12	11	11	11	11	12	12	10	11
It's fine if only people on an average salary or above can afford this	39	45	31	44	37	41	41	38	44	38	38	40	40	38	40	39	37	38	38	34	44
Even people on minimum wage should be able to afford this	35	34	40	33	36	36	34	37	29	36	37	36	35	36	35	34	36	36	37	36	34
Even people on out of work benefits should be able to afford this	14	8	21	14	17	10	14	14	13	15	15	12	13	15	13	16	16	14	12	20	11

Art supplies (e.g. paints) for their children

It's fine if only the wealthiest can afford it	2	2	2	1	1	3	3	2	2	2	2	2	1	3	2	2	2	3	2	3	1
It's fine if only people on an average salary or above can afford this	10	13	7	8	8	12	13	8	15	10	8	12	11	10	11	11	9	9	12	11	11
Even people on minimum wage should be able to afford this	37	42	30	38	33	40	40	33	36	35	38	37	37	36	37	24	37	37	37	36	38
Even people on out of work benefits should be able to afford this	51	42	62	53	58	46	44	57	46	53	52	49	51	51	50	63	52	51	50	50	50

Getting a takeaway once a month

It's fine if only the wealthiest can afford it	4	4	2	5	4	4	4	4	4	4	3	4	4	3	4	3	3	3	4	4	4
It's fine if only people on an average salary or above can afford this	22	28	16	24	20	26	22	23	21	20	21	28	23	21	23	15	17	20	23	21	26
Even people on minimum wage should be able to afford this	46	48	42	47	45	46	46	46	44	47	48	42	46	46	46	46	46	46	48	43	46
Even people on out of work benefits should be able to afford this	28	20	40	24	31	24	29	28	31	29	29	26	27	30	27	36	33	31	25	31	24

A pet

It's fine if only the wealthiest can afford it	5	6	3	5	4	5	6	4	7	5	5	5	5	5	5	4	3	5	4	7	5
It's fine if only people on an average salary or above can afford this	30	35	26	33	29	32	30	30	38	31	27	28	33	27	31	31	26	28	30	36	31
Even people on minimum wage should be able to afford this	37	38	36	38	36	39	36	38	36	38	36	37	37	37	37	37	34	38	39	31	37
Even people on out of work benefits should be able to afford this	28	21	35	24	31	25	27	28	19	26	32	30	25	32	27	28	37	29	26	26	26

Sample Size: 14999 adults in GB

Fieldwork: 24th January - 10th February 2023

Weighted Sample
Unweighted Sample

	Vote In 2019 GE			Vote in 2019 EU Ref		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South
Weighted Sample	14999	4902	3629	1275	5285	5585	7259	7740	1575	6193	3705	3526	8550	6449	12944	750	1305	3615	2490	1815	5024
Unweighted Sample	14999	5229	3698	1369	6183	5932	6655	8344	1123	6005	3840	4031	9176	5823	12902	824	1273	3634	2544	1490	5234
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Designer clothes																					
It's fine if only the wealthiest can afford it	40	45	39	45	43	40	34	46	38	38	41	44	43	37	41	38	38	36	39	41	45
It's fine if only people on an average salary or above can afford this	41	42	44	41	42	42	46	37	43	42	41	40	43	39	41	40	46	43	42	41	39
Even people on minimum wage should be able to afford this	13	11	11	11	10	13	14	12	12	14	13	13	11	16	13	15	11	15	15	12	12
Even people on out of work benefits should be able to afford this	5	3	6	3	5	4	6	5	7	6	4	4	4	8	5	8	6	6	4	6	4
Non-designer clothes																					
It's fine if only the wealthiest can afford it	2	3	2	2	2	2	3	2	4	2	2	2	2	3	2	3	2	2	2	2	3
It's fine if only people on an average salary or above can afford this	6	6	3	6	4	6	7	5	11	5	4	7	6	6	6	9	5	6	5	8	6
Even people on minimum wage should be able to afford this	23	30	15	16	17	29	25	20	18	20	23	29	21	25	23	23	20	21	29	21	23
Even people on out of work benefits should be able to afford this	69	61	79	77	78	63	65	73	67	73	71	61	72	66	69	65	73	72	65	69	68
Utilities (i.e. electricity, gas, water)																					
It's fine if only the wealthiest can afford it	2	1	2	1	1	2	2	1	3	1	2	2	1	2	2	1	1	1	2	3	1
It's fine if only people on an average salary or above can afford this	6	5	3	2	3	5	6	6	12	5	4	7	5	7	6	6	8	6	5	10	4
Even people on minimum wage should be able to afford this	17	22	10	13	12	20	19	15	17	15	16	20	16	18	17	18	14	16	20	12	18
Even people on out of work benefits should be able to afford this	76	72	86	84	84	73	73	79	68	79	79	71	78	73	76	75	78	77	74	76	76

Sample Size: 14999 adults in GB

Fieldwork: 24th January - 10th February 2023

Weighted Sample
Unweighted Sample

	Vote In 2019 GE			Vote in 2019 EU Ref		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South
Weighted Sample	14999	4902	3629	1275	5285	5585	7259	7740	1575	6193	3705	3526	8550	6449	12944	750	1305	3615	2490	1815	5024
Unweighted Sample	14999	5229	3698	1369	6183	5932	6655	8344	1123	6005	3840	4031	9176	5823	12902	824	1273	3634	2544	1490	5234
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
To send their children on school journeys																					
It's fine if only the wealthiest can afford it	2	2	1	0	1	3	3	2	2	2	2	3	2	3	2	2	2	2	3	2	2
It's fine if only people on an average salary or above can afford this	12	14	7	8	8	14	13	10	16	9	10	15	11	12	12	12	11	11	10	13	12
Even people on minimum wage should be able to afford this	32	39	25	27	26	37	34	29	30	30	34	34	31	33	33	32	24	34	34	27	33
Even people on out of work benefits should be able to afford this	55	44	67	65	65	47	50	59	52	59	54	48	56	53	54	54	62	53	53	58	53
Beauty treatments (e.g. nails painted)																					
It's fine if only the wealthiest can afford it	12	14	9	14	11	13	13	11	7	10	12	17	12	12	12	13	9	10	13	13	13
It's fine if only people on an average salary or above can afford this	43	51	35	54	42	47	42	44	44	38	44	50	45	39	43	38	38	40	46	42	45
Even people on minimum wage should be able to afford this	34	29	40	25	35	31	34	35	34	40	34	24	34	35	34	37	38	37	33	34	32
Even people on out of work benefits should be able to afford this	11	6	16	7	12	8	12	11	16	12	10	9	9	14	11	12	15	13	8	11	10
A home internet connection																					
It's fine if only the wealthiest can afford it	1	1	1	0	0	1	1	1	2	1	1	1	1	1	1	2	1	2	0	1	1
It's fine if only people on an average salary or above can afford this	7	8	4	2	5	8	8	6	10	6	5	9	6	7	7	10	5	9	6	7	6
Even people on minimum wage should be able to afford this	35	45	25	30	28	43	36	34	28	33	33	43	34	37	35	30	33	33	43	31	35
Even people on out of work benefits should be able to afford this	57	46	71	68	66	47	55	59	61	60	61	47	59	55	57	59	61	56	51	61	58
Haircuts																					
It's fine if only the wealthiest can afford it	1	1	1	0	1	1	2	1	5	1	1	1	1	2	1	3	0	1	1	2	2
It's fine if only people on an average salary or above can afford this	7	8	3	5	4	7	6	7	9	7	5	7	6	7	6	10	5	5	7	8	7
Even people on minimum wage should be able to afford this	29	33	23	27	26	33	28	30	22	30	27	31	28	30	30	26	22	30	30	28	30
Even people on out of work benefits should be able to afford this	63	58	72	67	70	59	65	62	63	62	67	61	64	61	62	62	72	64	62	62	62

Sample Size: 14999 adults in GB

Fieldwork: 24th January - 10th February 2023

	Vote In 2019 GE			Vote in 2016 EU Ref		Gender		Age				Social Grade		Country			Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	South
Weighted Sample	14999	4902	3629	1275	5285	5585	7259	7740	1575	6193	3705	3526	8550	6449	12944	750	1305	3615	2490	1815	5024
Unweighted Sample	14999	5229	3698	1369	6183	5932	6655	8344	1123	6005	3840	4031	9176	5823	12902	824	1273	3634	2544	1490	5234
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
To be able to buy a house or flat																					
It's fine if only the wealthiest can afford it	4	4	4	2	3	5	4	3	2	4	4	4	3	5	3	3	8	3	3	5	3
It's fine if only people on an average salary or above can afford this	34	43	24	39	30	40	38	31	30	31	35	42	36	32	34	35	36	31	32	35	36
Even people on minimum wage should be able to afford this	50	46	55	50	53	47	46	53	43	52	52	45	50	49	50	48	47	52	52	44	50
Even people on out of work benefits should be able to afford this	12	6	17	9	13	8	12	12	25	13	8	9	11	14	12	14	10	13	13	16	10
To be able to rent a house or flat																					
It's fine if only the wealthiest can afford it	2	1	1	1	1	2	2	1	3	2	2	2	2	2	2	2	2	2	2	3	1
It's fine if only people on an average salary or above can afford this	9	11	5	4	6	10	10	8	15	8	7	10	9	9	9	6	8	6	9	13	10
Even people on minimum wage should be able to afford this	38	48	29	34	31	45	41	36	31	38	41	38	38	38	39	38	31	36	42	37	41
Even people on out of work benefits should be able to afford this	51	41	65	60	62	43	47	55	51	52	51	50	51	51	50	54	60	56	47	48	48
The costs of running a car																					
It's fine if only the wealthiest can afford it	2	2	2	2	2	2	3	1	5	2	1	2	2	3	2	1	2	1	2	5	2
It's fine if only people on an average salary or above can afford this	22	28	17	19	20	26	24	20	16	17	23	31	22	21	22	21	21	22	21	28	20
Even people on minimum wage should be able to afford this	56	59	52	60	56	57	55	56	51	58	58	51	56	54	56	56	56	55	58	49	57
Even people on out of work benefits should be able to afford this	21	12	29	19	23	15	18	23	27	24	17	15	19	22	20	22	21	22	20	18	20