

YouGov Survey Results

Sample Size: 1668 adults in GB
Fieldwork: 20th - 21st January 2022

	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	1668	565	414	150	619	661	811	857	182	696	402	389	951	717	200	560	362	402	143
Unweighted Sample	1668	557	426	147	671	644	743	925	167	713	409	379	999	669	187	560	371	402	148
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about your finances, which of the following best reflects your position?

I am very comfortable financially	5	7	4	8	5	6	5	5	7	3	7	6	7	4	7	6	6	4	2
I am relatively comfortable financially	39	46	38	42	46	40	41	37	24	36	43	47	45	31	32	38	41	43	36
I do not often have money for luxuries, but can normally comfortably cover the essentials	34	34	35	35	31	34	30	37	34	34	30	36	31	37	36	34	32	32	35
I can only just afford my costs and often struggle to make ends meet	14	11	16	12	12	15	14	15	14	17	15	9	11	19	11	15	15	15	15
I cannot afford my costs, and often have to go without essentials like food and heating	3	1	3	1	2	3	4	2	2	5	2	1	2	4	3	3	3	2	3
Don't know	5	1	3	3	3	2	5	4	19	4	3	1	4	5	10	3	4	4	9

Compared to one month ago, how has your household's financial situation changed?

Worse	28	27	35	25	30	31	26	29	12	30	31	29	26	29	23	28	30	29	24
No change	62	66	55	71	61	63	63	61	55	59	64	67	62	61	62	63	58	61	66
Better	6	5	6	3	7	4	6	5	10	8	3	3	7	4	8	5	6	7	2
Don't know	5	2	3	1	2	2	5	5	23	4	2	1	5	5	8	4	5	3	7

And how do you think your household's financial situation will have changed 12 months from now?

Worse	42	47	45	49	46	48	44	41	10	38	47	59	41	43	33	46	43	43	38
No change	32	33	30	36	31	33	32	33	38	32	34	28	33	32	34	30	32	34	35
Better	13	12	12	9	13	10	13	12	23	16	9	5	15	10	16	12	13	12	14
Don't know	13	8	13	6	10	9	11	14	29	13	9	7	12	14	17	13	12	12	13

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	Household Income					Perceived personal financial situation			
	Total	Under £15,000	£15,000 - £29,999	£30,000 - £44,999	£45,000 - £69,999	Over £70,000	Very comfortable financially/ Relatively comfortable financially	Can normally cover essentials, not luxuries	Can only just afford costs/ Cannot afford costs
Weighted Sample	1668	228	328	251	236	150	740	562	288
Unweighted Sample	1668	225	323	247	238	159	752	559	284
	%	%	%	%	%	%	%	%	%

Thinking about your finances, which of the following best reflects your position?

I am very comfortable financially	5	2	4	4	7	18	12	0	0
I am relatively comfortable financially	39	15	35	47	51	60	88	0	0
I do not often have money for luxuries, but can normally comfortably cover the essentials	34	34	38	38	32	18	0	100	0
I can only just afford my costs and often struggle to make ends meet	14	35	16	10	5	3	0	0	83
I cannot afford my costs, and often have to go without essentials like food and heating	3	10	2	2	2	0	0	0	17
Don't know	5	4	5	1	3	1	0	0	0

Compared to one month ago, how has your household's financial situation changed?

Worse	28	34	30	24	23	19	16	32	54
No change	62	58	62	63	69	69	75	60	39
Better	6	4	5	11	5	12	9	5	2
Don't know	5	4	3	2	3	0	1	3	4

And how do you think your household's financial situation will have changed 12 months from now?

Worse	42	50	48	40	45	30	34	48	58
No change	32	32	31	35	34	38	42	27	21
Better	13	8	10	16	15	22	15	13	9
Don't know	13	10	10	10	6	10	9	12	12

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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	
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Unweighted Sample	1668	557	426	147	671	644	743	925	167	713	409	379	999	669	187	560	371	402	148
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you noticed an increase or decrease in the price of the following products or services in the last few months?

If you never purchase the product or service, please choose the N/A option.

Groceries

Major increase	22	23	24	19	24	23	18	26	6	26	26	19	21	23	18	22	24	23	22
Moderate increase	42	44	46	48	44	46	43	42	29	41	47	47	44	40	43	41	42	45	41
Minor increase	21	24	17	21	20	22	22	19	25	19	16	27	21	20	17	22	21	20	19
TOTAL INCREASE	85	91	87	88	88	91	83	87	60	86	89	93	86	83	78	85	87	88	82
No noticeable change	10	7	8	9	8	7	11	8	19	11	7	6	9	11	14	10	8	9	8
Minor decrease	0	0	0	1	0	0	1	0	2	0	1	0	0	0	1	0	0	0	2
Moderate decrease	0	0	0	1	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0
Major decrease	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL DECREASE	0	0	0	2	0	0	1	0	2	0	2	0	0	0	2	0	0	0	2
Don't know	4	1	5	1	3	1	4	3	11	4	2	1	3	4	4	4	3	2	6
N/A - I never spend money on this	1	0	1	0	0	1	1	1	7	0	0	1	1	1	2	1	1	1	1

Public transport

Major increase	5	2	6	1	5	4	5	5	7	7	3	2	5	5	4	5	5	5	7
Moderate increase	9	8	12	8	10	8	10	9	14	12	7	5	10	8	12	10	7	10	8
Minor increase	8	6	10	7	8	7	8	8	15	8	7	4	9	7	13	9	6	7	5
TOTAL INCREASE	22	16	28	16	23	19	23	22	36	27	17	11	24	20	29	24	18	22	20
No noticeable change	16	13	16	19	15	14	19	14	29	15	16	13	15	17	30	13	14	14	23
Minor decrease	1	1	0	0	0	1	1	0	2	1	0	0	1	1	0	1	1	1	0
Moderate decrease	0	0	0	0	0	0	0	1	2	0	0	0	0	0	1	0	1	0	0
Major decrease	0	0	0	1	0	0	0	0	1	0	0	0	1	0	1	0	0	1	1
TOTAL DECREASE	1	1	0	1	0	1	1	1	5	1	0	0	2	1	2	1	2	2	1
Don't know	18	16	17	23	20	14	19	16	16	17	22	15	18	18	16	19	19	15	21
N/A - I never spend money on this	42	53	38	42	41	53	38	46	13	39	45	59	41	44	22	44	48	47	34

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	%	%	%	%	%	%	%	%	%

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If you never purchase the product or service, please choose the N/A option.

Groceries

Major increase	22	25	19	16	24	21	15	25	36
Moderate increase	42	37	47	46	43	49	46	43	38
Minor increase	21	22	22	23	19	19	24	20	16
TOTAL INCREASE	85	84	88	85	86	89	85	88	90
No noticeable change	10	12	8	12	9	9	11	9	7
Minor decrease	0	0	1	0	0	0	0	0	1
Moderate decrease	0	0	1	0	0	0	0	0	0
Major decrease	0	0	0	0	0	0	0	0	0
TOTAL DECREASE	0	0	2	0	0	0	0	0	1
Don't know	4	2	2	2	5	1	3	2	1
N/A - I never spend money on this	1	1	0	0	1	1	1	1	1

Public transport

Major increase	5	5	4	5	5	3	3	4	9
Moderate increase	9	9	7	6	10	13	9	9	12
Minor increase	8	5	10	7	9	7	8	9	7
TOTAL INCREASE	22	19	21	18	24	23	20	22	28
No noticeable change	16	20	13	19	16	22	17	16	14
Minor decrease	1	2	1	0	0	1	0	1	1
Moderate decrease	0	0	0	0	0	1	0	0	1
Major decrease	0	2	0	0	0	0	0	0	1
TOTAL DECREASE	1	4	1	0	0	2	0	1	3
Don't know	18	13	14	19	21	20	18	16	12
N/A - I never spend money on this	42	44	50	43	38	35	45	43	42

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	Vote in 2019 GE				EU Ref 2016		Gender		Age				Social Grade		Region				
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Weighted Sample	1668	565	414	150	619	661	811	857	182	696	402	389	951	717	200	560	362	402	143
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Fuel																			
Major increase	42	48	41	40	44	45	41	42	22	43	43	48	41	43	26	44	45	45	39
Moderate increase	24	26	24	27	24	26	24	24	22	20	29	27	26	21	22	22	24	28	23
Minor increase	8	9	5	5	6	10	7	8	8	7	9	7	7	9	6	9	9	7	7
TOTAL INCREASE	74	83	70	72	74	81	72	74	52	70	81	82	74	73	54	75	78	80	69
No noticeable change	4	5	4	5	4	4	4	4	5	4	4	3	5	3	5	4	5	4	4
Minor decrease	1	1	0	1	1	1	1	0	0	1	1	1	1	1	0	1	2	0	2
Moderate decrease	1	1	0	1	0	1	1	1	2	0	1	0	1	0	0	1	1	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	2	2	0	2	1	2	2	1	3	1	2	1	2	1	0	2	3	1	2
Don't know	4	2	6	3	4	2	4	4	10	5	3	2	4	4	8	4	3	3	5
N/A - I never spend money on this	16	9	21	19	16	11	17	16	29	20	10	11	15	18	35	15	13	12	20
Clothes																			
Major increase	5	3	6	2	5	5	5	5	1	8	3	4	5	6	5	4	8	4	8
Moderate increase	20	23	23	18	21	23	17	22	12	21	21	21	20	20	22	19	18	23	17
Minor increase	17	18	16	18	17	19	17	17	15	16	18	18	17	17	15	17	16	18	18
TOTAL INCREASE	42	44	45	38	43	47	39	44	28	45	42	43	42	43	42	40	42	45	43
No noticeable change	30	30	27	26	28	28	30	29	37	30	28	28	31	28	29	28	32	30	29
Minor decrease	1	1	1	1	0	0	1	1	1	0	1	1	1	1	2	1	0	0	0
Moderate decrease	1	0	1	2	1	0	1	0	3	0	1	0	1	0	2	0	0	0	2
Major decrease	0	0	0	0	0	0	0	1	3	0	0	0	0	1	1	0	0	1	0
TOTAL DECREASE	2	1	2	3	1	0	2	2	7	0	2	1	2	2	5	1	0	1	2
Don't know	21	20	22	24	23	20	22	20	17	20	24	21	21	22	19	24	19	20	21
N/A - I never spend money on this	5	4	5	9	4	5	6	4	11	4	4	6	5	5	6	6	5	5	4

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	Total	Household Income					Perceived personal financial situation		
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	%	%	%	%	%	%	%	%	%
Fuel									
Major increase	42	35	47	41	39	36	43	42	45
Moderate increase	24	14	24	30	26	34	28	25	14
Minor increase	8	7	5	12	12	7	9	9	5
TOTAL INCREASE	74	56	76	83	77	77	80	76	64
No noticeable change	4	5	4	3	2	7	5	3	4
Minor decrease	1	1	2	0	0	3	2	0	0
Moderate decrease	1	1	1	0	1	0	0	1	1
Major decrease	0	0	1	0	0	0	0	0	1
TOTAL DECREASE	2	2	4	0	1	3	2	1	2
Don't know	4	5	3	2	6	2	3	2	4
N/A - I never spend money on this	16	32	14	11	13	11	11	18	26
Clothes									
Major increase	5	6	4	4	4	2	3	4	14
Moderate increase	20	20	21	15	20	22	16	25	22
Minor increase	17	16	20	21	19	14	17	18	17
TOTAL INCREASE	42	42	45	40	43	38	36	47	53
No noticeable change	30	29	28	35	25	33	36	27	20
Minor decrease	1	1	1	2	0	1	0	1	0
Moderate decrease	1	1	1	0	0	1	0	0	1
Major decrease	0	0	1	0	0	1	0	1	1
TOTAL DECREASE	2	2	3	2	0	3	0	2	2
Don't know	21	20	19	19	26	24	23	18	19
N/A - I never spend money on this	5	6	4	5	5	3	4	6	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Energy bills (e.g. gas and/or electricity)																				
Major increase	54	58	56	54	57	61	53	55	19	57	64	56	53	57	42	52	54	64	56	
Moderate increase	20	22	20	21	21	21	19	20	15	20	17	24	21	18	20	22	23	15	18	
Minor increase	7	8	6	11	7	8	8	7	10	8	6	6	8	7	11	9	7	5	6	
TOTAL INCREASE	81	88	82	86	85	90	80	82	44	85	87	86	82	82	73	83	84	84	80	
No noticeable change	7	8	5	7	7	6	9	6	9	6	8	8	8	7	10	7	6	7	7	
Minor decrease	0	1	0	0	0	0	1	0	1	0	0	1	1	0	0	1	0	0	1	
Moderate decrease	1	0	1	1	0	0	0	1	1	1	1	0	1	0	2	0	0	1	0	
Major decrease	0	0	0	0	0	0	0	0	2	0	0	0	0	1	0	0	0	1	1	
TOTAL DECREASE	1	1	1	1	0	0	1	1	4	1	1	1	2	1	2	1	0	2	2	
Don't know	6	3	8	3	6	3	5	7	16	6	4	4	5	7	9	6	6	4	6	
N/A - I never spend money on this	4	1	4	2	2	1	4	4	26	2	0	1	4	4	6	3	3	4	4	
Housing costs (e.g. rent or mortgage)																				
Major increase	11	8	12	6	11	10	11	11	11	16	8	5	9	13	9	13	12	9	10	
Moderate increase	13	12	17	12	12	14	13	13	13	15	12	10	13	13	13	11	13	17	8	
Minor increase	11	9	10	11	10	11	14	8	12	14	11	6	12	10	11	11	11	11	11	
TOTAL INCREASE	35	29	39	29	33	35	38	32	36	45	31	21	34	36	33	35	36	37	29	
No noticeable change	31	27	35	41	37	25	31	31	21	40	30	22	33	28	32	32	28	31	34	
Minor decrease	1	1	1	1	1	1	1	1	2	2	1	0	1	1	0	1	1	2	2	
Moderate decrease	0	0	1	0	0	0	0	0	2	0	0	0	0	1	1	0	0	0	1	
Major decrease	0	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	
TOTAL DECREASE	1	2	2	1	1	1	1	1	5	2	2	0	1	2	1	1	1	2	3	
Don't know	9	7	9	6	8	7	9	8	17	7	9	8	9	9	10	8	9	8	12	
N/A - I never spend money on this	24	35	16	24	22	31	22	25	21	7	29	49	22	25	23	25	25	22	22	

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	%	%	%	%	%	%	%	%	%
Energy bills (e.g. gas and/or electricity)									
Major increase	54	56	56	56	55	54	50	56	68
Moderate increase	20	14	25	21	20	23	24	19	13
Minor increase	7	6	7	10	10	8	9	7	5
TOTAL INCREASE	81	76	88	87	85	85	83	82	86
No noticeable change	7	13	7	6	5	11	9	7	5
Minor decrease	0	1	0	0	0	1	0	0	1
Moderate decrease	1	0	1	1	0	0	0	0	1
Major decrease	0	1	1	0	0	0	0	0	0
TOTAL DECREASE	1	2	2	1	0	1	0	0	2
Don't know	6	4	3	6	8	2	5	5	3
N/A - I never spend money on this	4	5	1	2	2	3	2	5	4
Housing costs (e.g. rent or mortgage)									
Major increase	11	19	10	11	5	4	5	10	27
Moderate increase	13	13	13	12	14	11	9	15	19
Minor increase	11	15	10	11	9	15	9	12	14
TOTAL INCREASE	35	47	33	34	28	30	23	37	60
No noticeable change	31	21	28	36	46	47	36	34	18
Minor decrease	1	1	2	1	1	2	1	1	2
Moderate decrease	0	0	0	0	0	0	0	0	1
Major decrease	0	0	1	0	1	0	0	1	0
TOTAL DECREASE	1	1	3	1	2	2	1	2	3
Don't know	9	6	8	7	9	5	7	8	5
N/A - I never spend money on this	24	24	29	22	15	16	32	20	12