## YouGov®

### YouGov Survey Results

Sample Size: 1709 adults in GB Fieldwork: 17th - 18th August 2022

		Vote	in 20'	19 GE	EU Ref	2016	Ge	ender	Age				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	
Weighted Sample	1709	579	424	154	634	677	831	878	186	713	412	398	
Unweighted Sample	1709	579	412	157	685	669	738	971	144	682	426	457	
	%	%	%	%	%	%	%	%	%	%	%	%	

Generally speaking, in the last six months would you say that prices for everyday expenses such as food, energy, petrol, and so on have...

energy, petrol, and so on have												
Increased a lot	83	81	88	93	87	84	79	86	62	82	91	84
Increased a little	11	16	8	5	10	12	14	9	13	11	8	15
TOTAL INCREASED	94	97	96	98	97	96	93	95	75	93	99	99
Stayed the same	2	1	0	1	1	1	2	1	6	2	0	0
Decreased a little	1	0	0	1	0	0	1	0	3	0	0	0
Decreased a lot	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL DECREASED	1	0	0	1	0	0	1	0	3	0	0	0
Don't know	4	2	3	1	2	2	4	4	15	5	0	1
Fhinking about the recent rise in the cost of living, which of the following best describes your situation when it comes to paying for key essentials (e.g. food, nousing, heating)?												
I have had to cut back on key essentials	23	17	29	13	20	23	21	25	16	29	24	16
I have been able to afford key essentials but have had to make cuts elsewhere to do so	43	39	47	53	47	41	41	45	46	44	43	38
I have been able to afford key essentials without having to make cuts elsewhere	29	43	20	32	32	34	33	26	20	22	31	45
Don't know	5	1	4	2	2	2	5	4	18	5	1	1
Thinking about the cost of living, which of the following comes closest to your view? I have already had to make cuts to my usual spending,							1		I			
and expect to have to make further cuts	49	40	59	44	50	48	44	55	40	55	57	37
I have already had to make cuts to my usual spending, but do not expect to make further cuts	9	9	8	7	7	9	10	7	15	11	5	5
have been able to maintain my usual spending so far, but expect to have to make cuts soon	25	31	21	33	30	25	26	23	19	22	24	33
I have been able to maintain my usual spending so far, and expect to be able to continue to do so	12	18	7	14	11	15	14	10	8	6	13	24
Don't know	5	2	5	2	2	3	6	5	19	6	2	2

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### YouGov Survey Results

#### Sample Size: 1709 adults in GB

Fieldwork: 17th - 18th August 2022

Weighted Sample         Iotal         ABC1         Cube         London         South         Wales         North         Scottain         £19,999         39,999         39,999         and ox           Unweighted Sample         1709         974         735         2.05         574         371         412         147         299         448         241         240         240         246         246         246         246         246         246         246         246         246         246         246         246         246         46         479         35         246         84         84         79         85         85         82           Generally speaking, in the last six months would you say that prices for everyday expenses such as food, energy, petrol, and so on have         11         11         15         11         11         10         10         11         11         17           TOTAL INCREASED         94         92         91         95         93         94         94         89         96         96         99           Stayed the same         2         2         1         3         0         2         0         0         0         0         0	Fieldwork: 17th - 18th August 2022		Socia	I Grade			Region				Househol	39,999       59,999         448       241         451       250         %       %         %       %         85       85         11       11         96       96         1       0         0       0         0       0         2       3         23       17         44       48		
Unweighted Sample         1709         1016         603         182         500         376         404         157         311         451         250         246           % <th></th> <th>Total</th> <th>ABC1</th> <th>C2DE</th> <th>London</th> <th></th> <th></th> <th>North</th> <th>Scotland</th> <th></th> <th></th> <th></th> <th>£60,000 and over</th>		Total	ABC1	C2DE	London			North	Scotland				£60,000 and over	
Generally speaking, in the last six months would you say that prices for everyday expenses such as food, energy, petrol, and so on have       Increased a lot 83       83       81       76       84       82       84       84       79       85       85       82         increased a lot 83       83       81       10       10       11       11       17         TOTAL INCREASED       94       94       92       91       95       93       94       94       89       96       96       99         Stayed the same       2       2       1       3       0       2       0 <td>Weighted Sample</td> <td>1709</td> <td>974</td> <td>735</td> <td>205</td> <td>574</td> <td>371</td> <td>412</td> <td>147</td> <td>299</td> <td>448</td> <td>241</td> <td>243</td>	Weighted Sample	1709	974	735	205	574	371	412	147	299	448	241	243	
Generally speaking, in the last six months would you say that prices for everyday expenses such as food, energy, petrol, and so on have       Increased a lot 83       83       81       76       84       82       84       84       79       85       85       82         Increased a little       11       11       15       11       11       10       10       11       11       17         TOTAL INCREASED       94       92       91       95       93       94       94       89       96       96       99         Stayed the same       2       2       1       3       0       2       2       0	Unweighted Sample	1709	1016	693	182	590	376	404	157	311	451	250	246	
say that prices for everyday expenses such as food, energy, petrol, and so on have       Increased a lott       83       83       81       76       84       82       84       84       79       85       85       82         Increased a lott       11       11       11       15       11       10       10       10       10       10       10       10       0		%	%	%	%	%	%	%	%	%	%	%	%	
energy, petrol, and so on have       Increased a lot       83       81       76       84       82       84       84       79       85       85       82         Increased a little       11       11       11       15       11       11       10       11       11       11       17         TOTAL INCREASED       94       92       91       95       93       94       94       89       96       96       99         Stayed the same       2       2       1       0 <t< td=""><td>Generally speaking, in the last six months would you</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<>	Generally speaking, in the last six months would you													
Increased a lott         83         83         81         76         84         82         84         84         79         85         85         82           Increased a little         11         11         15         11         11         10         10         11         11         11         11         10         10         11         11         11         11         11         11         10         10         11         11         11         10         10         11         11         10         0	say that prices for everyday expenses such as food,													
Increased a little       11       10       12       11       1	energy, petrol, and so on have													
TOTAL INCREASED         94         94         92         91         95         93         94         94         89         96         96         99           Stayed the same         2         2         1         3         0         2         2         0         4         1         0						-		-		-				
Stayed the same Decreased a little       2       2       1       3       0       2       2       0       4       1       0       0         Decreased a little       1       1       0       2       0					-									
Decreased a little         1         1         0         2         0			-					-						
Decreased a lot         0	-													
TOTAL DECREASED         1         1         0         2         0         0         0         2         0							-	-	-		-	-		
Don't know         4         3         5         4         4         4         3         5         6         2         3         1           Thinking about the recent rise in the cost of living, which of the following best describes your situation when it comes to paying for key essentials (e.g. food, housing, heating)?         I have had to cut back on key essentials (e.g. food, housing, heating)?         1         1         20         25         28         21         39         23         17         10           I have been able to afford key essentials but have had to make cuts elsewhere to do so to make cuts elsewhere to do so to how thaving to make cuts elsewhere to do so to have cuts elsewhere to to so to how to wath thaving to make cuts elsewhere to to so to how to wath thaving to make cuts elsewhere to thave to make further cuts to move usual spending, and expect to have to make further cuts to move usual spending, and expect to have to make cuts so move usual spending, expect to have to make cuts so for, but we expect to make cuts so for, but we have to make cuts to move usual spending to further cuts to move usual spending to far, but we have to make cuts uso for, but we have to make cuts to move usual spending to far, but we have to make cuts to or, but thave cuts uso to make cuts to move usual spending to far, but we have to make to to make cuts to move usual spending to far, but we have to make turber cuts to make cuts to make cuts to move usual spending to far, but we have to make turedushave to make cuts to m		-	-				-	-	-		-			
Thinking about the recent rise in the cost of living, which of the following best describes your situation when it comes to paying for key essentials (e.g. food, housing, heating)? I have had to cut back on key essentials 23 17 31 23 23 17 31 35 23 31 36 37 24 48 48 46 43 47 48 56 44 45 45 56 44 46 51 54 46 54 46 54 46 <p< td=""><td></td><td>-</td><td>_</td><td></td><td>. –</td><td>-</td><td>-</td><td>-</td><td></td><td>. –</td><td>-</td><td>-</td><td></td></p<>		-	_		. –	-	-	-		. –	-	-		
I have been able to afford key essentials but have had to make cuts elsewhere to do so I have been able to afford key essentials without having to make cuts elsewhere Don't know4345404444444043374448461 have been able to afford key essentials without having to make cuts elsewhere Don't know293523313027293117303343434546464367221Thinking about the cost of living, which of the following comes closest to your view?I have already had to make cuts to my usual spending, and expect to have to make further cuts do not expect to make further cuts expect to have to continue to do so9971478614771510I have been able to maintain my usual spending so far, and expect to be able to continue to do so2820232723242217242535I have been able to maintain my usual spending so far, and expect to be able to continue to do so12141012121313107141218	when it comes to paying for key essentials (e.g. food, housing, heating)?	22	47	24	04	20	25	20	24	20	00	47	10	
make cuts elsewhere to do so       43       45       40       44       44       44       40       43       37       44       48       46         I have been able to afford key essentials without having to make cuts elsewhere       29       35       23       31       30       27       29       31       17       30       33       43         Thinking about the cost of living, which of the following comes closest to your view?       4       6       4       6       4       36       7       2       2       1         Thinking about the cost of living, which of the following comes closest to your view?       49       45       56       44       48       51       54       46       61       54       46       35         I have already had to make cuts to my usual spending, and expect to have to make further cuts       9       9       7       14       7       8       6       14       7       7       15       10         I have been able to maintain my usual spending so far, but expect to have to make cuts soon       25       28       20       23       27       23       24       22       17       24       25       35         I have been able to maintain my usual spending so far, and expect to be able to continue to do so <td></td> <td>23</td> <td>17</td> <td>31</td> <td>21</td> <td>20</td> <td>25</td> <td>28</td> <td>21</td> <td>39</td> <td>23</td> <td>17</td> <td>10</td>		23	17	31	21	20	25	28	21	39	23	17	10	
make cuts elsewhere       29       35       23       31       30       27       29       31       17       30       33       43         Don't know       5       4       6       4       6       4       3       6       7       2       2       1         Thinking about the cost of living, which of the following comes closest to your view?         I have already had to make cuts to my usual spending, and expect to have to make further cuts       49       45       56       44       48       51       54       46       61       54       46       35         I have already had to make cuts to my usual spending, on ot expect to make further cuts       9       9       7       14       7       8       6       14       7       7       15       10         I have been able to maintain my usual spending so far, but expect to have to make cuts soon       25       28       20       23       27       23       24       22       17       24       25       35         I have been able to maintain my usual spending so far, and expect to be able to continue to do so       12       14       10       12       13       13       10       7       14       12       18	make cuts elsewhere to do so		45	40	44	44	44	40	43	37	44	48	46	
Thinking about the cost of living, which of the following comes closest to your view?I have already had to make cuts to my usual spending, and expect to have to make further cuts494556444851544661544635I have already had to make cuts to my usual spending, do not expect to make further cuts9971478614771510I have been able to maintain my usual spending so far, expect to have to make cuts soon I have been able to maintain my usual spending so far, and expect to be able to continue to do so25282023272324221724253512141012121313107141218	make cuts elsewhere	29						-	-					
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and expect to have to make further cuts494556444651544661544635I have already had to make cuts to my usual spending, but do not expect to make further cuts9971478614771510I have been able to maintain my usual spending so far, expect to have to make cuts soon I have been able to maintain my usual spending so far, and expect to be able to continue to do so252820232723242217242535I have been able to maintain my usual spending so far, and expect to be able to continue to do so1212121313107141218	Thinking about the cost of living, which of the following comes closest to your view?													
do not expect to make further cuts I have been able to maintain my usual spending so far, but expect to have to make cuts soon I have been able to maintain my usual spending so far, and expect to be able to continue to do so 14 $7$ $7$ $15$ $10$ $28$ $28$ $20$ $23$ $27$ $23$ $24$ $22$ $17$ $24$ $25$ $35$ $14$ $17$ $24$ $25$ $35$ $14$ $17$ $24$ $25$ $35$ $14$ $12$ $12$ $12$ $13$ $13$ $10$ $7$ $14$ $12$ $18$	and expect to have to make further cuts		45	56	44	48	51	54	46	61	54	46	35	
expect to have to make cuts soon       25       28       20       23       27       23       24       22       17       24       25       35         I have been able to maintain my usual spending so far, and expect to be able to continue to do so       12       12       12       13       13       10       7       14       12       18	do not expect to make further cuts	9	9	7	14	7	8	6	14	7	7	15	10	
and expect to be able to continue to do so	expect to have to make cuts soon	25	28	20	23	27	23	24	22	17	24	25	35	
		12	14	10	12	12	13	13	10	7	14	12	18	
		5	4	7	7	6	5	3	8	7	2	2	1	

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#### Sample Size: 1709 adults in GB Fieldwork: 17th - 18th August 2022

Fieldwork: 17th - 18th August 2022												
		Vote	e in 20′	9 GE	EU Ref	2016	Ge	ender	Age		e	
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+
Weighted Sample			424	154	634	677	831	878	186	713	412	398
Unweighted Sample	1709	579	412	157	685	669	738	971	144	682	426	457
	%	%	%	%	%	%	%	%	%	%	%	%
Generally speaking, how often, if at all, have you												
struggled to afford the following in the past three months?												
Energy bills (e.g: home heating, electricity, etc)												
Always	8	6	9	4	7	7	7	8	4	10	10	4
Most of the time	12	8	13	6	7	12	11	13	16	13	9	10
Occasionally	21	18	24	28	24	21	19	23	16	22	24	18
Never	50	64	46	55	57	55	53	48	23	45	55	66
Not applicable – I do not spend money on this	6	3	5	5	3	3	7	5	29	5	1	0
Don't know	4	1	3	2	2	2	4	4	11	5	1	1
Food												
Always		3	6	3	5	4	5	6	6	8	4	3
Most of the time		8	13	5	8	12	10	12	14	14	9	6
Occasionally		21	28	23	24	25	23	27	25	26	26	21
Never		67	48	67	62	56	57	51	34	47	59	69
Not applicable – I do not spend money on this		0	1	1	0	0	2	1	8	0	0	0
Don't know	3	1	3	2	1	2	3	3	12	4	1	1
Fuel for my vehicle	6	-	7	0	4	-	c	c	7	0	F	2
Always Most of the time		5 9	7 12	0 8	4 7	5 12	6 9	6 12	7 9	8 12	5 10	3 7
Occasionally	-	9 21	20	。 24	21	22	9 19	23	9 16	23	22	, 19
Never		53	20 30	24 50	44	43	42	23 34	15	23 31	46	54
Not applicable – I do not spend money on this		12	28	16	22	43 16	21	23	42	24	40 15	16
Don't know		1	2	1	1	1	3	3	11	3	1	2
20111101	•		-	•		• •	Ũ	U		Ū	•	_
Do you think the government is currently doing too												
much, about the right amount, or too little to help												
those struggling with the increasing cost of living?												
Too much	2	4	1	1	1	3	3	1	1	2	1	4
About right	10	22	3	4	6	16	12	9	4	7	13	17
Too little	77	64	90	86	85	71	75	79	79	82	79	66
Don't know	10	11	5	10	7	10	10	10	16	9	7	13

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### Sample Size: 1709 adults in GB

Fieldwork: 17th - 18th August 2022	
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Fieldwork: 17th - 18th August 2022												
		Social	Grade	<b>.</b>		Region				Househol		
	Total	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Less than £19,999	£20,000 to 39,999	£40,000 to 59,999	£60,000 and over
Weighted Sample		974	735	205	574	371	412	147	299	448	241	243
Unweighted Sample	1709	1016	693	182	590	376	404	157	311	451	250	246
	%	%	%	%	%	%	%	%	%	%	%	%
Generally speaking, how often, if at all, have you struggled to afford the following in the past three months?												
Energy bills (e.g: home heating, electricity, etc)												
Always	8	7	9	7	6	10	8	9	13	8	5	4
Most of the time	12	9	15	10	11	11	14	10	22	10	9	5
Occasionally	21	21	21	27	21	20	21	12	24	19	20	20
Never	50	55	44	45	51	49	50	55	32	56	62	67
Not applicable – I do not spend money on this	6	6	6	4	7	5	4	8	3	5	2	3
Don't know	4	3	4	7	3	3	3	6	5	1	1	2
Food												
Always	6	4	8	4	5	6	6	6	12	6	3	1
Most of the time	11	10	13	13	9	14	11	10	19	9	7	9
Occasionally	25	22	29	23	26	23	28	19	29	28	21	15
Never	54	60	46	53	54	53	53	60	36	55	66	72
Not applicable – I do not spend money on this	1	1	1	0	2	0	1	1	0	1	0	1
Don't know	3	3	4	7	3	3	2	5	4	1	1	1
Fuel for my vehicle				1				i				
Always	6	5	7	4	6	7	8	5	8	7	6	2
Most of the time	10	9	12	8	8	13	13	9	17	10	10	5
Occasionally	21	20	22	14	24	21	21	19	17	25	22	22
Never	38	42	32	21	40	42	39	40	18	41	47	53
Not applicable – I do not spend money on this	22	20	24	47	20	15	18	24	35	17	13	17
Don't know	3	3	3	5	3	2	3	4	4	1	2	1
Do you think the government is currently doing too much, about the right amount, or too little to help those struggling with the increasing cost of living?												
Too much	2	2	2	1	2	3	3	0	2	3	2	1
About right		10	11	10	12	13	8	6	10	12	9	12
Too little	77	78	76	77	75	75	80	84	73	79	83	80
Don't know	10	10	10	13	11	9	9	04 10	14	75	6	6
DONT KNOW	10	10	10	15		3	3	10	14	I	0	U