

YouGov Survey Results

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

	Vote in 2019 GE			EU Ref 2016		Gender		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...

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

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	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, 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
I 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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	Social Grade		Region					Household Income				
	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	1709	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, 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	11	15	11	11	10	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	2	0	4	1	0	0
Decreased a little	1	1	0	2	0	0	0	0	2	0	0	0
Decreased a lot	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL DECREASED	1	1	0	2	0	0	0	0	2	0	0	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	23	17	31	21	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	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
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, but do not 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	12	13	13	10	7	14	12	18
Don't know	5	4	7	7	6	5	3	8	7	2	2	1

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	%	%	%	%	%	%	%	%	%	%	%	%

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	6	3	6	3	5	4	5	6	6	8	4	3
Most of the time	11	8	13	5	8	12	10	12	14	14	9	6
Occasionally	25	21	28	23	24	25	23	27	25	26	26	21
Never	54	67	48	67	62	56	57	51	34	47	59	69
Not applicable – I do not spend money on this	1	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

Always	6	5	7	0	4	5	6	6	7	8	5	3
Most of the time	10	9	12	8	7	12	9	12	9	12	10	7
Occasionally	21	21	20	24	21	22	19	23	16	23	22	19
Never	38	53	30	50	44	43	42	34	15	31	46	54
Not applicable – I do not spend money on this	22	12	28	16	22	16	21	23	42	24	15	16
Don't know	3	1	2	1	1	1	3	3	11	3	1	2

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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	%	%	%	%	%	%	%	%	%	%	%	%

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

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	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	10	14	7	6	6