

YouGov Survey Results

Sample Size: 1647 adults in GB
Fieldwork: 1st - 2nd December 2022

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Region					Work status			
	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	Working Britons	Retired Britons	
Weighted Sample	1647	539	399	140	580	613	797	850	173	680	407	387	939	708	199	552	356	397	143	978	388	
Unweighted Sample	1647	567	393	143	670	646	704	943	133	679	423	412	1004	643	181	575	365	399	127	973	417	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Imagine that an employer were offering their workers a cost-of-living pay rise.
For each of the following rates, please say whether you would consider that to be too small an increase, too large an increase, or about right

1% increase

Much too small	77	77	86	82	85	79	77	76	44	82	82	77	80	73	77	77	75	79	75	80	80
Somewhat too small	9	12	7	8	8	9	7	11	18	6	9	11	9	9	7	10	11	7	10	8	10
Slightly too small	3	5	1	2	1	4	4	3	9	2	3	4	4	3	6	4	2	3	1	3	4
TOTAL TOO SMALL	89	94	94	92	94	92	88	90	71	90	94	92	93	85	90	91	88	89	86	91	94
About right	1	1	1	1	1	2	2	1	3	2	1	1	1	1	2	1	1	3	1	1	1
Slightly too large	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0
Somewhat too large	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	1	0	0	0	0
Much too large	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL TOO LARGE	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	2	0	0	0	0
Don't know	9	5	4	6	5	7	10	8	23	9	5	7	6	13	9	8	11	8	13	6	5

2% increase

Much too small	61	57	73	64	69	62	65	58	35	66	67	59	63	59	62	59	60	66	62	64	61
Somewhat too small	18	24	13	19	17	21	15	22	20	16	17	23	19	17	14	22	17	16	18	17	22
Slightly too small	7	10	6	8	7	7	5	8	6	5	8	9	7	7	7	8	8	5	5	7	9
TOTAL TOO SMALL	86	91	92	91	93	90	85	88	61	87	92	91	89	83	83	89	85	87	85	88	92
About right	2	2	2	0	1	2	3	2	3	2	2	1	1	3	1	2	1	4	2	2	1
Slightly too large	1	0	1	1	1	0	1	0	4	1	0	0	1	0	4	1	1	0	0	1	0
Somewhat too large	1	1	2	2	0	1	2	1	8	1	0	0	2	1	2	1	2	2	0	2	0
Much too large	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL TOO LARGE	2	1	3	3	1	1	3	1	12	2	0	0	3	1	6	2	3	2	0	3	0
Don't know	9	5	4	6	5	7	9	9	24	8	5	8	7	12	10	8	11	7	13	7	5

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
3% increase																					
Much too small	41	34	55	43	48	40	46	37	22	45	46	39	42	41	47	35	38	47	51	44	41
Somewhat too small	23	26	20	28	23	26	20	25	15	22	24	26	24	21	15	27	24	22	16	23	25
Slightly too small	16	21	11	16	15	16	12	19	18	15	14	17	17	14	17	18	16	13	13	16	16
TOTAL TOO SMALL	80	81	86	87	86	82	78	81	55	82	84	82	83	76	79	80	78	82	80	83	82
About right	8	13	7	6	8	10	8	8	10	7	9	10	8	9	8	10	8	8	4	8	11
Slightly too large	1	0	2	1	1	1	1	1	3	1	0	1	1	1	1	1	1	1	1	1	1
Somewhat too large	1	0	1	0	0	1	1	0	6	1	0	0	1	1	2	0	1	1	1	1	0
Much too large	0	0	0	0	0	0	1	0	2	0	1	0	1	0	0	0	1	1	0	0	0
TOTAL TOO LARGE	2	0	3	1	1	2	3	1	11	2	1	1	3	2	3	1	3	3	2	2	1
Don't know	9	5	4	7	5	7	10	9	24	9	5	7	7	13	10	7	11	8	13	7	5
4% increase																					
Much too small	29	22	40	30	34	26	33	25	12	30	37	26	28	30	30	24	25	34	41	31	28
Somewhat too small	16	15	18	23	19	17	17	16	13	18	13	18	17	16	13	18	15	18	15	17	18
Slightly too small	23	25	19	21	21	24	20	25	23	24	22	21	25	19	22	24	24	21	19	25	20
TOTAL TOO SMALL	68	62	77	74	74	67	70	66	48	72	72	65	70	65	65	66	64	73	75	73	66
About right	16	24	12	14	15	19	13	19	13	15	16	19	16	16	17	19	16	16	8	15	20
Slightly too large	5	6	5	3	4	4	6	4	13	2	5	6	5	5	6	6	5	3	2	4	7
Somewhat too large	1	2	1	1	1	2	1	2	1	1	2	2	2	1	1	2	1	1	1	1	2
Much too large	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0	1	0	0
TOTAL TOO LARGE	6	8	6	5	5	6	7	6	15	3	7	8	7	6	7	8	7	4	4	5	9
Don't know	9	5	4	6	5	7	10	9	25	9	5	7	7	13	11	7	12	7	13	7	5
5% increase																					
Much too small	15	10	25	15	18	13	20	11	6	15	20	12	15	15	14	13	12	19	18	16	13
Somewhat too small	13	10	18	17	15	12	14	13	10	14	12	14	13	13	15	10	13	14	22	13	14
Slightly too small	15	14	16	18	18	14	15	16	13	18	16	11	16	14	14	17	14	15	16	18	13
TOTAL TOO SMALL	43	34	59	50	51	39	49	40	29	47	48	37	44	42	43	40	39	48	56	47	40
About right	34	41	28	35	33	39	29	39	27	34	33	39	36	32	32	37	35	34	24	35	36
Slightly too large	7	11	7	7	6	8	7	8	13	5	7	10	8	7	7	10	8	5	3	7	9
Somewhat too large	3	5	2	1	3	4	3	3	3	2	4	4	3	3	3	3	4	3	2	3	5
Much too large	2	3	1	2	1	3	3	2	3	2	2	2	2	2	3	3	3	1	1	2	3
TOTAL TOO LARGE	12	19	10	10	10	15	13	13	19	9	13	16	13	12	13	16	15	9	6	12	17
Don't know	10	6	5	6	5	7	10	10	25	9	6	8	7	14	11	8	12	8	13	7	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
6% increase																					
Much too small	13	7	22	13	14	10	17	9	9	13	16	9	12	14	17	10	9	17	14	14	10
Somewhat too small	14	11	21	13	18	12	14	15	14	15	15	14	15	13	18	12	14	14	22	15	14
Slightly too small	19	16	18	25	20	18	18	19	19	20	18	17	19	18	17	22	18	17	18	20	19
TOTAL TOO SMALL	46	34	61	51	52	40	49	43	42	48	49	40	46	45	52	44	41	48	54	49	43
About right	28	29	25	25	28	29	25	30	25	32	27	23	30	25	24	28	30	29	21	30	23
Slightly too large	10	19	5	8	9	15	10	11	6	7	10	18	10	10	9	11	10	11	6	9	18
Somewhat too large	3	6	1	2	3	4	3	3	0	2	3	6	3	2	2	4	3	2	2	2	5
Much too large	3	6	2	3	2	4	4	3	3	2	4	4	3	4	3	4	3	2	3	3	5
TOTAL TOO LARGE	16	31	8	13	14	23	17	17	9	11	17	28	16	16	14	19	16	15	11	14	28
Don't know	10	6	5	10	6	8	10	10	23	10	6	8	8	13	10	9	12	8	14	7	6
7% increase																					
Much too small	10	5	19	11	10	9	12	8	7	10	14	7	8	12	12	8	8	14	9	10	7
Somewhat too small	11	7	14	9	14	8	12	10	5	12	12	10	12	9	14	8	8	10	22	11	10
Slightly too small	18	16	21	22	21	17	16	20	18	19	18	18	19	18	17	20	19	17	17	20	18
TOTAL TOO SMALL	39	28	54	42	45	34	40	38	30	41	44	35	39	39	43	36	35	41	48	41	35
About right	23	22	22	26	26	24	23	24	23	27	23	18	26	20	22	24	23	24	24	26	18
Slightly too large	15	24	11	15	13	20	15	16	14	13	16	20	15	16	12	16	20	15	7	16	18
Somewhat too large	6	11	3	4	6	8	6	6	5	4	5	12	7	5	6	8	6	6	3	5	12
Much too large	5	9	3	3	4	6	5	5	5	3	6	7	5	5	6	6	4	4	3	4	9
TOTAL TOO LARGE	26	44	17	22	23	34	26	27	24	20	27	39	27	26	24	30	30	25	13	25	39
Don't know	11	6	5	10	6	8	11	11	24	12	6	9	8	14	11	10	13	10	14	8	7
8% increase																					
Much too small	7	4	14	6	7	7	9	6	6	8	10	5	7	9	10	5	7	9	7	8	6
Somewhat too small	8	6	11	8	10	5	9	7	5	8	11	6	7	9	10	6	6	9	12	9	6
Slightly too small	16	11	21	16	20	13	14	18	14	17	15	17	17	15	17	16	15	15	21	17	16
TOTAL TOO SMALL	31	21	46	30	37	25	32	31	25	33	36	28	31	33	37	27	28	33	40	34	28
About right	24	20	25	29	26	22	22	25	26	27	23	17	26	21	22	25	21	25	21	26	17
Slightly too large	16	21	12	16	14	21	17	15	12	16	17	18	17	16	16	16	19	15	13	18	16
Somewhat too large	10	16	6	11	10	12	9	10	9	7	10	14	11	8	8	11	11	9	5	9	15
Much too large	8	16	5	4	7	12	9	8	4	5	9	16	9	8	7	11	7	7	6	6	17
TOTAL TOO LARGE	34	53	23	31	31	45	35	33	25	28	36	48	37	32	31	38	37	31	24	33	48
Don't know	11	6	5	10	6	8	10	11	25	11	6	8	8	15	10	9	13	10	14	8	7

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
9% increase																					
Much too small	6	3	12	6	5	6	8	5	5	6	9	4	5	7	9	3	7	8	5	7	5
Somewhat too small	6	3	8	4	7	3	6	5	7	7	7	2	5	6	7	6	4	6	11	7	3
Slightly too small	14	10	19	16	18	11	13	15	11	15	14	14	14	14	15	13	14	14	18	14	14
TOTAL TOO SMALL	26	16	39	26	30	20	27	25	23	28	30	20	24	27	31	22	25	28	34	28	22
About right	22	17	27	26	27	20	19	25	23	26	22	17	24	21	23	23	18	26	21	25	15
Slightly too large	16	20	14	16	15	20	17	15	14	16	18	16	17	15	13	17	18	14	16	18	17
Somewhat too large	12	19	8	13	12	15	13	11	11	11	12	15	14	10	13	14	14	11	3	12	14
Much too large	12	22	7	9	11	17	13	12	6	8	13	22	13	12	10	15	11	11	11	9	25
TOTAL TOO LARGE	40	61	29	38	38	52	43	38	31	35	43	53	44	37	36	46	43	36	30	39	56
Don't know	11	6	5	10	6	8	10	11	25	11	6	9	8	15	11	9	13	10	15	8	8
10% increase																					
Much too small	2	0	4	1	2	2	3	2	5	2	3	1	2	2	4	1	4	2	2	2	2
Somewhat too small	3	1	5	4	3	1	3	3	0	4	3	2	2	3	2	2	3	5	3	3	2
Slightly too small	6	2	9	6	7	3	7	5	8	9	5	2	7	5	7	5	5	7	10	8	3
TOTAL TOO SMALL	11	3	18	11	12	6	13	10	13	15	11	5	11	10	13	8	12	14	15	13	7
About right	34	27	43	38	40	31	30	38	29	38	34	30	33	35	40	32	31	36	39	36	28
Slightly too large	13	14	13	15	15	15	14	13	11	11	16	15	13	13	10	17	13	11	10	15	13
Somewhat too large	11	16	9	9	10	14	13	10	9	12	12	11	13	9	9	12	12	12	9	12	11
Much too large	19	34	11	16	17	26	20	18	12	13	19	32	20	17	17	23	20	16	12	16	34
TOTAL TOO LARGE	43	64	33	40	42	55	47	41	32	36	47	58	46	39	36	52	45	39	31	43	58
Don't know	11	6	6	10	6	9	11	12	25	12	7	8	8	15	11	9	13	11	15	8	7
11% increase																					
Much too small	2	0	3	1	1	1	2	2	3	2	2	1	2	2	3	1	2	2	3	2	1
Somewhat too small	2	1	5	3	2	1	2	2	6	3	1	1	2	2	1	2	3	3	1	2	1
Slightly too small	6	2	8	3	5	4	6	5	7	7	5	2	5	6	6	5	5	4	11	7	3
TOTAL TOO SMALL	10	3	16	7	8	6	10	9	16	12	8	4	9	10	10	8	10	9	15	11	5
About right	28	16	40	27	34	21	26	29	24	34	26	19	27	28	32	25	24	30	32	29	21
Slightly too large	15	15	15	23	18	15	13	17	13	13	17	18	16	14	14	16	16	16	10	16	17
Somewhat too large	12	16	9	13	10	15	12	12	9	9	14	14	13	10	11	11	12	11	14	13	11
Much too large	25	44	14	21	23	34	28	22	13	20	26	38	25	24	21	31	25	22	14	22	39
TOTAL TOO LARGE	52	75	38	57	51	64	53	51	35	42	57	70	54	48	46	58	53	49	38	51	67
Don't know	11	6	7	9	7	9	10	12	25	12	8	7	9	14	11	10	13	11	15	9	7

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

12% increase

Much too small	1	0	2	1	1	1	1	1	3	1	1	1	1	1	2	1	2	1	3	1	1
Somewhat too small	1	1	2	0	1	1	1	1	1	1	1	0	1	1	1	1	2	1	0	1	0
Slightly too small	4	1	6	4	4	2	4	3	6	5	3	0	3	4	6	2	4	4	6	5	1
TOTAL TOO SMALL	6	2	10	5	6	4	6	5	10	7	5	1	5	6	9	4	8	6	9	7	2
About right	25	12	36	21	30	18	23	27	24	31	25	14	24	26	27	23	22	26	32	26	15
Slightly too large	19	15	23	28	23	16	17	20	16	18	18	22	21	16	19	19	18	20	16	19	21
Somewhat too large	12	17	8	14	10	16	13	12	11	10	15	14	13	11	9	13	12	12	12	13	12
Much too large	27	47	17	24	25	38	31	24	15	22	29	42	29	26	25	32	28	26	16	25	43
TOTAL TOO LARGE	58	79	48	66	58	70	61	56	42	50	62	78	63	53	53	64	58	58	44	57	76
Don't know	11	6	7	9	7	9	10	12	25	12	8	7	9	14	11	10	13	11	15	9	7