

# YouGov / The Times Survey Results

Sample Size: 2072 adults in GB  
Fieldwork: 25th - 26th May 2023

	Vote in 2019 GE			EU Ref 2016		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	Rest of South	
<b>Weighted Sample</b>	<b>2072</b>	677	501	176	730	772	1003	1069	218	856	512	486	1181	891	1788	104	180	499	344	251	694	
<b>Unweighted Sample</b>	<b>2072</b>	688	497	181	816	789	917	1155	195	830	500	546	1215	857	1788	105	179	498	345	237	708	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How good or bad a Prime Minister do you think each of the following are or were?

## Rishi Sunak

Very good	3	6	1	1	3	4	3	3	1	2	2	7	3	3	3	4	1	3	4	3	3
Fairly good	17	33	6	19	14	25	18	17	13	12	17	29	18	17	17	23	17	13	18	18	20
<b>TOTAL GOOD</b>	<b>20</b>	<b>39</b>	<b>7</b>	<b>20</b>	<b>17</b>	<b>29</b>	<b>21</b>	<b>20</b>	<b>14</b>	<b>14</b>	<b>19</b>	<b>36</b>	<b>21</b>	<b>20</b>	<b>20</b>	<b>27</b>	<b>18</b>	<b>16</b>	<b>22</b>	<b>21</b>	<b>23</b>
Neither good nor bad	27	32	20	38	27	30	24	30	19	27	29	28	28	26	27	22	24	25	28	25	30
Fairly bad	24	16	35	23	28	19	25	23	26	25	25	19	25	22	24	25	23	26	24	22	22
Very bad	21	11	34	14	24	17	24	19	25	25	21	13	20	23	21	22	25	24	18	25	19
<b>TOTAL BAD</b>	<b>45</b>	<b>27</b>	<b>69</b>	<b>37</b>	<b>52</b>	<b>36</b>	<b>49</b>	<b>42</b>	<b>51</b>	<b>50</b>	<b>46</b>	<b>32</b>	<b>45</b>	<b>45</b>	<b>45</b>	<b>47</b>	<b>48</b>	<b>50</b>	<b>42</b>	<b>47</b>	<b>41</b>
Don't know	8	3	4	5	4	5	6	9	16	9	5	4	6	10	8	5	10	9	7	8	7
<b>NET</b>	<b>-25</b>	<b>12</b>	<b>-62</b>	<b>-17</b>	<b>-35</b>	<b>-7</b>	<b>-28</b>	<b>-22</b>	<b>-37</b>	<b>-36</b>	<b>-27</b>	<b>4</b>	<b>-24</b>	<b>-25</b>	<b>-25</b>	<b>-20</b>	<b>-30</b>	<b>-34</b>	<b>-20</b>	<b>-26</b>	<b>-18</b>

## Liz Truss

Very good	1	1	0	1	0	1	1	0	1	1	0	1	1	1	1	0	1	1	0	3	0
Fairly good	3	5	1	7	2	4	5	2	6	3	1	5	4	3	3	3	4	3	2	5	4
<b>TOTAL GOOD</b>	<b>4</b>	<b>6</b>	<b>1</b>	<b>8</b>	<b>2</b>	<b>5</b>	<b>6</b>	<b>2</b>	<b>7</b>	<b>4</b>	<b>1</b>	<b>6</b>	<b>5</b>	<b>4</b>	<b>4</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>8</b>	<b>4</b>
Neither good nor bad	9	14	4	7	5	13	9	9	7	7	9	12	7	10	9	10	7	6	11	9	9
Fairly bad	15	21	10	9	12	18	13	18	12	15	15	19	15	16	15	19	13	16	19	10	15
Very bad	65	57	81	75	77	60	68	63	60	67	70	61	69	61	65	61	71	67	60	66	66
<b>TOTAL BAD</b>	<b>80</b>	<b>78</b>	<b>91</b>	<b>84</b>	<b>89</b>	<b>78</b>	<b>81</b>	<b>81</b>	<b>72</b>	<b>82</b>	<b>85</b>	<b>80</b>	<b>84</b>	<b>77</b>	<b>80</b>	<b>80</b>	<b>84</b>	<b>83</b>	<b>79</b>	<b>76</b>	<b>81</b>
Don't know	7	3	3	2	3	3	5	8	14	8	4	3	4	10	7	6	5	8	7	7	6
<b>NET</b>	<b>-76</b>	<b>-72</b>	<b>-90</b>	<b>-76</b>	<b>-87</b>	<b>-73</b>	<b>-75</b>	<b>-79</b>	<b>-65</b>	<b>-78</b>	<b>-84</b>	<b>-74</b>	<b>-79</b>	<b>-73</b>	<b>-76</b>	<b>-77</b>	<b>-79</b>	<b>-79</b>	<b>-77</b>	<b>-68</b>	<b>-77</b>

## Boris Johnson

Very good	7	15	0	5	3	13	9	5	2	5	5	14	7	7	7	5	6	6	8	7	8
Fairly good	17	36	4	9	11	30	17	17	9	12	19	28	16	19	18	20	6	15	20	15	21
<b>TOTAL GOOD</b>	<b>24</b>	<b>51</b>	<b>4</b>	<b>14</b>	<b>14</b>	<b>43</b>	<b>26</b>	<b>22</b>	<b>11</b>	<b>17</b>	<b>24</b>	<b>42</b>	<b>23</b>	<b>26</b>	<b>25</b>	<b>25</b>	<b>12</b>	<b>21</b>	<b>28</b>	<b>22</b>	<b>29</b>
Neither good nor bad	12	17	7	6	8	15	12	13	14	10	15	13	12	13	12	12	11	11	16	12	12
Fairly bad	17	17	16	20	15	17	15	19	22	17	15	16	17	16	17	16	14	19	17	16	17
Very bad	43	13	73	59	61	24	44	42	41	52	45	27	46	39	41	46	59	45	36	47	39
<b>TOTAL BAD</b>	<b>60</b>	<b>30</b>	<b>89</b>	<b>79</b>	<b>76</b>	<b>41</b>	<b>59</b>	<b>61</b>	<b>63</b>	<b>69</b>	<b>60</b>	<b>43</b>	<b>63</b>	<b>55</b>	<b>58</b>	<b>62</b>	<b>73</b>	<b>64</b>	<b>53</b>	<b>63</b>	<b>56</b>
Don't know	4	1	1	2	1	1	3	4	11	4	1	2	2	5	4	2	4	4	3	3	4
<b>NET</b>	<b>-36</b>	<b>21</b>	<b>-85</b>	<b>-65</b>	<b>-62</b>	<b>2</b>	<b>-33</b>	<b>-39</b>	<b>-52</b>	<b>-52</b>	<b>-36</b>	<b>-1</b>	<b>-40</b>	<b>-29</b>	<b>-33</b>	<b>-37</b>	<b>-61</b>	<b>-43</b>	<b>-25</b>	<b>-41</b>	<b>-27</b>

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

**Theresa May**

Very good	2	4	1	1	2	2	2	2	2	2	1	3	2	3	2	3	5	2	2	2	2
Fairly good	15	22	10	22	15	18	14	17	13	11	15	23	17	13	16	15	10	13	18	18	15
<b>TOTAL GOOD</b>	<b>17</b>	<b>26</b>	<b>11</b>	<b>23</b>	<b>17</b>	<b>20</b>	<b>16</b>	<b>19</b>	<b>15</b>	<b>13</b>	<b>16</b>	<b>26</b>	<b>19</b>	<b>16</b>	<b>18</b>	<b>18</b>	<b>15</b>	<b>15</b>	<b>20</b>	<b>20</b>	<b>17</b>
Neither good nor bad	24	27	19	34	28	24	23	24	14	23	27	25	24	23	24	23	23	22	25	22	25
Fairly bad	28	25	39	26	30	28	27	29	29	30	26	27	30	25	28	25	26	29	26	26	30
Very bad	26	20	29	14	23	27	30	21	27	27	27	20	23	29	25	29	31	28	22	26	24
<b>TOTAL BAD</b>	<b>54</b>	<b>45</b>	<b>68</b>	<b>40</b>	<b>53</b>	<b>55</b>	<b>57</b>	<b>50</b>	<b>56</b>	<b>57</b>	<b>53</b>	<b>47</b>	<b>53</b>	<b>54</b>	<b>53</b>	<b>54</b>	<b>57</b>	<b>57</b>	<b>48</b>	<b>52</b>	<b>54</b>
Don't know	5	1	1	2	2	2	4	7	16	7	3	2	3	8	6	5	4	6	7	5	5
<b>NET</b>	<b>-37</b>	<b>-19</b>	<b>-57</b>	<b>-17</b>	<b>-36</b>	<b>-35</b>	<b>-41</b>	<b>-31</b>	<b>-41</b>	<b>-44</b>	<b>-37</b>	<b>-21</b>	<b>-34</b>	<b>-38</b>	<b>-35</b>	<b>-36</b>	<b>-42</b>	<b>-42</b>	<b>-28</b>	<b>-32</b>	<b>-37</b>

**David Cameron**

Very good	3	5	1	4	3	2	3	2	1	3	3	2	3	2	2	2	3	2	3	3	2
Fairly good	19	27	13	21	19	22	20	19	17	18	20	23	22	16	19	23	20	17	19	17	22
<b>TOTAL GOOD</b>	<b>22</b>	<b>32</b>	<b>14</b>	<b>25</b>	<b>22</b>	<b>24</b>	<b>23</b>	<b>21</b>	<b>18</b>	<b>21</b>	<b>23</b>	<b>25</b>	<b>25</b>	<b>18</b>	<b>21</b>	<b>25</b>	<b>23</b>	<b>19</b>	<b>22</b>	<b>20</b>	<b>24</b>
Neither good nor bad	24	31	18	30	23	27	22	26	21	20	25	30	24	24	24	21	21	19	26	25	27
Fairly bad	24	23	29	23	24	26	24	24	24	23	24	26	24	24	24	22	21	28	25	21	23
Very bad	23	12	36	19	28	18	27	20	19	27	25	17	23	24	23	26	29	26	20	29	20
<b>TOTAL BAD</b>	<b>47</b>	<b>35</b>	<b>65</b>	<b>42</b>	<b>52</b>	<b>44</b>	<b>51</b>	<b>44</b>	<b>43</b>	<b>50</b>	<b>49</b>	<b>43</b>	<b>47</b>	<b>48</b>	<b>47</b>	<b>48</b>	<b>50</b>	<b>54</b>	<b>45</b>	<b>50</b>	<b>43</b>
Don't know	7	3	3	3	3	4	5	9	18	9	3	3	5	10	7	7	5	9	7	6	6
<b>NET</b>	<b>-25</b>	<b>-3</b>	<b>-51</b>	<b>-17</b>	<b>-30</b>	<b>-20</b>	<b>-28</b>	<b>-23</b>	<b>-25</b>	<b>-29</b>	<b>-26</b>	<b>-18</b>	<b>-22</b>	<b>-30</b>	<b>-26</b>	<b>-23</b>	<b>-27</b>	<b>-35</b>	<b>-23</b>	<b>-30</b>	<b>-19</b>

**Gordon Brown**

Very good	4	3	8	5	6	2	5	3	5	5	3	4	5	3	4	4	5	4	2	7	3
Fairly good	22	14	38	33	34	17	22	23	16	25	24	18	25	18	21	30	25	23	21	25	19
<b>TOTAL GOOD</b>	<b>26</b>	<b>17</b>	<b>46</b>	<b>38</b>	<b>40</b>	<b>19</b>	<b>27</b>	<b>26</b>	<b>21</b>	<b>30</b>	<b>27</b>	<b>22</b>	<b>30</b>	<b>21</b>	<b>25</b>	<b>34</b>	<b>30</b>	<b>27</b>	<b>23</b>	<b>32</b>	<b>22</b>
Neither good nor bad	27	27	29	33	30	24	28	26	21	25	30	31	28	26	27	22	28	27	25	31	28
Fairly bad	19	26	11	20	17	24	19	18	13	17	19	24	19	18	19	18	14	18	21	14	21
Very bad	15	25	5	3	6	26	20	11	9	12	20	19	12	19	15	16	15	16	16	11	15
<b>TOTAL BAD</b>	<b>34</b>	<b>51</b>	<b>16</b>	<b>23</b>	<b>23</b>	<b>50</b>	<b>39</b>	<b>29</b>	<b>22</b>	<b>29</b>	<b>39</b>	<b>43</b>	<b>31</b>	<b>37</b>	<b>34</b>	<b>34</b>	<b>29</b>	<b>34</b>	<b>37</b>	<b>25</b>	<b>36</b>
Don't know	13	6	9	7	7	7	7	19	37	16	5	5	11	16	13	11	12	12	15	12	14
<b>NET</b>	<b>-8</b>	<b>-34</b>	<b>30</b>	<b>15</b>	<b>17</b>	<b>-31</b>	<b>-12</b>	<b>-3</b>	<b>-1</b>	<b>1</b>	<b>-12</b>	<b>-21</b>	<b>-1</b>	<b>-16</b>	<b>-9</b>	<b>0</b>	<b>1</b>	<b>-7</b>	<b>-14</b>	<b>7</b>	<b>-14</b>

**Tony Blair**

Very good	7	3	12	13	11	3	8	5	3	7	9	5	8	5	7	7	5	7	6	9	6
Fairly good	26	20	38	39	37	21	28	24	19	30	30	20	30	20	26	24	27	24	24	31	26
<b>TOTAL GOOD</b>	<b>33</b>	<b>23</b>	<b>50</b>	<b>52</b>	<b>48</b>	<b>24</b>	<b>36</b>	<b>29</b>	<b>22</b>	<b>37</b>	<b>39</b>	<b>25</b>	<b>38</b>	<b>25</b>	<b>33</b>	<b>31</b>	<b>32</b>	<b>31</b>	<b>30</b>	<b>40</b>	<b>32</b>
Neither good nor bad	20	20	18	23	22	17	19	21	17	21	18	21	20	20	20	17	23	17	21	23	20
Fairly bad	19	23	15	12	17	22	18	19	16	16	19	23	18	19	18	18	19	21	21	10	18
Very bad	19	31	10	7	9	33	22	17	9	15	22	29	16	24	19	25	15	21	17	16	20
<b>TOTAL BAD</b>	<b>38</b>	<b>54</b>	<b>25</b>	<b>19</b>	<b>26</b>	<b>55</b>	<b>40</b>	<b>36</b>	<b>25</b>	<b>31</b>	<b>41</b>	<b>52</b>	<b>34</b>	<b>43</b>	<b>37</b>	<b>43</b>	<b>34</b>	<b>42</b>	<b>38</b>	<b>26</b>	<b>38</b>
Don't know	10	3	7	5	4	4	6	13	36	11	3	2	8	12	10	8	11	9	11	11	9
<b>NET</b>	<b>-5</b>	<b>-31</b>	<b>25</b>	<b>33</b>	<b>22</b>	<b>-31</b>	<b>-4</b>	<b>-7</b>	<b>-3</b>	<b>6</b>	<b>-2</b>	<b>-27</b>	<b>4</b>	<b>-18</b>	<b>-4</b>	<b>-12</b>	<b>-2</b>	<b>-11</b>	<b>-8</b>	<b>14</b>	<b>-6</b>

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

John Major

Very good	3	5	2	3	3	3	4	2	3	3	3	4	3	3	3	3	3	2	4	5	3
Fairly good	20	27	17	34	25	21	21	20	9	19	24	25	23	17	20	24	19	19	17	21	22
<b>TOTAL GOOD</b>	<b>23</b>	<b>32</b>	<b>19</b>	<b>37</b>	<b>28</b>	<b>24</b>	<b>25</b>	<b>22</b>	<b>12</b>	<b>22</b>	<b>27</b>	<b>29</b>	<b>26</b>	<b>20</b>	<b>23</b>	<b>27</b>	<b>22</b>	<b>21</b>	<b>21</b>	<b>26</b>	<b>25</b>
Neither good nor bad	29	31	30	36	32	31	28	30	16	26	33	35	30	28	29	33	27	29	25	25	32
Fairly bad	17	19	21	11	19	22	20	15	5	16	23	18	17	17	17	19	14	19	19	12	17
Very bad	10	10	9	4	6	14	12	8	6	8	12	13	6	14	10	7	9	12	11	9	8
<b>TOTAL BAD</b>	<b>27</b>	<b>29</b>	<b>30</b>	<b>15</b>	<b>25</b>	<b>36</b>	<b>32</b>	<b>23</b>	<b>11</b>	<b>24</b>	<b>35</b>	<b>31</b>	<b>23</b>	<b>31</b>	<b>27</b>	<b>26</b>	<b>23</b>	<b>31</b>	<b>30</b>	<b>21</b>	<b>25</b>
Don't know	21	9	21	12	16	9	16	26	61	30	5	5	21	21	21	14	27	18	23	27	18
<b>NET</b>	<b>-4</b>	<b>3</b>	<b>-11</b>	<b>22</b>	<b>3</b>	<b>-12</b>	<b>-7</b>	<b>-1</b>	<b>1</b>	<b>-2</b>	<b>-8</b>	<b>-2</b>	<b>3</b>	<b>-11</b>	<b>-4</b>	<b>1</b>	<b>-1</b>	<b>-10</b>	<b>-9</b>	<b>5</b>	<b>0</b>

Over the next twelve months, do you expect prices to go up, go down, or stay about the same?

Go up a lot	31	19	41	45	41	22	32	30	32	33	33	25	31	31	30	33	34	32	30	34	28
Go up a little	38	43	35	39	38	41	39	38	29	35	40	46	39	37	38	40	37	38	37	33	41
<b>TOTAL GO UP</b>	<b>69</b>	<b>62</b>	<b>76</b>	<b>84</b>	<b>79</b>	<b>63</b>	<b>71</b>	<b>68</b>	<b>61</b>	<b>68</b>	<b>73</b>	<b>71</b>	<b>70</b>	<b>68</b>	<b>68</b>	<b>73</b>	<b>71</b>	<b>70</b>	<b>67</b>	<b>67</b>	<b>69</b>
Stay about the same	15	21	12	9	11	19	13	18	14	16	12	18	15	15	16	13	12	15	15	15	16
Go down a little	9	13	6	3	6	12	9	9	9	7	11	9	10	7	8	8	11	6	11	10	8
Go down a lot	1	1	2	0	1	1	2	1	1	2	1	1	1	2	1	1	0	2	1	1	2
<b>TOTAL GO DOWN</b>	<b>10</b>	<b>14</b>	<b>8</b>	<b>3</b>	<b>7</b>	<b>13</b>	<b>11</b>	<b>10</b>	<b>10</b>	<b>9</b>	<b>12</b>	<b>10</b>	<b>11</b>	<b>9</b>	<b>9</b>	<b>9</b>	<b>11</b>	<b>8</b>	<b>12</b>	<b>11</b>	<b>10</b>
Don't know	6	3	4	4	3	4	6	5	15	7	4	2	4	8	6	5	6	7	6	7	5

And over the next twelve months, do you expect your own financial situation to get better or worse, or stay about the same?

Get a lot better	2	2	2	6	3	1	3	1	7	3	1	1	3	1	2	5	2	2	1	6	2
Get a little better	10	11	9	10	9	9	12	8	20	11	9	5	11	9	10	12	10	9	11	12	9
<b>TOTAL GET BETTER</b>	<b>12</b>	<b>13</b>	<b>11</b>	<b>16</b>	<b>12</b>	<b>10</b>	<b>15</b>	<b>9</b>	<b>27</b>	<b>14</b>	<b>10</b>	<b>6</b>	<b>14</b>	<b>10</b>	<b>12</b>	<b>17</b>	<b>12</b>	<b>11</b>	<b>12</b>	<b>18</b>	<b>11</b>
Stay about the same	36	46	33	35	36	44	34	38	21	31	37	50	39	32	36	37	32	36	41	31	36
Get a little worse	28	25	32	28	32	26	27	30	23	27	31	30	28	28	28	27	27	28	26	30	30
Get a lot worse	17	13	20	19	17	17	17	17	12	19	20	13	14	21	16	15	23	19	15	14	17
<b>TOTAL GET WORSE</b>	<b>45</b>	<b>38</b>	<b>52</b>	<b>47</b>	<b>49</b>	<b>43</b>	<b>44</b>	<b>47</b>	<b>35</b>	<b>46</b>	<b>51</b>	<b>43</b>	<b>42</b>	<b>49</b>	<b>44</b>	<b>42</b>	<b>50</b>	<b>47</b>	<b>41</b>	<b>44</b>	<b>47</b>
Don't know	6	3	4	2	2	4	6	6	17	8	3	1	4	8	6	3	5	6	6	8	6

Sample Size: 2072 adults in GB  
Fieldwork: 25th - 26th May 2023

	Vote in 2019 GE			EU Ref 2016		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	Rest of South	
<b>Weighted Sample</b>	<b>2072</b>	677	501	176	730	772	1003	1069	218	856	512	486	1181	891	1788	104	180	499	344	251	694	
<b>Unweighted Sample</b>	<b>2072</b>	688	497	181	816	789	917	1155	195	830	500	546	1215	857	1788	105	179	498	345	237	708	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**How easy or difficult do you currently find it to afford food and groceries?**

Very easy	11	16	6	16	12	13	13	9	5	9	11	17	13	9	11	10	10	11	8	16	11
Fairly easy	43	47	43	59	48	46	42	44	30	40	44	53	49	34	43	49	41	42	41	38	46
<b>TOTAL EASY</b>	<b>54</b>	<b>63</b>	<b>49</b>	<b>75</b>	<b>60</b>	<b>59</b>	<b>55</b>	<b>53</b>	<b>35</b>	<b>49</b>	<b>55</b>	<b>70</b>	<b>62</b>	<b>43</b>	<b>54</b>	<b>59</b>	<b>51</b>	<b>53</b>	<b>49</b>	<b>54</b>	<b>57</b>
Fairly difficult	30	26	35	18	29	30	28	32	27	33	34	22	27	35	30	23	35	33	32	29	28
Very difficult	9	6	9	4	7	7	7	10	10	11	9	5	5	13	9	13	8	8	10	8	9
<b>TOTAL DIFFICULT</b>	<b>39</b>	<b>32</b>	<b>44</b>	<b>22</b>	<b>36</b>	<b>37</b>	<b>35</b>	<b>42</b>	<b>37</b>	<b>44</b>	<b>43</b>	<b>27</b>	<b>32</b>	<b>48</b>	<b>39</b>	<b>36</b>	<b>43</b>	<b>41</b>	<b>42</b>	<b>37</b>	<b>37</b>
Don't know	4	1	3	2	1	2	4	3	11	5	1	1	2	5	3	4	5	4	3	4	3
N/A - I am not responsible for buying food and groceries for my household	4	3	3	0	2	2	5	3	17	2	1	2	4	4	4	1	2	2	6	6	3

**And looking forward, how easy or difficult do you expect to find it to afford food and groceries over the next six months?**

[Asked to those who buy food and groceries for their household; n=2003]

Very easy	10	15	5	14	12	12	12	8	4	8	9	16	12	8	10	11	8	10	8	13	10
Fairly easy	38	43	38	49	41	40	39	37	35	34	38	47	44	29	38	40	39	38	37	33	40
<b>TOTAL EASY</b>	<b>48</b>	<b>58</b>	<b>43</b>	<b>63</b>	<b>53</b>	<b>52</b>	<b>51</b>	<b>45</b>	<b>39</b>	<b>42</b>	<b>47</b>	<b>63</b>	<b>56</b>	<b>37</b>	<b>48</b>	<b>51</b>	<b>47</b>	<b>48</b>	<b>45</b>	<b>46</b>	<b>50</b>
Fairly difficult	32	28	36	24	31	32	29	36	32	34	35	27	29	37	33	28	33	32	35	33	32
Very difficult	11	7	13	7	10	9	12	11	12	13	12	6	8	15	11	14	12	11	13	10	10
<b>TOTAL DIFFICULT</b>	<b>43</b>	<b>35</b>	<b>49</b>	<b>31</b>	<b>41</b>	<b>41</b>	<b>41</b>	<b>47</b>	<b>44</b>	<b>47</b>	<b>47</b>	<b>33</b>	<b>37</b>	<b>52</b>	<b>44</b>	<b>42</b>	<b>45</b>	<b>43</b>	<b>48</b>	<b>43</b>	<b>42</b>
Don't know	8	6	7	7	6	7	8	8	17	10	6	5	7	10	8	7	8	9	7	10	7

**Thinking about the increases in prices for food over the last year, which of the following best describes your situation?**

Please tick all that apply

I have moved to cheaper brands in order to save money	48	45	56	49	52	47	45	52	46	53	50	39	51	45	48	51	46	51	47	43	50
I have cut back on the amount of food that I buy in order to save money	43	41	44	41	44	42	37	49	39	46	49	33	42	45	43	50	43	39	47	42	44
I have changed the place that I shop in order to save money	30	29	33	25	31	28	28	31	28	33	31	23	31	29	30	30	29	32	29	31	28
None of these	22	30	17	25	22	25	26	19	15	18	21	35	24	20	22	25	19	22	21	18	25
Don't know	3	2	2	2	1	2	4	2	14	3	1	2	2	5	3	2	5	3	3	4	3

Sample Size: 2072 adults in GB  
Fieldwork: 25th - 26th May 2023

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Social Grade		Country			Region in England					
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**What do you think is most to blame for the current increases in prices?**

The actions of the current Conservative government under Rishi Sunak	<b>9</b>	6	12	8	8	9	9	8	9	11	6	7	8	9	8	11	9	9	7	13	7
The actions of the last Conservative government under Liz Truss	<b>11</b>	7	15	14	14	10	12	10	13	11	12	10	12	10	11	11	12	11	12	12	11
The impact of Brexit	<b>23</b>	8	40	36	40	7	21	26	25	28	24	14	27	18	23	28	28	23	23	26	21
The long-term impact of the Coronavirus outbreak	<b>13</b>	19	8	8	9	19	14	13	14	11	14	16	13	13	13	10	13	11	17	12	14
The impact of the war in Ukraine and sanctions on Russia	<b>26</b>	46	15	19	20	39	28	24	11	18	31	41	25	27	27	28	17	25	26	23	30
Some other factor	<b>7</b>	7	5	9	4	8	8	5	4	8	7	6	6	8	7	5	10	9	5	5	6
Don't know	<b>11</b>	7	6	6	5	8	8	14	23	14	6	6	9	14	11	7	11	12	11	9	12

*\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.*