

YouGov / UK Hospitality Survey Results

Sample Size: 1743 UK Adults
Fieldwork: 14th - 15th February 2022

	Vote in 2019			2016 EU Ref		Gender		Age				Social Grade		Region							
	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	Northern Ireland		
Weighted Sample	1743	572	422	152	647	685	849	894	190	727	422	404	994	749	202	570	373	408	145	45	
Unweighted Sample	1743	578	420	147	680	692	783	960	151	700	448	444	1032	711	175	586	376	414	139	53	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Would you say the cost of living has generally gone up or down compared to before the coronavirus pandemic, or has there been no change?

Gone up significantly	70	71	77	70	75	71	68	72	43	72	78	70	71	69	65	68	71	73	71	79
Gone up slightly	22	26	17	25	21	24	22	21	26	19	19	26	22	20	23	24	20	19	21	13
TOTAL GONE UP	92	97	94	95	96	95	90	93	69	91	97	96	93	89	88	92	91	92	92	92
No change	3	2	2	1	1	3	3	2	5	3	2	3	3	3	4	2	4	3	2	4
Gone down slightly	1	0	1	1	0	0	1	1	3	1	0	0	1	1	0	1	1	1	3	0
Gone down significantly	1	1	1	1	1	1	1	0	3	1	0	0	1	1	2	1	1	0	1	2
TOTAL GONE DOWN	2	1	2	2	1	1	2	1	6	2	0	0	2	2	2	2	2	1	4	2
Don't know	4	0	3	1	2	1	5	3	20	3	1	1	3	6	6	4	3	5	2	3

You previously said that you think the cost of living has gone up compared to before the coronavirus pandemic. How much, if at all, have you cut your spending on each of the following areas as a result of this?

[Only asked to those that said the cost of living has gone up; n=1612]

Food shopping

Completely cut spending on this	2	1	2	2	1	2	1	2	2	2	1	1	1	2	2	1	2	3	0	2
Significantly cut spending on this	12	10	12	10	10	15	10	14	11	14	13	9	10	15	7	11	14	16	12	9
Slightly cut spending on this	38	37	41	27	39	35	35	40	41	40	35	35	37	38	37	37	36	39	40	39
Not cut spending on this at all	45	49	43	60	49	46	50	40	28	41	48	54	48	40	51	48	43	39	45	41
Don't know	2	1	1	2	2	1	2	2	7	1	2	1	2	2	2	1	2	1	1	6
Not applicable – I did not spend on this area before	2	1	2	0	0	1	2	2	12	1	1	0	1	2	2	2	2	1	2	2

Clothes shopping

Completely cut spending on this	8	6	7	6	7	8	7	9	6	9	8	6	7	8	6	8	7	9	8	17
Significantly cut spending on this	31	29	37	35	32	31	26	36	26	35	30	29	31	32	26	32	31	34	30	23
Slightly cut spending on this	29	30	32	26	32	28	27	31	34	29	27	29	30	27	31	26	30	29	28	33
Not cut spending on this at all	22	24	17	26	21	21	28	16	20	19	23	26	23	21	23	24	21	19	23	24
Don't know	3	3	2	1	2	4	4	3	5	2	5	4	3	5	5	3	4	3	4	4
Not applicable – I did not spend on this area before	7	7	5	6	6	8	8	6	10	6	8	6	6	8	8	7	7	7	7	0

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

Subscriptions (TV, gym etc)

Completely cut spending on this	7	6	5	9	5	8	7	7	3	7	9	7	7	7	3	6	7	9	7	14
Significantly cut spending on this	12	9	13	13	12	12	11	13	8	16	10	8	11	13	10	11	15	12	11	10
Slightly cut spending on this	20	20	25	16	22	17	20	20	26	27	15	10	22	17	18	20	19	23	18	18
Not cut spending on this at all	33	32	34	43	38	29	38	28	34	37	31	29	39	26	38	31	31	32	40	35
Don't know	3	3	1	3	2	2	3	2	6	2	3	2	2	4	2	3	3	2	0	7
Not applicable – I did not spend on this area before	26	30	21	16	21	32	21	30	23	11	32	44	20	33	30	28	25	22	23	15

Holidays abroad

Completely cut spending on this	25	24	28	27	24	28	26	24	17	29	24	24	26	25	25	23	24	27	27	36
Significantly cut spending on this	14	14	15	16	18	11	11	16	11	15	15	13	16	11	11	14	15	14	14	15
Slightly cut spending on this	9	10	9	10	10	8	9	8	11	7	9	9	9	8	12	8	6	11	5	2
Not cut spending on this at all	16	18	14	16	17	14	17	14	14	15	18	16	18	12	15	17	18	14	11	18
Don't know	4	4	3	6	4	4	4	4	3	4	4	5	4	4	5	4	4	3	5	6
Not applicable – I did not spend on this area before	32	30	31	25	27	35	33	32	44	31	31	33	27	40	32	33	32	31	37	23

Holidays in the UK

Completely cut spending on this	14	11	16	12	12	14	13	14	13	17	13	10	12	16	12	15	12	14	12	27
Significantly cut spending on this	15	12	18	14	15	15	14	16	13	16	14	15	16	13	13	13	17	16	18	15
Slightly cut spending on this	18	20	21	21	21	17	18	19	17	20	19	14	20	16	14	19	22	17	17	16
Not cut spending on this at all	24	31	19	28	27	24	26	22	12	21	26	31	28	19	19	27	23	24	25	16
Don't know	5	4	5	5	6	4	4	6	8	5	5	5	4	6	8	4	5	5	4	4
Not applicable – I did not spend on this area before	24	22	20	19	19	26	24	23	37	20	24	25	20	28	34	22	22	23	24	20

Days out

Completely cut spending on this	8	7	8	8	7	9	7	10	4	9	9	9	7	10	6	9	6	10	8	18
Significantly cut spending on this	27	25	32	26	27	27	25	29	27	30	27	22	27	27	22	27	30	29	22	27
Slightly cut spending on this	27	26	30	37	32	25	24	29	24	31	28	20	29	24	29	24	28	29	26	20
Not cut spending on this at all	21	26	17	19	20	21	24	18	24	16	21	28	24	16	21	23	18	19	24	23
Don't know	4	4	3	2	3	4	4	3	8	4	3	3	3	4	5	4	4	2	3	6
Not applicable – I did not spend on this area before	13	13	10	9	10	14	16	11	14	11	13	18	9	19	17	13	14	11	18	6

Going out for a meal

Completely cut spending on this	10	9	8	8	8	10	9	10	4	11	10	9	9	11	7	11	10	9	6	20
Significantly cut spending on this	28	26	32	28	30	29	26	30	24	32	30	23	27	31	19	29	28	31	31	32
Slightly cut spending on this	29	31	34	36	33	28	28	30	35	32	28	24	31	26	37	27	32	29	23	16
Not cut spending on this at all	20	24	17	19	20	19	22	19	24	15	18	29	23	16	21	20	19	18	26	24
Don't know	2	2	1	3	3	2	3	2	5	2	2	3	2	3	4	3	1	2	1	3
Not applicable – I did not spend on this area before	10	9	7	5	6	13	11	10	9	8	12	12	8	14	13	9	10	10	13	5

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

Going out for a drink

Completely cut spending on this	11	9	10	12	10	11	11	12	4	15	11	8	9	14	10	13	10	10	8	22
Significantly cut spending on this	22	19	30	20	24	22	22	22	24	25	20	19	22	23	22	20	25	24	20	28
Slightly cut spending on this	18	19	19	23	21	16	19	17	25	19	16	15	20	14	18	16	21	19	16	7
Not cut spending on this at all	17	19	18	18	17	17	20	14	18	17	18	17	19	15	17	17	15	18	17	15
Don't know	2	2	2	1	2	2	3	2	6	2	2	3	2	3	2	2	2	2	1	3
Not applicable – I did not spend on this area before	29	33	23	27	27	32	25	33	23	23	33	38	27	32	30	31	25	27	39	25

How much responsibility, if any, do you think each of the below groups have in ensuring that hospitality businesses recover from the economic impact of the coronavirus pandemic?

Central government

A great deal	38	32	47	45	43	35	38	37	39	43	36	29	39	36	35	34	38	40	45	49
A fair amount	34	39	35	37	38	36	32	36	25	32	39	38	37	31	40	36	31	34	34	25
TOTAL A GREAT DEAL/FAIR AMOUNT	72	71	82	82	81	71	70	73	64	75	75	67	76	67	75	70	69	74	79	74
Not very much	13	16	9	13	12	14	15	11	10	9	13	19	13	12	10	14	17	10	7	13
None at all	5	6	2	2	2	6	6	3	3	4	5	6	4	5	2	5	7	5	3	2
TOTAL NOT VERY MUCH/NONE AT ALL	18	22	11	15	14	20	21	14	13	13	18	25	17	17	12	19	24	15	10	15
Don't know	11	7	6	3	5	9	9	12	23	12	7	7	7	16	14	11	7	11	12	12

Local government

A great deal	24	24	24	22	23	26	25	24	27	27	25	17	22	27	22	18	26	27	32	38
A fair amount	41	43	50	46	46	41	39	43	35	43	39	43	46	34	44	44	40	40	37	30
TOTAL A GREAT DEAL/FAIR AMOUNT	65	67	74	68	69	67	64	67	62	70	64	60	68	61	66	62	66	67	69	68
Not very much	18	20	16	22	21	18	20	16	13	15	21	24	19	17	18	19	19	15	19	15
None at all	5	6	3	5	4	7	7	4	6	4	6	7	5	6	3	7	7	5	3	6
TOTAL NOT VERY MUCH/NONE AT ALL	23	26	19	27	25	25	27	20	19	19	27	31	24	23	21	26	26	20	22	21
Don't know	11	8	7	5	7	9	9	14	19	12	9	9	8	15	13	12	7	13	10	12

Consumers

A great deal	18	24	13	18	15	22	20	17	17	15	20	24	18	18	18	18	18	19	19	15
A fair amount	48	52	51	55	56	47	44	52	32	49	52	49	51	43	40	49	51	49	48	43
TOTAL A GREAT DEAL/FAIR AMOUNT	66	76	64	73	71	69	64	69	49	64	72	73	69	61	58	67	69	68	67	58
Not very much	17	12	21	18	18	15	19	15	25	18	14	15	18	17	20	16	16	17	20	21
None at all	6	5	6	7	5	6	9	4	5	7	7	5	6	7	8	6	7	5	5	9
TOTAL NOT VERY MUCH/NONE AT ALL	23	17	27	25	23	21	28	19	30	25	21	20	24	24	28	22	23	22	25	30
Don't know	10	6	7	2	6	8	8	13	21	11	8	7	7	15	13	11	8	11	9	12

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

Hospitality businesses

A great deal	31	36	28	33	31	36	34	28	19	29	34	38	33	29	27	31	34	30	34	35
A fair amount	45	47	51	49	52	43	44	47	42	46	48	44	48	42	47	43	46	46	47	46
TOTAL A GREAT DEAL/FAIR AMOUNT	76	83	79	82	83	79	78	75	61	75	82	82	81	71	74	74	80	76	81	81
Not very much	9	8	10	10	8	8	10	8	12	10	8	6	9	9	10	10	10	7	7	4
None at all	3	2	3	3	2	3	3	3	4	2	2	4	2	4	2	3	2	4	3	2
TOTAL NOT VERY MUCH/NONE AT ALL	12	10	13	13	10	11	13	11	16	12	10	10	11	13	12	13	12	11	10	6
Don't know	11	8	8	5	6	10	9	14	22	13	8	8	8	16	14	13	8	13	9	13

Charities

A great deal	3	2	2	2	2	4	3	3	5	3	2	3	2	5	3	2	4	3	1	5
A fair amount	10	12	9	8	8	11	8	13	18	11	8	8	10	11	8	10	9	15	7	7
TOTAL A GREAT DEAL/FAIR AMOUNT	13	14	11	10	10	15	11	16	23	14	10	11	12	16	11	12	13	18	8	12
Not very much	35	37	42	31	38	34	37	33	38	35	34	34	35	34	36	34	36	34	34	40
None at all	36	36	36	53	43	36	39	33	16	36	42	40	42	28	34	38	37	31	43	34
TOTAL NOT VERY MUCH/NONE AT ALL	71	73	78	84	81	70	76	66	54	71	76	74	77	62	70	72	73	65	77	74
Don't know	16	13	11	7	9	16	13	18	23	16	13	15	11	22	19	16	14	16	16	14

After a temporary reduction in VAT for the hospitality and tourism industries during the coronavirus pandemic, the Government plans to return VAT to the pre-pandemic rate of 20% in April 2022. Which of the following statements comes closest to your view?

VAT should return to 20% in April 2022	17	24	10	17	17	20	20	15	11	15	22	21	18	17	10	19	18	18	22	7
VAT should return to 20%, but later than April 2022	24	26	27	32	29	23	22	26	20	22	26	26	28	18	21	27	21	22	26	22
VAT should be kept at its current level long-term	39	38	43	38	38	43	41	37	27	39	40	42	37	41	45	33	41	40	38	51
Don't know	20	12	20	13	17	14	17	23	43	24	13	12	17	25	24	21	20	20	14	21