

# YouGov Survey Results

Sample Size: 3071 adults in UK  
Fieldwork: 28th - 30th September 2021



Weighted Sample  
Unweighted Sample

	Vote in 2019 GE				2016 EU Ref		Gender		Age (1)				Age (2)						Social Grade (1)					Social Grade (2)				
Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-24	25-34	35-44	45-54	55-64	65-74	75-84	85+	A	B	C1	C2	D	E	ABC1	C2DE	
3071	1007	743	267	1139	1207	1496	1575	335	1281	743	712	335	364	580	529	551	548	159	5	364	496	891	645	337	339	1750	1321	
3071	1012	741	276	1263	1206	1387	1684	220	1301	750	800	220	368	602	522	559	610	183	7	415	567	902	456	356	375	1884	1187	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about all your cost of living expenses - including housing, food, bills etc - would you be able to afford...

## A £5 per month increase in your cost of living

I could afford this	78	82	82	88	87	78	75	81	63	78	82	83	63	72	81	80	81	82	84	86	84	87	84	75	67	62	85	70
I could NOT afford this	10	9	10	5	7	12	12	9	11	12	9	9	11	13	11	12	9	10	7	14	7	6	6	14	17	19	6	16
Don't know	6	4	6	3	4	5	7	6	17	6	5	3	17	10	4	5	6	4	3	0	5	3	7	6	8	13	5	8
Prefer not to say	5	5	2	3	3	5	6	4	10	4	4	5	10	5	4	3	4	4	7	0	4	4	3	5	8	7	4	6

## A £10 per month increase in your cost of living

I could afford this	71	74	75	86	81	68	70	71	58	72	73	73	58	67	73	74	72	74	71	74	79	82	78	64	60	49	79	59
I could NOT afford this	17	16	16	8	11	22	17	17	15	18	16	18	15	17	17	17	18	15	26	11	10	12	23	23	30	11	25	
Don't know	7	5	7	3	5	7	8	8	18	6	6	4	18	10	5	6	4	7	0	4	4	7	7	10	14	5	9	
Prefer not to say	5	5	3	3	3	5	6	4	10	4	5	5	10	6	4	4	4	5	7	0	6	4	4	5	7	7	4	6

## A £25 per month increase in your cost of living

I could afford this	52	55	57	71	65	47	56	49	35	55	54	53	35	55	58	51	55	54	51	30	66	67	58	44	42	29	62	40
I could NOT afford this	33	33	32	19	25	41	29	37	35	33	31	36	35	28	32	37	32	36	35	56	21	24	29	42	39	50	26	43
Don't know	9	7	9	7	7	9	9	20	8	10	6	20	12	6	8	9	6	8	14	7	5	10	9	11	15	8	11	
Prefer not to say	5	5	3	3	3	5	6	4	10	4	5	4	10	5	4	4	4	4	6	0	6	4	3	5	8	6	4	6

## A £50 per month increase in your cost of living

I could afford this	35	38	40	47	45	31	40	30	20	38	39	32	20	33	41	39	38	32	31	15	47	51	39	28	21	14	44	23
I could NOT afford this	50	49	48	40	43	57	44	56	48	49	47	56	48	49	48	49	48	56	55	71	38	39	48	58	56	65	43	59
Don't know	10	8	9	9	9	7	11	10	22	9	9	7	22	13	7	8	9	8	6	0	10	6	10	9	14	15	9	12
Prefer not to say	5	5	3	4	3	5	5	4	9	4	5	5	9	5	3	4	5	4	8	14	5	4	3	4	8	7	4	6

## A £100 per month increase in your cost of living

I could afford this	21	23	22	29	28	18	26	16	10	23	24	18	10	21	25	25	23	20	15	0	32	31	24	14	12	9	27	12
I could NOT afford this	65	65	66	58	61	70	59	72	63	65	63	69	63	63	64	65	64	69	70	100	52	60	64	71	69	74	61	71
Don't know	9	7	9	10	9	7	10	8	15	9	8	8	15	12	8	6	8	8	7	0	10	5	8	10	12	11	7	11
Prefer not to say	5	5	3	3	3	5	6	4	11	3	5	5	11	4	3	4	5	4	8	0	6	4	4	5	7	6	5	5

## A £250 per month increase in your cost of living

I could afford this	10	11	9	13	12	9	13	7	7	11	12	8	7	9	12	10	12	10	3	0	19	15	10	6	5	5	13	6
I could NOT afford this	77	77	81	75	77	80	72	82	72	78	76	80	72	73	78	79	76	79	84	100	68	74	77	83	78	81	74	81
Don't know	8	6	7	9	8	6	9	7	12	8	7	7	12	13	6	6	7	7	6	0	8	6	9	7	9	9	8	8
Prefer not to say	5	5	3	3	3	5	6	4	9	3	5	5	9	5	3	4	5	4	7	0	6	4	4	4	8	5	4	6

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Sample Size: 3071 adults in UK  
Fieldwork: 28th - 30th September 2021



Weighted Sample  
Unweighted Sample

Total	Region						Region lived											Work Status						
	London	Rest of South	Midlands / Wales	North	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland	Northern Ireland	Working Full-time	Working Part-time	Full-time Student	Retired	Unemployed	Not Working	
3071	356	1004	657	719	255	106	316	297	242	262	300	356	422	283	154	255	80	1218	449	150	799	203	58	
3071	319	1037	640	724	250	111	319	294	239	274	300	319	434	303	127	250	101	1188	451	112	870	194	64	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about all your cost of living expenses - including housing, food, bills etc - would you be able to afford...

## A £5 per month increase in your cost of living

I could afford this	78	77	80	77	76	79	73	74	78	77	81	79	77	80	82	72	79	88	84	78	70	83	57	67
I could NOT afford this	10	9	10	12	10	12	9	12	10	13	9	7	9	11	11	18	12	5	7	11	10	9	27	30
Don't know	6	10	6	4	8	6	9	8	8	2	7	9	10	4	4	4	6	3	4	8	14	3	11	3
Prefer not to say	5	4	4	6	6	4	9	6	4	8	4	5	4	5	3	6	4	4	5	2	5	5	5	0

## A £10 per month increase in your cost of living

I could afford this	71	71	74	68	67	75	69	64	70	67	71	72	71	74	76	64	75	77	80	68	66	74	41	59
I could NOT afford this	17	13	16	21	18	17	14	20	17	22	17	15	13	16	17	24	17	14	11	21	10	17	40	37
Don't know	7	12	6	5	9	3	10	10	8	3	8	8	12	6	5	4	3	4	5	8	19	4	13	2
Prefer not to say	5	4	4	7	6	5	7	6	5	8	4	6	4	4	3	8	5	4	5	3	5	5	6	2

## A £25 per month increase in your cost of living

I could afford this	52	56	57	46	47	58	51	45	48	46	48	55	56	58	57	41	58	57	64	47	35	55	23	41
I could NOT afford this	33	28	30	40	37	30	31	39	38	38	38	29	28	29	31	45	30	29	25	38	39	34	58	49
Don't know	9	13	9	8	10	8	10	10	9	8	9	10	13	8	8	6	8	9	7	11	20	6	14	10
Prefer not to say	5	4	4	6	6	4	8	5	5	7	5	5	4	5	3	8	4	5	4	4	5	5	6	0

## A £50 per month increase in your cost of living

I could afford this	35	42	37	29	31	41	33	29	32	27	31	38	42	38	35	29	41	36	46	30	20	34	12	19
I could NOT afford this	50	44	46	54	56	46	52	58	55	56	53	42	44	47	50	54	46	54	41	56	56	53	70	71
Don't know	10	11	12	10	8	10	7	8	9	9	10	14	11	11	11	12	10	5	9	10	18	8	12	10
Prefer not to say	5	3	5	6	5	3	9	5	4	7	6	6	3	4	3	6	3	4	4	4	5	6	6	0

## A £100 per month increase in your cost of living

I could afford this	21	27	23	16	17	27	21	17	16	17	18	26	27	22	22	10	27	22	29	17	10	20	10	6
I could NOT afford this	65	57	63	69	69	62	65	70	69	69	67	58	57	65	67	73	62	69	60	69	75	66	76	87
Don't know	9	12	9	9	9	6	9	9	9	7	9	11	12	9	7	11	6	4	8	9	12	8	8	7
Prefer not to say	5	3	4	6	5	6	6	4	5	7	6	5	3	4	4	6	6	4	4	5	4	6	5	0

## A £250 per month increase in your cost of living

I could afford this	10	16	11	7	8	13	10	8	7	7	9	13	16	9	9	4	13	10	14	7	6	9	4	1
I could NOT afford this	77	71	76	80	80	75	77	79	82	81	78	71	71	77	78	82	75	82	75	81	81	78	81	93
Don't know	8	10	9	7	7	8	6	8	6	5	9	10	10	10	7	8	8	3	7	9	7	6	9	5
Prefer not to say	5	3	5	5	5	4	7	5	5	6	4	5	3	4	5	6	4	4	4	3	6	6	5	0

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Sample Size: 3071 adults in UK  
Fieldwork: 28th - 30th September 2021



Weighted Sample  
Unweighted Sample

Total	Household income (£)									
	Under 10,000	10,000 - 19,999	20,000 - 29,999	30,000 - 39,999	40,000 - 49,999	50,000 - 59,999	60,000 - 69,999	70,000 - 99,999	100,000 - 149,999	150,000+
3071	195	356	475	333	303	168	98	170	78	30
3071	190	369	480	334	305	173	109	178	78	33
	%	%	%	%	%	%	%	%	%	%

Thinking about all your cost of living expenses - including housing, food, bills etc - would you be able to afford...

## A £5 per month increase in your cost of living

I could afford this	78	61	73	84	88	87	86	93	95	97	96
I could NOT afford this	10	25	16	10	8	7	9	3	2	0	0
Don't know	6	12	7	4	2	3	3	2	2	1	0
Prefer not to say	5	3	4	2	2	2	2	2	1	2	4

## A £10 per month increase in your cost of living

I could afford this	71	45	61	74	83	82	83	89	94	96	93
I could NOT afford this	17	38	27	17	13	11	10	7	3	1	2
Don't know	7	14	8	6	2	4	4	2	2	1	0
Prefer not to say	5	3	4	2	2	3	2	2	1	2	4

## A £25 per month increase in your cost of living

I could afford this	52	21	40	53	61	61	68	78	90	91	85
I could NOT afford this	33	64	46	38	30	26	22	15	6	5	7
Don't know	9	12	10	7	8	9	6	4	3	3	4
Prefer not to say	5	3	4	2	1	4	3	3	1	1	4

## A £50 per month increase in your cost of living

I could afford this	35	9	19	33	40	42	54	70	70	75	85
I could NOT afford this	50	76	67	57	51	45	38	23	22	16	11
Don't know	10	11	9	8	7	10	6	4	7	9	0
Prefer not to say	5	4	5	1	1	3	2	3	1	1	4

## A £100 per month increase in your cost of living

I could afford this	21	7	9	15	23	24	30	51	52	56	82
I could NOT afford this	65	82	77	73	69	66	59	40	38	40	13
Don't know	9	8	10	10	6	7	9	8	9	3	0
Prefer not to say	5	3	4	1	1	3	2	2	1	1	4

## A £250 per month increase in your cost of living

I could afford this	10	6	3	6	10	9	14	25	28	35	64
I could NOT afford this	77	84	86	87	82	81	74	63	61	54	32
Don't know	8	7	6	6	6	6	8	10	10	10	0
Prefer not to say	5	3	5	1	2	3	3	2	1	1	4