

Public First Poll for Cost of Living (November 2022)

Fieldwork: 1st Nov - 3rd Nov 2022
Interview method: Online Survey
Population represented: GB Adults
Sample size: 1008

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride (seb@publicfirst.co.uk)

List of Tables

1	Which do you think are the most important issues facing the country at this time?Please select up to three.	4
2	Knowing what you do now, how would you have voted in the 2016 referendum on whether to leave or remain in the EU?	7
3	Looking ahead to the next year, are you generally optimistic or pessimistic about the future?	10
4	What do you think is responsible for the increase in the cost of living?Select up to three of the following.	13
5	Which of the following have happened to you or your family in the past month, if any?Select any which apply.	16
6	Thinking about the next 12 months, which of the following do you think you or your family are at risk of?Select any which apply.	19
7	Regardless of the rate of inflation and its effect on your real wages, do you expect to receive a pay rise of any kind this year?	22
8	How likely or unlikely is it that you will get a salary increase that matches inflation this year	24
9	Do you agree or disagree with the following?: Every worker in the UK should receive a pay rise in line with inflation this year	27
10	Do you agree or disagree with the following?: The gap between the rich and poor is getting wider	30
11	Do you agree or disagree with the following?: Strikes are the best way for workers to pressure employers into giving pay rises	33
12	Which of the following comes closest to your view?	36
13	How much, if anything, do you currently save in an average month?	39
14	How much money do you tend to have left over at the end of an average month?	42
15	If your household lost its income (e.g. if the main income earner lost their job), how long do you think your savings would last you and your family?	45
16	How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £10 more each month	48
17	How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £25 more each month	51
18	How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £50 more each month	54
19	How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £100 more each month	57
20	How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £500 more each month	60
21	How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £1000 more each month	63
22	How difficult, if at all, are you finding it to afford your energy bills at the moment?	66
23	If energy bills rise in the autumn, and the Government and energy providers both do not take action, which of the following do you think will happen as a result, if any?Select any which apply	69
24	Are you taking any steps to deal with cost of living increases?	72
25	You said you were taking steps to deal with cost of living increases. Which of the following things are you doing, if any?Select any which apply.	74
26	The Bank of England is being encouraged to raise interest rates to bring down inflation. Generally speaking, which would be more of a problem for you and your family’s finances: continued high inflation, or higher interest rates?	77
27	Thinking about your outgoings in an average month, which of the following expenditures causes you most difficulty? Select up to three of the following	80
28	Which of the following policy options the Government or Bank of England could do would help you most? Select up to three.	83
29	As the cost of living rises, which groups do you think are going to struggle most? Select all that apply	86
30	As the cost of living rises, which of the following, if any, do you think are likely to happen?Please select any which apply.	89
31	How seriously do you think the government is taking the cost of living crisis?	92
32	Thinking about the longer-term, which of the following policy options do you think would help to avoid similar spikes in living costs in the future, if any?Select any which apply.	95
33	Some have argued that the Government could reduce the amount of tax it needs to raise by reducing waste in Government spending. Which of the following comes closest to your view?	98

34 If the Government was to reduce spending, which of the following areas, if any, do you think the Government should focus on reducing spending in? Select all that apply. 101

35 Which of the following expenditures have you personally cut down on in the past month? Please only select options which you have spent less on in the last month than you normally would. Select any which apply. 104

36 Which of the following are you expecting to experience this Christmas period, if any? Select any which apply. 107

37 Thinking about the next General Election, for each of the following parties how likely or unlikely do you think it is that you would vote for them?: Conservative 110

38 Thinking about the next General Election, for each of the following parties how likely or unlikely do you think it is that you would vote for them?: Labour 113

39 Thinking about the next General Election, for each of the following parties how likely or unlikely do you think it is that you would vote for them?: Liberal Democrats 116

40 Thinking about the next General Election, for each of the following parties how likely or unlikely do you think it is that you would vote for them?: Green party 119

41 Thinking about the next General Election, for each of the following parties how likely or unlikely do you think it is that you would vote for them?: Reform UK (previously the Brexit Party) 122

42 When do you think Britain should next have a General Election? 125

43 You said there should be an early election. Which, if any, of the following reasons best explain why? Please select all that apply. 128

44 Which of the following causes, groups, or individuals are most responsible for the current state of the British economy? Select any which apply. 131

45 Which of the following statements comes closest to your view? 134

46 Which of the following comes closest to your view? 137

47 The Government is said to be considering how best to deal with the “hole” in public finances, given how much the deficit has grown. If forced to choose, do you think the Government should prioritise spending cuts or tax rises to deal with this hole? 140

48 Do you think the Government is right or wrong to consider significant spending cuts? 143

49 Which of the following policy areas do you think Prime Minister Rishi Sunak should prioritise? Please select up to three. 145

50 Regardless of what he should prioritise, which of the following policy areas do you think Prime Minister Rishi Sunak will actually prioritise? Please select up to three. 148

51 Thinking about the new Prime Minister Rishi Sunak, which of the following words and phrases do you think best describe him? Please select up to three. 151

52 Who would you prefer to have as Prime Minister. . . Rishi Sunak or Keir Starmer? 154

53 Who would you prefer to have as Prime Minister. . . Rishi Sunak or Boris Johnson? 157

54 Which government do you think would be better at the following?: Protecting the environment 160

55 Which government do you think would be better at the following?: Managing the economy 163

56 Which government do you think would be better at the following?: Reducing government borrowing 166

57 Which government do you think would be better at the following?: Providing more jobs 169

58 Which government do you think would be better at the following?: Reducing the cost of living 172

59 Which government do you think would be better at the following?: Helping people to get onto the housing ladder 175

60 Which government do you think would be better at the following?: Dealing with rising inflation 178

61 Which government do you think would be better at the following?: Reducing the number of people in poverty 181

62 Which government do you think would be better at the following?: Increasing pay and wages 184

63 Which government do you think would be better at the following?: Dealing with crime 187

64 Which government do you think would be better at the following?: Keeping the UK safe from foreign threats 190

65 Which government do you think would be better at the following?: Improving the quality of life of people like you 193

66 Which government do you think would be better at the following?: Improving opportunities for young people 196
67 If former UKIP / Brexit Party leader Nigel Farage launched a new party in 2023, would you be open to voting for his new Party? 199
68 You said you would be interested in voting for a new party led by Nigel Farage. Which of the following reasons explain why?Select any which apply. . . . 202

(1.A) Which do you think are the most important issues facing the country at this time? Please select up to three.

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Supporting people in old age	9%	6%	7%	12%	7%	10%	7%	4%	1%	15%	14%	7%	11%	8%	10%	10%	4%
Cost of living	76%	65%	71%	83%	78%	73%	76%	81%	89%	77%	76%	79%	80%	74%	78%	70%	72%
Number of people on welfare	7%	8%	10%	5%	4%	4%	5%	5%	8%	8%	9%	7%	5%	5%	9%	7%	9%
State of the economy	52%	50%	47%	58%	50%	56%	51%	52%	48%	55%	56%	59%	45%	52%	53%	55%	59%
Quality / cost of public transport	5%	8%	3%	3%	4%	10%	1%	8%	6%	7%	1%	5%	6%	6%	4%	4%	6%
Quality of the NHS	47%	35%	43%	56%	50%	47%	47%	45%	55%	41%	62%	52%	46%	53%	49%	46%	41%
Quality of and access to schools / colleges / universities	4%	8%	7%	1%	1%	5%	1%	1%	5%	6%	2%	2%	5%	3%	2%	4%	6%
Threat of terrorism	3%	5%	2%	2%	2%	3%	2%	5%	0%	4%	5%	4%	5%	1%	3%	3%	4%
Levels of immigration	25%	21%	27%	20%	29%	30%	24%	30%	30%	23%	25%	19%	27%	24%	26%	24%	23%
Threat of climate change	23%	25%	28%	21%	28%	20%	18%	21%	22%	24%	16%	23%	21%	22%	22%	20%	32%
State of Britain's Armed Forces	2%	3%	4%	2%	1%	2%	5%	2%	0%	1%	4%	0%	3%	2%	1%	4%	2%
Level of taxation	11%	15%	9%	9%	7%	16%	12%	12%	14%	9%	7%	9%	8%	10%	10%	14%	15%
Levels of crime	10%	14%	11%	4%	10%	5%	12%	11%	13%	10%	8%	9%	10%	10%	11%	11%	11%
Availability of housing	10%	14%	13%	8%	9%	7%	13%	9%	2%	6%	7%	10%	10%	11%	9%	13%	4%
None of the above	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Don't know	1%	2%	1%	0%	0%	2%	3%	1%	0%	1%	0%	0%	1%	1%	0%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.B) Which do you think are the most important issues facing the country at this time? Please select up to three.

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Supporting people in old age	9%	8%	9%	3%	10%	5%	9%	9%	12%	8%	9%	7%	10%	10%	6%	8%	8%
Cost of living	76%	71%	79%	79%	70%	77%	82%	79%	71%	71%	75%	75%	81%	79%	73%	75%	68%
Number of people on welfare	7%	7%	7%	9%	6%	5%	8%	8%	6%	11%	6%	4%	6%	7%	5%	8%	6%
State of the economy	52%	55%	50%	45%	43%	54%	59%	50%	58%	58%	52%	49%	48%	54%	49%	51%	55%
Quality / cost of public transport	5%	5%	5%	13%	8%	6%	4%	1%	3%	9%	2%	4%	5%	6%	4%	5%	5%
Quality of the NHS	47%	42%	52%	35%	44%	40%	45%	51%	57%	42%	51%	41%	53%	45%	49%	51%	43%
Quality of and access to schools / colleges / universities	4%	3%	5%	6%	7%	5%	3%	1%	3%	7%	3%	4%	2%	4%	4%	5%	3%
Threat of terrorism	3%	4%	3%	4%	3%	6%	1%	4%	3%	3%	3%	6%	3%	3%	4%	3%	2%
Levels of immigration	25%	29%	22%	7%	12%	20%	30%	37%	35%	21%	27%	27%	27%	19%	28%	30%	33%
Threat of climate change	23%	24%	22%	22%	27%	22%	18%	26%	22%	25%	26%	18%	22%	25%	19%	22%	23%
State of Britain's Armed Forces	2%	4%	1%	1%	5%	3%	2%	3%	2%	2%	3%	2%	2%	2%	4%	2%	3%
Level of taxation	11%	12%	10%	16%	16%	15%	9%	5%	6%	13%	8%	18%	4%	10%	12%	13%	8%
Levels of crime	10%	13%	8%	14%	12%	12%	9%	7%	9%	10%	10%	12%	8%	9%	14%	10%	9%
Availability of housing	10%	8%	11%	19%	14%	8%	8%	8%	5%	9%	8%	10%	12%	11%	9%	7%	12%
None of the above	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	1%	1%	1%	1%	2%	2%	0%	1%	0%	0%	1%	3%	1%	1%	0%	0%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(1.C) Which do you think are the most important issues facing the country at this time? Please select up to three.

	Total	Financial Comfort					EU 2016 Vote			2019					Voting Intention		
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Supporting people in old age	9%	13%	6%	9%	12%	12%	11%	7%	8%	10%	9%	8%	12%	7%	10%	7%	8%
Cost of living	76%	54%	72%	77%	85%	88%	71%	78%	79%	71%	81%	75%	63%	79%	69%	80%	81%
Number of people on welfare	7%	9%	10%	5%	3%	6%	8%	7%	3%	9%	4%	4%	11%	3%	8%	4%	3%
State of the economy	52%	25%	60%	53%	47%	48%	50%	55%	48%	57%	51%	55%	42%	46%	55%	52%	50%
Quality / cost of public transport	5%	11%	3%	5%	3%	18%	4%	6%	6%	3%	6%	8%	3%	10%	3%	6%	8%
Quality of the NHS	47%	38%	47%	49%	46%	41%	46%	52%	30%	44%	51%	49%	38%	41%	45%	52%	51%
Quality of and access to schools / colleges / universities	4%	15%	5%	2%	2%	3%	3%	5%	2%	2%	4%	7%	11%	4%	4%	3%	7%
Threat of terrorism	3%	7%	3%	4%	3%	0%	4%	2%	5%	3%	3%	5%	5%	5%	3%	3%	4%
Levels of immigration	25%	29%	27%	23%	23%	23%	43%	11%	21%	41%	10%	11%	52%	21%	45%	11%	8%
Threat of climate change	23%	26%	23%	24%	22%	14%	15%	32%	21%	16%	25%	38%	14%	14%	13%	28%	32%
State of Britain's Armed Forces	2%	2%	2%	3%	4%	0%	4%	2%	0%	3%	3%	3%	5%	0%	3%	2%	5%
Level of taxation	11%	13%	11%	10%	13%	2%	10%	10%	11%	10%	13%	11%	7%	9%	10%	12%	14%
Levels of crime	10%	19%	10%	9%	9%	13%	12%	8%	11%	13%	10%	7%	11%	12%	12%	10%	7%
Availability of housing	10%	8%	7%	11%	10%	22%	7%	10%	14%	6%	14%	5%	5%	17%	7%	12%	7%
None of the above	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%
Don't know	1%	3%	0%	2%	0%	0%	1%	0%	5%	0%	0%	0%	0%	4%	0%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.A) Knowing what you do now, how would you have voted in the 2016 referendum on whether to leave or remain in the EU?

	Total	Region										Grouped Income					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
I would have voted to Leave knowing what I do now	35%	25%	33%	29%	44%	40%	42%	40%	41%	27%	35%	31%	38%	32%	40%	36%	29%
I would have voted to Remain knowing what I do now	52%	62%	55%	56%	46%	37%	48%	50%	46%	60%	50%	55%	45%	56%	50%	55%	63%
I would not have voted	7%	7%	7%	6%	5%	16%	5%	7%	8%	9%	4%	6%	11%	6%	4%	6%	5%
Don't Know	6%	5%	4%	8%	4%	7%	6%	3%	4%	4%	11%	8%	6%	6%	6%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.B) Knowing what you do now, how would you have voted in the 2016 referendum on whether to leave or remain in the EU?

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
I would have voted to Leave knowing what I do now	35%	42%	28%	9%	25%	31%	39%	43%	47%	30%	32%	38%	38%	25%	45%	39%	42%
I would have voted to Remain knowing what I do now	52%	48%	57%	72%	62%	52%	48%	48%	44%	62%	55%	44%	46%	59%	42%	50%	48%
I would not have voted	7%	6%	8%	13%	9%	10%	5%	4%	5%	4%	7%	10%	9%	10%	7%	5%	6%
Don't Know	6%	4%	7%	6%	4%	7%	8%	5%	5%	4%	6%	7%	7%	6%	6%	7%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(2.C) Knowing what you do now, how would you have voted in the 2016 referendum on whether to leave or remain in the EU?

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
I would have voted to Leave knowing what I do now	35%	31%	38%	33%	32%	37%	72%	8%	10%	60%	15%	16%	73%	19%	65%	18%	24%
I would have voted to Remain knowing what I do now	52%	60%	52%	53%	52%	45%	19%	88%	30%	33%	77%	80%	24%	26%	29%	75%	69%
I would not have voted	7%	5%	6%	7%	10%	15%	2%	1%	48%	3%	3%	4%	3%	42%	3%	3%	7%
Don't Know	6%	4%	4%	8%	7%	3%	6%	2%	12%	4%	5%	0%	0%	13%	3%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.A) Looking ahead to the next year, are you generally optimistic or pessimistic about the future?

	Total	Region										Grouped Income					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Very optimistic	5%	11%	5%	5%	6%	2%	4%	5%	11%	4%	1%	5%	6%	3%	4%	6%	8%
Quite optimistic	17%	24%	13%	14%	17%	23%	16%	20%	12%	11%	12%	19%	13%	18%	19%	18%	19%
Neither optimistic nor pessimistic	24%	22%	25%	22%	28%	29%	25%	14%	26%	29%	29%	16%	26%	25%	23%	18%	24%
Quite pessimistic	31%	24%	32%	32%	34%	31%	32%	34%	30%	29%	35%	22%	32%	30%	36%	31%	27%
Very pessimistic	21%	18%	24%	23%	13%	14%	20%	26%	17%	24%	23%	37%	22%	22%	18%	25%	20%
Don't know	2%	0%	1%	4%	2%	1%	3%	0%	4%	2%	1%	2%	1%	2%	1%	1%	1%
Total Optimistic:	22%	35%	18%	18%	23%	25%	21%	25%	23%	15%	13%	23%	19%	21%	23%	24%	28%
Total Pessimistic:	52%	43%	56%	56%	47%	45%	52%	60%	47%	54%	58%	59%	55%	52%	54%	56%	47%
Net:	-30%	-8%	-38%	-37%	-23%	-20%	-31%	-35%	-24%	-38%	-45%	-36%	-36%	-31%	-31%	-32%	-19%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.B) Looking ahead to the next year, are you generally optimistic or pessimistic about the future?

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Very optimistic	5%	8%	3%	9%	13%	7%	1%	3%	2%	8%	3%	7%	4%	4%	7%	7%	4%
Quite optimistic	17%	19%	14%	29%	19%	16%	15%	14%	13%	19%	16%	20%	11%	18%	16%	17%	13%
Neither optimistic nor pessimistic	24%	20%	29%	21%	21%	22%	20%	22%	35%	24%	23%	23%	29%	22%	24%	29%	23%
Quite pessimistic	31%	30%	32%	28%	24%	30%	31%	40%	31%	30%	35%	26%	31%	31%	35%	26%	32%
Very pessimistic	21%	22%	21%	13%	20%	23%	32%	19%	19%	18%	22%	23%	23%	23%	16%	20%	27%
Don't know	2%	2%	1%	2%	3%	2%	2%	2%	0%	2%	1%	2%	2%	2%	2%	1%	2%
Total Optimistic:	22%	27%	17%	37%	32%	23%	16%	17%	15%	27%	19%	27%	15%	22%	23%	24%	16%
Total Pessimistic:	52%	52%	52%	40%	44%	53%	63%	58%	51%	47%	57%	49%	54%	54%	51%	46%	59%
Net:	-30%	-24%	-35%	-3%	-12%	-29%	-47%	-41%	-36%	-20%	-38%	-23%	-39%	-32%	-28%	-22%	-42%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(3.C) Looking ahead to the next year, are you generally optimistic or pessimistic about the future?

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Very optimistic	5%	35%	4%	2%	3%	0%	4%	7%	3%	6%	6%	8%	5%	1%	11%	5%	7%
Quite optimistic	17%	25%	24%	11%	8%	14%	18%	14%	14%	20%	16%	17%	12%	10%	25%	15%	19%
Neither optimistic nor pessimistic	24%	10%	28%	26%	21%	12%	28%	20%	33%	27%	15%	23%	24%	37%	28%	16%	32%
Quite pessimistic	31%	15%	29%	38%	31%	8%	29%	33%	26%	32%	29%	36%	37%	27%	24%	33%	31%
Very pessimistic	21%	13%	13%	22%	36%	61%	19%	25%	21%	14%	33%	15%	22%	24%	11%	30%	11%
Don't know	2%	2%	1%	2%	2%	5%	2%	1%	3%	1%	2%	0%	0%	1%	1%	1%	0%
Total Optimistic:	22%	60%	29%	13%	10%	14%	22%	22%	17%	26%	22%	25%	17%	11%	35%	20%	25%
Total Pessimistic:	52%	27%	42%	60%	67%	70%	48%	58%	46%	46%	61%	51%	59%	51%	35%	63%	42%
Net:	-30%	33%	-14%	-47%	-56%	-56%	-26%	-37%	-29%	-20%	-39%	-26%	-42%	-41%	0%	-43%	-17%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Cost of Living (November 2022)

(4.A) What do you think is responsible for the increase in the cost of living? Select up to three of the following.

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
War in Ukraine	57%	56%	64%	54%	62%	56%	58%	56%	56%	61%	50%	35%	55%	63%	57%	55%	55%
Prices rising globally as supply chains continue to struggle post-Covid	43%	37%	45%	45%	51%	46%	49%	36%	32%	40%	44%	45%	46%	40%	45%	38%	47%
Debts incurred during the Covid crisis	38%	37%	42%	32%	31%	58%	40%	30%	38%	35%	36%	47%	36%	41%	40%	39%	37%
Don't Know	3%	4%	2%	5%	3%	0%	8%	0%	5%	3%	3%	2%	3%	3%	2%	3%	2%
Brexit raising costs	29%	33%	32%	28%	36%	19%	25%	29%	23%	32%	32%	23%	23%	27%	35%	30%	34%
Businesses "profiteering" and raising prices more than they need to	26%	20%	25%	29%	28%	29%	26%	28%	22%	28%	29%	26%	23%	27%	27%	27%	30%
Lack of planning by Government to store energy sufficiently	24%	20%	23%	24%	28%	23%	17%	25%	32%	19%	30%	30%	21%	27%	23%	25%	22%
Mistakes made by Boris Johnson's Government	22%	19%	21%	24%	16%	20%	15%	31%	27%	19%	28%	32%	22%	21%	24%	22%	22%
Government raising taxes	16%	22%	13%	13%	10%	21%	15%	23%	19%	12%	10%	26%	15%	16%	15%	19%	16%
The Bank of England raising interest rates too slowly	10%	13%	7%	15%	3%	5%	10%	16%	6%	15%	8%	7%	12%	9%	8%	8%	10%
None of the above - there is no increase in the cost of living	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Other (Please Specify)	2%	1%	2%	1%	1%	0%	4%	4%	0%	3%	0%	2%	2%	1%	1%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.B) What do you think is responsible for the increase in the cost of living? Select up to three of the following.

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
War in Ukraine	57%	59%	55%	45%	38%	46%	58%	68%	75%	61%	58%	52%	56%	55%	52%	59%	63%
Prices rising globally as supply chains continue to struggle post-Covid	43%	44%	42%	28%	30%	36%	40%	53%	59%	47%	43%	37%	44%	40%	48%	43%	45%
Debts incurred during the Covid crisis	38%	37%	40%	26%	31%	37%	35%	44%	48%	36%	38%	40%	37%	34%	36%	41%	48%
Don't Know	3%	2%	4%	1%	7%	3%	4%	2%	1%	1%	4%	4%	3%	3%	3%	2%	4%
Brexit raising costs	29%	29%	30%	35%	33%	31%	28%	30%	24%	34%	33%	25%	23%	33%	27%	29%	22%
Businesses "profiteering" and raising prices more than they need to	26%	26%	27%	22%	27%	28%	30%	27%	24%	23%	26%	26%	29%	26%	22%	29%	28%
Lack of planning by Government to store energy sufficiently	24%	23%	25%	28%	27%	28%	22%	20%	20%	22%	24%	29%	21%	25%	24%	24%	22%
Mistakes made by Boris Johnson's Government	22%	23%	20%	27%	26%	24%	23%	16%	18%	20%	21%	23%	23%	23%	20%	22%	19%
Government raising taxes	16%	14%	17%	32%	21%	20%	15%	7%	9%	17%	12%	20%	16%	18%	17%	14%	13%
The Bank of England raising interest rates too slowly	10%	11%	9%	13%	14%	10%	10%	6%	8%	10%	10%	8%	11%	10%	10%	9%	11%
None of the above - there is no increase in the cost of living	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other (Please Specify)	2%	2%	1%	1%	1%	2%	2%	4%	1%	2%	2%	1%	3%	2%	1%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(4.C) What do you think is responsible for the increase in the cost of living? Select up to three of the following.

	Total	Financial Comfort					EU 2016 Vote			2019					Voting Intention		
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
War in Ukraine	57%	40%	62%	58%	53%	42%	63%	54%	50%	72%	44%	61%	48%	52%	73%	51%	53%
Prices rising globally as supply chains continue to struggle post-Covid	43%	37%	49%	41%	36%	43%	49%	42%	34%	57%	31%	45%	41%	34%	62%	32%	48%
Debts incurred during the Covid crisis	38%	31%	42%	38%	35%	31%	48%	32%	32%	51%	28%	30%	42%	34%	55%	28%	33%
Don't Know	3%	7%	2%	3%	2%	3%	3%	2%	9%	2%	2%	2%	0%	9%	3%	2%	1%
Brexit raising costs	29%	29%	27%	32%	29%	25%	12%	44%	25%	15%	44%	43%	13%	29%	13%	42%	29%
Businesses "profiteering" and raising prices more than they need to	26%	26%	25%	29%	24%	27%	29%	23%	28%	26%	26%	15%	39%	28%	25%	23%	23%
Lack of planning by Government to store energy sufficiently	24%	21%	19%	27%	26%	35%	23%	25%	21%	16%	30%	24%	34%	18%	12%	30%	26%
Mistakes made by Boris Johnson's Government	22%	16%	20%	22%	26%	30%	15%	29%	20%	10%	31%	30%	8%	19%	6%	35%	23%
Government raising taxes	16%	19%	16%	13%	17%	25%	13%	14%	22%	9%	21%	15%	17%	22%	7%	17%	16%
The Bank of England raising interest rates too slowly	10%	18%	8%	10%	10%	15%	11%	9%	9%	12%	11%	5%	16%	6%	12%	11%	6%
None of the above - there is no increase in the cost of living	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%
Other (Please Specify)	2%	0%	2%	1%	3%	3%	2%	2%	0%	2%	2%	1%	10%	1%	2%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.A) Which of the following have happened to you or your family in the past month, if any? Select any which apply.

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Not been able to pay energy bills	9%	12%	5%	8%	7%	7%	14%	12%	6%	13%	9%	10%	13%	11%	8%	9%	6%
Not been able to pay for petrol	8%	8%	9%	7%	6%	6%	9%	7%	8%	7%	6%	11%	13%	8%	8%	6%	4%
Had my hours at work cut	5%	8%	5%	1%	0%	4%	6%	7%	7%	2%	4%	11%	4%	4%	8%	4%	4%
Not been able to pay my rent	5%	12%	2%	5%	1%	2%	6%	1%	4%	8%	5%	11%	10%	5%	5%	4%	3%
Lost my job	3%	7%	4%	2%	2%	3%	2%	2%	2%	2%	1%	6%	3%	3%	2%	5%	2%
Defaulted on my mortgage payments	3%	7%	3%	6%	1%	1%	1%	2%	4%	2%	1%	3%	2%	4%	0%	4%	5%
Not been able to pay for childcare	2%	3%	0%	1%	0%	0%	3%	2%	1%	2%	2%	5%	2%	1%	3%	1%	2%
Don't Know	2%	2%	2%	6%	1%	1%	2%	1%	2%	3%	1%	2%	2%	3%	1%	2%	1%
Not been able to pay for things like clothes	14%	11%	14%	17%	13%	11%	16%	15%	11%	17%	8%	18%	24%	16%	9%	9%	8%
Cancelled a holiday plan because it was too expensive	13%	19%	14%	10%	10%	10%	8%	10%	7%	14%	13%	19%	11%	11%	18%	12%	12%
None of the above	66%	53%	67%	68%	74%	74%	64%	66%	69%	66%	71%	55%	58%	64%	65%	72%	74%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.B) Which of the following have happened to you or your family in the past month, if any? Select any which apply.

	Gender		Age						Social Grade				Children?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Not been able to pay energy bills	9%	10%	9%	15%	16%	15%	12%	1%	1%	9%	6%	11%	12%	8%	9%	9%	14%
Not been able to pay for petrol	8%	8%	7%	19%	14%	6%	9%	1%	2%	7%	8%	6%	10%	9%	6%	6%	9%
Had my hours at work cut	5%	6%	4%	10%	9%	6%	3%	2%	1%	6%	3%	5%	4%	5%	6%	6%	1%
Not been able to pay my rent	5%	4%	6%	14%	12%	5%	6%	0%	0%	4%	5%	6%	6%	7%	4%	4%	5%
Lost my job	3%	4%	3%	10%	7%	3%	2%	1%	0%	2%	4%	6%	2%	3%	4%	2%	3%
Defaulted on my mortgage payments	3%	3%	3%	6%	8%	4%	3%	0%	0%	4%	3%	3%	2%	2%	4%	4%	3%
Not been able to pay for childcare	2%	1%	2%	4%	3%	3%	0%	0%	0%	2%	2%	1%	1%	1%	1%	2%	3%
Don't Know	2%	2%	2%	3%	4%	2%	1%	2%	2%	3%	2%	1%	3%	3%	3%	1%	1%
Not been able to pay for things like clothes	14%	12%	15%	32%	17%	16%	20%	5%	3%	9%	14%	15%	18%	17%	10%	9%	18%
Cancelled a holiday plan because it was too expensive	13%	13%	13%	23%	18%	17%	12%	9%	4%	16%	13%	11%	9%	12%	16%	11%	14%
None of the above	66%	66%	66%	32%	46%	60%	63%	82%	91%	65%	68%	65%	64%	63%	65%	71%	67%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(5.C) Which of the following have happened to you or your family in the past month, if any? Select any which apply.

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Not been able to pay energy bills	9%	13%	4%	5%	21%	50%	8%	10%	8%	6%	14%	10%	11%	5%	7%	12%	10%
Not been able to pay for petrol	8%	12%	3%	5%	17%	37%	6%	7%	9%	6%	10%	5%	13%	9%	7%	9%	6%
Had my hours at work cut	5%	18%	4%	5%	2%	3%	4%	6%	5%	3%	5%	9%	21%	2%	5%	5%	7%
Not been able to pay my rent	5%	10%	3%	3%	10%	29%	4%	6%	4%	2%	12%	5%	3%	2%	3%	8%	7%
Lost my job	3%	15%	1%	3%	4%	0%	1%	4%	5%	2%	5%	4%	6%	2%	3%	4%	6%
Defaulted on my mortgage payments	3%	18%	2%	1%	2%	5%	2%	4%	1%	2%	6%	2%	6%	1%	2%	5%	5%
Not been able to pay for childcare	2%	2%	1%	2%	1%	2%	1%	2%	1%	1%	3%	3%	0%	1%	1%	3%	0%
Don't Know	2%	0%	2%	3%	3%	0%	2%	2%	3%	2%	2%	2%	0%	3%	1%	2%	1%
Not been able to pay for things like clothes	14%	13%	4%	10%	35%	67%	11%	14%	16%	10%	20%	14%	9%	11%	9%	19%	15%
Cancelled a holiday plan because it was too expensive	13%	17%	8%	15%	15%	18%	10%	14%	15%	10%	14%	23%	12%	11%	7%	15%	25%
None of the above	66%	49%	81%	70%	39%	19%	73%	63%	62%	75%	53%	62%	65%	73%	76%	56%	57%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.A) Thinking about the next 12 months, which of the following do you think you or your family are at risk of? Select any which apply.

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Losing my job	8%	14%	8%	6%	5%	11%	5%	11%	13%	7%	5%	3%	8%	9%	8%	11%	5%
Having my hours at work cut	8%	13%	11%	7%	2%	9%	7%	7%	7%	7%	10%	9%	12%	6%	8%	9%	7%
Defaulting on my mortgage payments	4%	5%	5%	5%	1%	3%	2%	4%	3%	6%	2%	5%	3%	5%	4%	5%	3%
My family is not at risk of any of the above	34%	30%	39%	36%	36%	25%	36%	32%	32%	35%	39%	25%	20%	35%	31%	38%	49%
Not being able to pay for childcare	3%	2%	2%	5%	0%	3%	1%	3%	2%	4%	2%	3%	3%	2%	3%	2%	3%
Not being able to afford a holiday	27%	33%	25%	30%	32%	24%	26%	25%	16%	28%	27%	27%	31%	30%	30%	27%	20%
Not being able to pay energy bills	26%	22%	24%	30%	27%	20%	22%	26%	26%	31%	31%	37%	37%	29%	25%	24%	13%
Not being able to pay for a nice Christmas	21%	21%	21%	25%	18%	15%	22%	21%	21%	23%	21%	30%	27%	26%	22%	19%	13%
Not being able to pay for things like clothes	19%	15%	17%	22%	23%	14%	23%	22%	21%	17%	16%	19%	28%	24%	17%	12%	10%
Not being able to pay for petrol	14%	12%	16%	17%	10%	13%	7%	15%	18%	14%	11%	23%	18%	15%	13%	15%	8%
Don't Know	13%	11%	14%	13%	10%	22%	16%	16%	22%	10%	10%	13%	14%	13%	14%	11%	13%
Not being able to pay my rent	10%	13%	11%	10%	7%	9%	17%	9%	13%	9%	6%	12%	18%	12%	10%	7%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.B) Thinking about the next 12 months, which of the following do you think you or your family are at risk of? Select any which apply.

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Losing my job	8%	10%	6%	10%	16%	8%	10%	7%	1%	6%	10%	10%	7%	10%	13%	5%	3%
Having my hours at work cut	8%	11%	6%	14%	13%	11%	7%	8%	2%	9%	8%	8%	8%	9%	10%	9%	5%
Defaulting on my mortgage payments	4%	4%	4%	3%	9%	6%	5%	0%	0%	6%	6%	3%	1%	3%	5%	5%	4%
My family is not at risk of any of the above	34%	37%	31%	15%	23%	22%	28%	43%	56%	38%	36%	36%	25%	32%	34%	39%	31%
Not being able to pay for childcare	3%	2%	3%	3%	5%	6%	1%	1%	0%	3%	3%	2%	2%	1%	4%	4%	3%
Not being able to afford a holiday	27%	24%	30%	31%	28%	36%	32%	22%	19%	26%	29%	24%	30%	26%	28%	25%	32%
Not being able to pay energy bills	26%	23%	28%	31%	23%	28%	39%	24%	18%	23%	23%	25%	34%	25%	24%	25%	36%
Not being able to pay for a nice Christmas	21%	17%	25%	32%	24%	20%	32%	17%	11%	18%	20%	20%	27%	21%	21%	20%	29%
Not being able to pay for things like clothes	19%	14%	22%	22%	21%	20%	29%	14%	10%	11%	22%	17%	26%	19%	19%	15%	25%
Not being able to pay for petrol	14%	12%	15%	23%	18%	15%	17%	7%	8%	13%	11%	13%	18%	13%	14%	14%	16%
Don't Know	13%	11%	16%	14%	15%	12%	13%	17%	11%	13%	13%	14%	15%	16%	12%	10%	15%
Not being able to pay my rent	10%	10%	10%	25%	16%	11%	11%	4%	3%	8%	10%	9%	15%	12%	8%	8%	15%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(6.C) Thinking about the next 12 months, which of the following do you think you or your family are at risk of? Select any which apply.

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Losing my job	8%	17%	6%	6%	12%	13%	6%	11%	7%	6%	14%	7%	17%	2%	6%	13%	7%
Having my hours at work cut	8%	21%	5%	7%	12%	16%	7%	10%	9%	8%	12%	10%	12%	2%	8%	10%	8%
Defaulting on my mortgage payments	4%	11%	1%	3%	10%	2%	4%	5%	0%	3%	5%	6%	7%	2%	4%	5%	5%
My family is not at risk of any of the above	34%	41%	54%	26%	5%	0%	40%	34%	21%	45%	19%	32%	36%	32%	52%	23%	31%
Not being able to pay for childcare	3%	5%	1%	2%	4%	8%	2%	4%	1%	1%	5%	3%	0%	1%	3%	4%	3%
Not being able to afford a holiday	27%	16%	13%	36%	41%	56%	25%	27%	32%	26%	33%	25%	19%	20%	22%	32%	26%
Not being able to pay energy bills	26%	18%	11%	26%	58%	72%	30%	24%	20%	23%	34%	26%	19%	19%	17%	31%	23%
Not being able to pay for a nice Christmas	21%	12%	8%	20%	49%	68%	20%	23%	20%	19%	31%	15%	18%	13%	16%	30%	12%
Not being able to pay for things like clothes	19%	13%	6%	16%	46%	69%	17%	18%	24%	15%	25%	18%	17%	14%	12%	25%	16%
Not being able to pay for petrol	14%	15%	6%	10%	32%	47%	15%	12%	13%	9%	17%	18%	16%	14%	8%	17%	15%
Don't Know	13%	10%	14%	17%	9%	7%	11%	12%	27%	10%	12%	16%	11%	29%	8%	12%	13%
Not being able to pay my rent	10%	10%	4%	9%	23%	43%	7%	10%	18%	6%	16%	9%	19%	11%	8%	14%	12%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.A) Regardless of the rate of inflation and its effect on your real wages, do you expect to receive a pay rise of any kind this year?

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	610	117	87	44	44	40	45	47	29	65	62	30	104	113	95	122	152
Weighted	601	107	95	44	48	47	47	48	24	63	53	26	101	107	93	124	153
Yes	33%	40%	39%	24%	25%	30%	24%	34%	25%	30%	36%	30%	17%	29%	27%	43%	41%
No	52%	42%	45%	61%	63%	52%	62%	46%	48%	61%	49%	60%	72%	50%	56%	41%	47%
Don't know	16%	18%	16%	15%	12%	18%	15%	20%	27%	10%	15%	9%	12%	20%	17%	16%	11%

Note:

BASE: Workers

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Cost of Living (November 2022)

(7.B) Regardless of the rate of inflation and its effect on your real wages, do you expect to receive a pay rise of any kind this year?

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	610	324	284	83	117	146	126	101	37	186	183	131	109	285	120	148	56
Weighted	601	324	275	64	141	138	117	103	39	192	169	139	101	270	121	151	58
Yes	33%	37%	27%	41%	39%	29%	33%	29%	18%	40%	28%	33%	24%	28%	34%	43%	26%
No	52%	48%	55%	48%	44%	57%	54%	53%	58%	46%	54%	49%	63%	56%	51%	44%	56%
Don't know	16%	14%	17%	11%	17%	14%	14%	18%	24%	14%	18%	18%	13%	17%	16%	14%	17%

Note:

BASE: Workers

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(7.C) Regardless of the rate of inflation and its effect on your real wages, do you expect to receive a pay rise of any kind this year?

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	
Unweighted	610	55	246	199	95	15	231	273	67	208	182	63	12	53	117	246	54
Weighted	601	58	244	195	90	14	233	271	67	208	177	62	13	53	117	241	54
Yes	33%	73%	42%	21%	11%	0%	34%	33%	23%	35%	34%	31%	54%	23%	45%	31%	33%
No	52%	23%	42%	60%	73%	85%	52%	50%	61%	51%	53%	52%	39%	57%	44%	55%	50%
Don't know	16%	4%	16%	18%	16%	15%	14%	17%	16%	14%	14%	17%	6%	20%	11%	13%	17%

Note:

BASE: Workers

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.A) How likely or unlikely is it that you will get a salary increase that matches inflation this year

	Total	Region										Grouped Income					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	610	117	87	44	44	40	45	47	29	65	62	30	104	113	95	122	152
Weighted	601	107	95	44	48	47	47	48	24	63	53	26	101	107	93	124	153
Very likely	8%	18%	8%	7%	7%	8%	4%	7%	0%	5%	4%	7%	5%	7%	5%	11%	11%
Somewhat likely	12%	18%	10%	4%	9%	17%	15%	8%	10%	13%	7%	14%	11%	14%	11%	10%	14%
Neither likely nor unlikely	15%	14%	14%	14%	19%	19%	14%	16%	17%	14%	21%	7%	14%	16%	18%	17%	13%
Somewhat unlikely	19%	16%	17%	16%	13%	24%	30%	12%	33%	24%	13%	12%	19%	17%	19%	21%	15%
Very unlikely	40%	30%	46%	54%	45%	24%	28%	55%	40%	35%	48%	55%	46%	39%	44%	33%	41%
Don't Know	6%	4%	5%	4%	7%	8%	8%	2%	0%	10%	7%	5%	4%	7%	3%	8%	5%
Total Likely:	20%	36%	17%	11%	17%	26%	19%	15%	10%	18%	11%	21%	16%	21%	16%	22%	25%
Total Unlikely:	59%	47%	63%	70%	58%	48%	59%	67%	73%	59%	61%	67%	65%	57%	63%	54%	57%
Net:	-39%	-11%	-46%	-59%	-41%	-22%	-40%	-52%	-62%	-41%	-50%	-46%	-49%	-36%	-47%	-32%	-32%

Note:

BASE: Workers

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.B) How likely or unlikely is it that you will get a salary increase that matches inflation this year

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	610	324	284	83	117	146	126	101	37	186	183	131	109	285	120	148	56
Weighted	601	324	275	64	141	138	117	103	39	192	169	139	101	270	121	151	58
Very likely	8%	10%	6%	7%	17%	9%	6%	0%	2%	12%	4%	9%	8%	5%	10%	12%	10%
Somewhat likely	12%	13%	10%	23%	18%	12%	3%	8%	6%	15%	11%	13%	7%	10%	10%	17%	9%
Neither likely nor unlikely	15%	14%	18%	21%	16%	17%	14%	10%	18%	12%	18%	16%	16%	14%	19%	16%	14%
Somewhat unlikely	19%	19%	18%	15%	11%	23%	23%	21%	13%	20%	20%	18%	14%	22%	12%	18%	18%
Very unlikely	40%	40%	41%	28%	31%	32%	52%	55%	51%	35%	43%	36%	52%	44%	40%	32%	45%
Don't Know	6%	5%	6%	6%	6%	6%	3%	6%	10%	6%	5%	7%	4%	6%	8%	5%	4%
Total Likely:	20%	23%	17%	30%	36%	21%	9%	8%	8%	27%	15%	22%	14%	15%	20%	29%	19%
Total Unlikely:	59%	59%	59%	43%	42%	56%	74%	76%	64%	55%	63%	55%	66%	66%	53%	50%	63%
Net:	-39%	-36%	-42%	-13%	-7%	-35%	-65%	-68%	-56%	-28%	-48%	-33%	-52%	-51%	-33%	-20%	-44%

Note:

BASE: Workers

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(8.C) How likely or unlikely is it that you will get a salary increase that matches inflation this year

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	610	55	246	199	95	15	231	273	67	208	182	63	12	53	117	246	54
Weighted	601	58	244	195	90	14	233	271	67	208	177	62	13	53	117	241	54
Very likely	8%	44%	6%	2%	4%	0%	6%	10%	9%	9%	8%	11%	7%	4%	11%	8%	7%
Somewhat likely	12%	21%	16%	8%	3%	11%	10%	13%	12%	8%	18%	8%	31%	7%	14%	12%	21%
Neither likely nor unlikely	15%	15%	17%	13%	16%	20%	15%	14%	17%	14%	13%	19%	0%	27%	16%	14%	23%
Somewhat unlikely	19%	3%	18%	23%	20%	13%	17%	18%	22%	21%	17%	17%	20%	21%	21%	18%	19%
Very unlikely	40%	10%	36%	48%	55%	49%	47%	40%	28%	42%	39%	41%	43%	32%	33%	43%	29%
Don't Know	6%	6%	7%	5%	2%	6%	5%	5%	12%	6%	4%	3%	0%	9%	5%	4%	2%
Total Likely:	20%	66%	22%	10%	7%	11%	17%	23%	21%	17%	26%	20%	37%	11%	25%	21%	27%
Total Unlikely:	59%	13%	54%	71%	75%	62%	64%	58%	50%	63%	57%	58%	63%	53%	54%	61%	49%
Net:	-39%	52%	-32%	-61%	-67%	-51%	-47%	-35%	-28%	-45%	-31%	-39%	-25%	-42%	-30%	-41%	-21%

Note:

BASE: Workers

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.A) Do you agree or disagree with the following?: Every worker in the UK should receive a pay rise in line with inflation this year

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Strongly Agree	35%	40%	31%	37%	39%	31%	25%	41%	36%	32%	40%	44%	35%	37%	35%	34%	35%
Agree	32%	37%	27%	21%	28%	30%	41%	33%	24%	39%	29%	40%	38%	28%	40%	27%	28%
Neither Agree nor Disagree	18%	12%	25%	26%	18%	17%	17%	14%	22%	14%	16%	13%	12%	24%	14%	22%	16%
Disagree	9%	6%	8%	9%	7%	21%	12%	10%	17%	10%	8%	2%	9%	7%	8%	12%	11%
Strongly Disagree	3%	3%	6%	3%	6%	1%	3%	1%	0%	2%	5%	0%	3%	3%	1%	2%	8%
Don't Know	2%	2%	3%	4%	2%	0%	3%	1%	2%	3%	3%	0%	3%	1%	1%	3%	2%
Total Agree:	68%	77%	58%	58%	67%	61%	66%	74%	59%	71%	68%	85%	73%	65%	75%	61%	63%
Total Disagree:	13%	9%	15%	12%	13%	22%	14%	11%	17%	11%	13%	2%	12%	10%	10%	14%	19%
Net:	55%	69%	43%	47%	54%	39%	52%	63%	42%	60%	56%	83%	61%	55%	66%	47%	45%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.B) Do you agree or disagree with the following?: Every worker in the UK should receive a pay rise in line with inflation this year

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Strongly Agree	35%	34%	37%	44%	42%	46%	40%	31%	20%	27%	33%	41%	41%	39%	34%	32%	32%
Agree	32%	31%	33%	39%	40%	32%	28%	23%	32%	32%	34%	32%	31%	31%	33%	33%	32%
Neither Agree nor Disagree	18%	19%	17%	11%	17%	11%	12%	23%	26%	20%	20%	15%	16%	16%	19%	20%	17%
Disagree	9%	12%	7%	4%	1%	7%	11%	15%	15%	13%	9%	7%	8%	8%	8%	11%	13%
Strongly Disagree	3%	4%	3%	1%	0%	3%	5%	5%	5%	5%	3%	2%	3%	3%	3%	2%	4%
Don't Know	2%	1%	3%	1%	1%	1%	5%	3%	3%	3%	2%	3%	2%	3%	3%	2%	2%
Total Agree:	68%	65%	70%	83%	82%	78%	68%	53%	52%	60%	67%	73%	71%	70%	67%	65%	64%
Total Disagree:	13%	16%	10%	5%	1%	9%	15%	20%	20%	18%	12%	9%	11%	11%	11%	13%	18%
Net:	55%	49%	60%	79%	81%	69%	53%	34%	32%	42%	55%	64%	60%	59%	55%	52%	47%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(9.C) Do you agree or disagree with the following?: Every worker in the UK should receive a pay rise in line with inflation this year

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Strongly Agree	35%	40%	26%	36%	51%	50%	31%	37%	39%	23%	50%	29%	22%	47%	18%	48%	24%
Agree	32%	33%	34%	30%	33%	22%	30%	32%	38%	29%	35%	34%	53%	26%	32%	33%	43%
Neither Agree nor Disagree	18%	20%	22%	17%	9%	8%	19%	18%	13%	24%	9%	23%	4%	15%	22%	13%	19%
Disagree	9%	7%	11%	12%	2%	12%	13%	8%	5%	15%	4%	7%	20%	9%	16%	4%	7%
Strongly Disagree	3%	0%	5%	3%	2%	6%	5%	2%	2%	7%	1%	1%	0%	1%	10%	1%	1%
Don't Know	2%	0%	3%	3%	2%	3%	3%	2%	3%	2%	1%	7%	0%	3%	2%	1%	7%
Total Agree:	68%	73%	61%	66%	85%	72%	60%	69%	78%	52%	85%	62%	75%	73%	50%	81%	67%
Total Disagree:	13%	7%	15%	14%	4%	17%	18%	11%	7%	22%	5%	8%	20%	9%	26%	5%	8%
Net:	55%	66%	45%	51%	81%	55%	43%	58%	71%	30%	80%	54%	55%	63%	24%	76%	59%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.A) Do you agree or disagree with the following?: The gap between the rich and poor is getting wider

	Total	Region										Grouped Income					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Strongly Agree	51%	45%	50%	48%	58%	41%	39%	67%	60%	54%	49%	66%	54%	53%	51%	48%	51%
Agree	32%	38%	27%	33%	27%	50%	39%	29%	23%	26%	31%	28%	33%	33%	36%	28%	30%
Neither Agree nor Disagree	11%	12%	13%	13%	9%	7%	13%	3%	13%	14%	12%	6%	9%	11%	7%	13%	12%
Disagree	3%	3%	3%	2%	5%	1%	5%	0%	2%	2%	4%	0%	2%	1%	4%	3%	5%
Strongly Disagree	1%	0%	2%	1%	0%	0%	1%	1%	2%	0%	3%	0%	1%	0%	1%	2%	2%
Don't Know	2%	1%	4%	2%	1%	0%	4%	0%	0%	4%	1%	0%	1%	2%	1%	5%	1%
Total Agree:	83%	84%	77%	81%	85%	91%	78%	96%	83%	79%	80%	94%	87%	86%	87%	76%	82%
Total Disagree:	4%	3%	6%	4%	5%	1%	6%	1%	4%	2%	7%	0%	3%	1%	5%	6%	6%
Net:	80%	80%	72%	77%	80%	90%	72%	95%	79%	77%	73%	94%	84%	85%	82%	71%	75%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.B) Do you agree or disagree with the following?: The gap between the rich and poor is getting wider

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Strongly Agree	51%	51%	51%	52%	49%	55%	61%	51%	43%	46%	51%	52%	58%	53%	53%	48%	50%
Agree	32%	30%	34%	34%	32%	31%	23%	35%	36%	34%	33%	33%	29%	32%	32%	32%	34%
Neither Agree nor Disagree	11%	11%	10%	11%	15%	9%	9%	7%	13%	14%	11%	10%	9%	9%	11%	13%	12%
Disagree	3%	4%	2%	1%	2%	4%	3%	2%	4%	3%	3%	4%	2%	2%	3%	5%	2%
Strongly Disagree	1%	1%	1%	2%	0%	0%	1%	2%	1%	2%	0%	1%	0%	1%	0%	0%	2%
Don't Know	2%	2%	2%	0%	1%	2%	3%	3%	2%	2%	3%	1%	2%	3%	1%	2%	1%
Total Agree:	83%	82%	85%	87%	82%	86%	85%	86%	80%	80%	83%	85%	87%	85%	85%	80%	83%
Total Disagree:	4%	5%	3%	2%	2%	4%	4%	4%	5%	5%	3%	5%	2%	3%	3%	5%	4%
Net:	80%	77%	83%	84%	79%	81%	81%	82%	75%	75%	80%	80%	84%	81%	82%	75%	80%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(10.C) Do you agree or disagree with the following?: The gap between the rich and poor is getting wider

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Strongly Agree	51%	44%	41%	56%	63%	84%	47%	55%	54%	35%	65%	60%	56%	53%	26%	65%	49%
Agree	32%	33%	36%	34%	25%	11%	33%	31%	29%	38%	26%	24%	44%	33%	41%	24%	35%
Neither Agree nor Disagree	11%	19%	14%	7%	8%	5%	13%	9%	10%	16%	6%	11%	0%	13%	19%	7%	14%
Disagree	3%	3%	5%	1%	2%	0%	4%	2%	2%	6%	1%	1%	0%	0%	9%	1%	0%
Strongly Disagree	1%	0%	2%	0%	1%	0%	1%	1%	1%	2%	1%	0%	0%	0%	2%	1%	0%
Don't Know	2%	2%	3%	1%	2%	0%	2%	2%	4%	3%	1%	4%	0%	2%	3%	1%	1%
Total Agree:	83%	77%	76%	90%	88%	95%	80%	86%	84%	74%	91%	84%	100%	86%	67%	90%	85%
Total Disagree:	4%	3%	7%	2%	2%	0%	5%	3%	2%	8%	1%	1%	0%	0%	11%	2%	0%
Net:	80%	75%	70%	88%	86%	95%	75%	83%	81%	65%	90%	83%	100%	86%	56%	88%	85%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.A) Do you agree or disagree with the following?: Strikes are the best way for workers to pressure employers into giving pay rises

	Total	Region										Grouped Income					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Strongly Agree	16%	18%	12%	15%	15%	15%	10%	21%	14%	19%	14%	24%	16%	12%	17%	16%	20%
Agree	24%	34%	26%	15%	17%	20%	27%	18%	15%	25%	26%	26%	27%	18%	29%	23%	24%
Neither Agree nor Disagree	23%	18%	27%	26%	27%	23%	20%	26%	27%	19%	26%	16%	23%	32%	23%	18%	18%
Disagree	18%	17%	14%	24%	20%	22%	23%	14%	26%	18%	9%	17%	14%	19%	16%	19%	20%
Strongly Disagree	17%	10%	21%	16%	17%	19%	16%	17%	14%	18%	20%	12%	17%	16%	15%	21%	16%
Don't Know	3%	3%	0%	4%	5%	2%	4%	4%	2%	1%	4%	3%	4%	3%	1%	3%	1%
Total Agree:	39%	52%	37%	30%	32%	35%	37%	38%	30%	45%	41%	51%	43%	30%	46%	39%	44%
Total Disagree:	35%	26%	35%	40%	36%	41%	39%	32%	41%	36%	29%	29%	30%	35%	31%	40%	36%
Net:	5%	26%	2%	-10%	-4%	-6%	-3%	7%	-11%	9%	12%	21%	13%	-5%	15%	-1%	8%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.B) Do you agree or disagree with the following?: Strikes are the best way for workers to pressure employers into giving pay rises

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Strongly Agree	16%	18%	14%	18%	22%	19%	22%	11%	7%	15%	13%	21%	15%	17%	14%	17%	13%
Agree	24%	24%	23%	39%	35%	23%	16%	19%	18%	25%	26%	21%	21%	24%	27%	22%	22%
Neither Agree nor Disagree	23%	22%	25%	21%	22%	25%	19%	21%	28%	17%	26%	27%	24%	23%	20%	21%	32%
Disagree	18%	17%	19%	13%	12%	19%	16%	21%	23%	21%	18%	14%	18%	18%	20%	18%	13%
Strongly Disagree	17%	17%	16%	7%	7%	11%	22%	25%	22%	19%	15%	13%	19%	15%	15%	19%	18%
Don't Know	3%	2%	3%	1%	2%	3%	6%	3%	1%	3%	3%	4%	2%	3%	4%	2%	3%
Total Agree:	39%	42%	37%	58%	57%	42%	37%	30%	25%	40%	39%	42%	36%	41%	41%	39%	35%
Total Disagree:	35%	34%	35%	20%	19%	30%	38%	46%	45%	40%	32%	28%	37%	34%	36%	37%	30%
Net:	5%	8%	2%	38%	38%	11%	-1%	-16%	-20%	0%	7%	14%	-1%	7%	5%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(11.C) Do you agree or disagree with the following?: Strikes are the best way for workers to pressure employers into giving pay rises

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Strongly Agree	16%	30%	12%	13%	21%	35%	13%	20%	12%	6%	29%	15%	21%	13%	6%	25%	12%
Agree	24%	28%	23%	23%	25%	16%	17%	27%	27%	15%	33%	30%	28%	18%	11%	35%	31%
Neither Agree nor Disagree	23%	17%	21%	28%	22%	10%	22%	23%	26%	22%	21%	19%	30%	32%	17%	23%	22%
Disagree	18%	17%	21%	17%	15%	11%	20%	16%	19%	25%	9%	17%	21%	20%	30%	9%	15%
Strongly Disagree	17%	8%	20%	17%	11%	21%	25%	11%	10%	31%	6%	14%	0%	10%	36%	6%	15%
Don't Know	3%	0%	2%	2%	6%	8%	3%	2%	6%	1%	2%	6%	0%	7%	0%	2%	4%
Total Agree:	39%	58%	36%	36%	46%	51%	30%	47%	39%	21%	62%	45%	49%	31%	17%	60%	43%
Total Disagree:	35%	25%	41%	33%	26%	31%	46%	27%	29%	56%	15%	31%	21%	30%	66%	15%	31%
Net:	5%	33%	-5%	2%	19%	19%	-16%	20%	11%	-35%	48%	14%	28%	2%	-49%	44%	12%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.A) Which of the following comes closest to your view?

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Workers who do not receive a pay rise in line with inflation are justified in striking	49%	56%	41%	47%	45%	48%	44%	48%	43%	51%	53%	63%	53%	43%	47%	49%	51%
Workers who do not receive a pay rise in line with inflation are not justified in striking	32%	30%	39%	32%	32%	36%	28%	30%	34%	35%	24%	23%	29%	31%	34%	37%	33%
Don't Know	20%	15%	20%	21%	23%	17%	27%	22%	22%	14%	22%	14%	18%	26%	19%	14%	16%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.B) Which of the following comes closest to your view?

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Workers who do not receive a pay rise in line with inflation are justified in striking	49%	50%	47%	64%	58%	55%	47%	41%	36%	45%	46%	54%	50%	51%	48%	46%	48%
Workers who do not receive a pay rise in line with inflation are not justified in striking	32%	35%	29%	21%	23%	27%	32%	38%	42%	36%	35%	27%	28%	31%	33%	35%	28%
Don't Know	20%	15%	24%	14%	19%	18%	21%	21%	21%	19%	19%	19%	22%	19%	20%	18%	24%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(12.C) Which of the following comes closest to your view?

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Workers who do not receive a pay rise in line with inflation are justified in striking	49%	48%	42%	50%	61%	54%	40%	53%	56%	30%	68%	39%	45%	51%	28%	64%	37%
Workers who do not receive a pay rise in line with inflation are not justified in striking	32%	37%	38%	29%	22%	25%	41%	29%	20%	47%	19%	38%	48%	23%	55%	21%	40%
Don't Know	20%	15%	20%	21%	17%	22%	19%	18%	24%	23%	13%	22%	7%	26%	17%	15%	23%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.A) How much, if anything, do you currently save in an average month?

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Less than £0 - I spend more than I earn in an average month	11%	6%	8%	9%	17%	9%	12%	12%	13%	16%	7%	19%	18%	11%	11%	7%	5%
£0 - nothing	16%	15%	15%	19%	12%	15%	16%	18%	14%	17%	19%	18%	28%	19%	16%	8%	7%
Less than £50	15%	11%	15%	15%	18%	15%	18%	16%	16%	12%	12%	18%	19%	16%	17%	15%	3%
£50 - £99	8%	6%	6%	10%	14%	8%	12%	5%	4%	10%	10%	7%	11%	10%	10%	5%	6%
£100 - £149	8%	10%	12%	7%	8%	8%	2%	9%	9%	6%	9%	6%	7%	10%	9%	10%	7%
£150 - £199	7%	10%	6%	4%	4%	7%	4%	8%	7%	12%	4%	6%	5%	7%	6%	8%	9%
£200 - £249	8%	10%	9%	11%	5%	8%	8%	6%	5%	8%	8%	6%	4%	7%	8%	11%	13%
£250 - £499	10%	12%	9%	7%	8%	13%	12%	10%	14%	6%	12%	5%	2%	9%	11%	15%	14%
£500 - £749	5%	6%	9%	8%	1%	5%	1%	5%	3%	4%	4%	7%	0%	3%	3%	8%	13%
£750 - £999	3%	4%	3%	0%	2%	3%	2%	2%	6%	3%	1%	2%	0%	0%	3%	3%	9%
£1000 or more	3%	7%	4%	3%	2%	2%	1%	3%	2%	0%	4%	0%	0%	1%	1%	5%	10%
Don't Know	7%	3%	5%	7%	8%	8%	11%	5%	7%	5%	10%	8%	4%	7%	4%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.B) How much, if anything, do you currently save in an average month?

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Less than £0 - I spend more than I earn in an average month	11%	10%	12%	12%	8%	15%	16%	12%	5%	4%	11%	13%	16%	13%	6%	8%	16%
£0 - nothing	16%	15%	17%	12%	14%	13%	22%	22%	13%	10%	16%	15%	23%	14%	18%	14%	24%
Less than £50	15%	13%	16%	21%	12%	9%	16%	13%	18%	11%	13%	15%	20%	16%	15%	14%	12%
£50 - £99	8%	6%	10%	9%	11%	8%	4%	9%	10%	8%	9%	8%	9%	10%	8%	6%	10%
£100 - £149	8%	8%	8%	13%	11%	9%	6%	3%	7%	8%	7%	9%	8%	8%	9%	11%	4%
£150 - £199	7%	8%	6%	4%	10%	7%	3%	6%	8%	7%	7%	10%	4%	6%	8%	8%	6%
£200 - £249	8%	11%	5%	7%	11%	7%	5%	10%	8%	9%	10%	9%	5%	6%	9%	10%	9%
£250 - £499	10%	10%	9%	8%	7%	11%	10%	8%	13%	15%	11%	6%	5%	10%	9%	12%	6%
£500 - £749	5%	6%	4%	4%	6%	5%	5%	6%	4%	11%	4%	4%	2%	5%	4%	6%	3%
£750 - £999	3%	4%	1%	2%	2%	3%	4%	2%	2%	5%	2%	2%	1%	3%	2%	2%	3%
£1000 or more	3%	3%	3%	2%	1%	6%	0%	3%	5%	6%	3%	1%	1%	3%	5%	3%	1%
Don't Know	7%	6%	7%	5%	6%	7%	8%	5%	7%	6%	7%	7%	7%	7%	6%	6%	6%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(13.C) How much, if anything, do you currently save in an average month?

	Total	Financial Comfort					EU 2016 Vote			2019					Voting Intention		
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Less than £0 - I spend more than I earn in an average month	11%	0%	3%	11%	24%	65%	11%	10%	15%	9%	15%	9%	9%	9%	9%	14%	7%
£0 - nothing	16%	4%	6%	17%	43%	19%	18%	14%	21%	15%	20%	15%	18%	19%	12%	19%	15%
Less than £50	15%	5%	8%	23%	18%	12%	13%	14%	15%	14%	15%	13%	14%	13%	10%	15%	16%
£50 - £99	8%	5%	9%	10%	6%	0%	9%	8%	9%	8%	6%	9%	4%	13%	10%	7%	18%
£100 - £149	8%	9%	8%	10%	4%	2%	5%	11%	7%	5%	10%	15%	0%	12%	5%	10%	13%
£150 - £199	7%	12%	10%	6%	1%	3%	8%	7%	3%	9%	7%	5%	5%	5%	11%	7%	4%
£200 - £249	8%	12%	12%	8%	0%	0%	12%	5%	5%	12%	6%	5%	13%	3%	12%	7%	7%
£250 - £499	10%	12%	19%	5%	0%	0%	10%	10%	11%	12%	7%	11%	6%	10%	14%	8%	9%
£500 - £749	5%	15%	10%	1%	1%	0%	4%	7%	2%	5%	5%	8%	11%	3%	4%	5%	4%
£750 - £999	3%	8%	5%	0%	0%	0%	2%	4%	1%	3%	3%	4%	4%	1%	6%	2%	4%
£1000 or more	3%	13%	4%	1%	0%	0%	2%	4%	1%	3%	2%	4%	11%	1%	3%	2%	3%
Don't Know	7%	6%	7%	9%	3%	0%	6%	6%	9%	6%	5%	2%	7%	11%	5%	4%	0%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.A) How much money do you tend to have left over at the end of an average month?

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Less than £0 - I spend more than I earn in an average month	11%	7%	9%	15%	10%	11%	13%	11%	12%	14%	7%	19%	18%	11%	11%	7%	6%
£0 - nothing	11%	7%	11%	13%	10%	6%	11%	14%	14%	13%	19%	11%	16%	15%	14%	5%	5%
Less than £50	17%	14%	14%	18%	22%	21%	19%	20%	15%	14%	13%	19%	27%	16%	19%	12%	7%
£50 - £99	11%	16%	6%	10%	14%	3%	12%	13%	7%	12%	7%	10%	13%	14%	9%	13%	4%
£100 - £149	8%	8%	9%	6%	10%	5%	11%	5%	11%	10%	11%	7%	8%	8%	8%	8%	11%
£150 - £199	6%	7%	10%	6%	3%	10%	3%	6%	9%	3%	8%	3%	4%	5%	8%	10%	8%
£200 - £249	8%	10%	6%	8%	7%	10%	7%	8%	0%	12%	5%	8%	4%	8%	10%	10%	10%
£250 - £499	7%	7%	9%	5%	5%	8%	10%	6%	10%	8%	8%	4%	3%	7%	12%	11%	8%
£500 - £749	5%	6%	9%	7%	4%	6%	1%	6%	5%	3%	5%	4%	0%	2%	3%	9%	14%
£750 - £999	3%	3%	3%	2%	1%	3%	1%	2%	2%	2%	4%	5%	0%	2%	1%	4%	6%
£1000 or more	3%	11%	4%	2%	1%	3%	1%	3%	4%	2%	2%	2%	0%	0%	0%	5%	14%
Don't Know	9%	6%	9%	8%	12%	14%	11%	7%	11%	6%	12%	9%	7%	11%	6%	4%	6%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.B) How much money do you tend to have left over at the end of an average month?

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Less than £0 - I spend more than I earn in an average month	11%	9%	12%	8%	12%	16%	14%	13%	4%	5%	10%	12%	16%	11%	9%	8%	17%
£0 - nothing	11%	10%	13%	16%	11%	10%	17%	9%	9%	6%	13%	9%	18%	11%	13%	12%	10%
Less than £50	17%	14%	19%	22%	13%	16%	17%	18%	17%	14%	17%	18%	19%	18%	13%	16%	18%
£50 - £99	11%	10%	11%	15%	12%	10%	8%	8%	12%	10%	10%	11%	11%	12%	11%	8%	9%
£100 - £149	8%	8%	9%	8%	10%	8%	8%	7%	9%	8%	11%	7%	7%	7%	8%	11%	9%
£150 - £199	6%	8%	5%	9%	8%	8%	5%	6%	5%	7%	6%	9%	5%	6%	7%	7%	5%
£200 - £249	8%	10%	6%	6%	10%	6%	5%	10%	9%	11%	8%	8%	5%	7%	9%	8%	9%
£250 - £499	7%	8%	7%	3%	6%	6%	7%	6%	12%	10%	7%	9%	4%	7%	8%	9%	5%
£500 - £749	5%	7%	3%	2%	6%	4%	5%	9%	4%	8%	5%	5%	3%	5%	4%	8%	4%
£750 - £999	3%	4%	1%	1%	1%	3%	4%	1%	3%	4%	2%	2%	2%	2%	4%	2%	2%
£1000 or more	3%	4%	3%	3%	4%	5%	2%	4%	3%	8%	3%	1%	0%	3%	5%	4%	1%
Don't Know	9%	8%	11%	7%	7%	7%	8%	10%	13%	9%	9%	9%	10%	10%	9%	7%	11%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(14.C) How much money do you tend to have left over at the end of an average month?

	Total	Financial Comfort					EU 2016 Vote			2019					Voting Intention		
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Less than £0 - I spend more than I earn in an average month	11%	5%	2%	10%	25%	66%	12%	10%	12%	8%	16%	10%	11%	8%	8%	13%	11%
£0 - nothing	11%	1%	4%	12%	30%	23%	10%	11%	17%	10%	14%	7%	20%	14%	8%	16%	6%
Less than £50	17%	2%	9%	28%	21%	8%	16%	16%	22%	17%	17%	16%	4%	18%	11%	17%	21%
£50 - £99	11%	6%	11%	11%	13%	0%	11%	10%	6%	10%	13%	11%	0%	8%	11%	13%	9%
£100 - £149	8%	13%	10%	9%	4%	0%	8%	9%	8%	6%	8%	11%	16%	13%	8%	8%	14%
£150 - £199	6%	8%	8%	6%	2%	3%	7%	7%	4%	6%	7%	8%	9%	5%	5%	7%	9%
£200 - £249	8%	10%	10%	8%	2%	0%	9%	7%	8%	9%	6%	8%	0%	9%	10%	6%	11%
£250 - £499	7%	14%	15%	2%	0%	0%	8%	8%	3%	11%	4%	8%	12%	3%	14%	6%	3%
£500 - £749	5%	14%	9%	2%	0%	0%	5%	7%	4%	7%	4%	5%	11%	4%	8%	4%	5%
£750 - £999	3%	9%	4%	1%	0%	0%	2%	4%	1%	3%	1%	2%	0%	3%	4%	2%	0%
£1000 or more	3%	12%	6%	0%	0%	0%	3%	4%	6%	3%	3%	8%	5%	1%	3%	3%	7%
Don't Know	9%	5%	11%	12%	2%	0%	10%	8%	8%	10%	6%	6%	12%	15%	10%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.A) If your household lost its income (e.g. if the main income earner lost their job), how long do you think your savings would last you and your family?

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
No time at all	14%	12%	12%	14%	12%	8%	17%	13%	22%	15%	16%	19%	22%	19%	9%	12%	5%
Less than a month	10%	7%	9%	10%	11%	10%	13%	11%	15%	13%	6%	9%	17%	9%	12%	6%	5%
Between 1 and 2 months	11%	16%	7%	9%	14%	7%	9%	12%	11%	11%	6%	17%	11%	11%	13%	10%	12%
Between 2 and 4 months	13%	16%	22%	10%	8%	18%	13%	14%	6%	9%	12%	8%	12%	12%	14%	17%	15%
Between 4 months and half a year	10%	14%	10%	8%	19%	11%	4%	8%	4%	14%	9%	5%	4%	8%	11%	16%	15%
Between half a year and a year	8%	11%	8%	11%	6%	14%	5%	11%	7%	5%	9%	8%	5%	10%	6%	6%	17%
A year or more	24%	18%	27%	23%	25%	25%	22%	25%	27%	24%	30%	20%	20%	25%	24%	26%	28%
Don't Know	9%	6%	6%	15%	6%	7%	16%	5%	8%	10%	13%	14%	10%	6%	10%	7%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.B) If your household lost its income (e.g. if the main income earner lost their job), how long do you think your savings would last you and your family?

	Gender		Age						Social Grade				Children?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
No time at all	14%	10%	18%	17%	16%	17%	22%	11%	5%	6%	11%	15%	24%	13%	15%	12%	19%
Less than a month	10%	10%	10%	15%	13%	12%	13%	4%	6%	5%	9%	11%	15%	12%	12%	6%	9%
Between 1 and 2 months	11%	10%	11%	23%	14%	16%	9%	5%	4%	12%	9%	14%	8%	10%	12%	9%	13%
Between 2 and 4 months	13%	16%	11%	10%	22%	20%	13%	11%	6%	16%	12%	15%	10%	11%	15%	17%	10%
Between 4 months and half a year	10%	8%	13%	8%	16%	14%	6%	10%	8%	16%	10%	9%	6%	9%	11%	10%	13%
Between half a year and a year	8%	10%	7%	7%	7%	8%	9%	9%	11%	9%	10%	9%	5%	8%	7%	12%	4%
A year or more	24%	28%	21%	9%	7%	8%	21%	42%	45%	26%	27%	21%	22%	25%	22%	26%	21%
Don't Know	9%	8%	10%	13%	5%	6%	7%	7%	15%	9%	11%	6%	10%	11%	6%	7%	11%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(15.C) If your household lost its income (e.g. if the main income earner lost their job), how long do you think your savings would last you and your family?

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
No time at all	14%	4%	2%	12%	39%	67%	13%	13%	17%	9%	23%	5%	4%	16%	8%	20%	7%
Less than a month	10%	5%	5%	10%	21%	23%	11%	8%	15%	8%	12%	8%	34%	11%	5%	12%	12%
Between 1 and 2 months	11%	13%	10%	11%	12%	5%	8%	12%	11%	8%	12%	14%	10%	12%	8%	13%	14%
Between 2 and 4 months	13%	24%	13%	14%	9%	2%	13%	15%	13%	12%	16%	15%	4%	11%	13%	15%	14%
Between 4 months and half a year	10%	10%	10%	14%	5%	3%	11%	12%	5%	12%	9%	10%	17%	9%	11%	11%	12%
Between half a year and a year	8%	9%	10%	10%	3%	0%	7%	10%	8%	10%	8%	9%	6%	7%	8%	8%	7%
A year or more	24%	30%	41%	16%	4%	0%	29%	22%	19%	34%	13%	28%	21%	22%	39%	16%	26%
Don't Know	9%	4%	8%	13%	6%	0%	8%	9%	13%	8%	6%	10%	4%	11%	7%	6%	8%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.A) How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £10 more each month

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Not at all difficult	65%	53%	73%	65%	71%	64%	61%	71%	64%	68%	72%	50%	50%	63%	70%	72%	79%
Somewhat difficult	22%	27%	17%	22%	23%	20%	19%	21%	21%	20%	19%	32%	29%	24%	23%	18%	11%
Very difficult	7%	9%	6%	6%	2%	8%	6%	3%	9%	9%	6%	16%	14%	7%	4%	4%	3%
Impossible	4%	6%	4%	3%	3%	5%	7%	4%	5%	1%	1%	2%	5%	3%	2%	4%	5%
Don't Know	3%	5%	0%	5%	1%	3%	7%	1%	2%	2%	2%	0%	3%	3%	1%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.B) How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £10 more each month

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Not at all difficult	65%	66%	64%	37%	51%	62%	63%	75%	86%	74%	65%	63%	59%	62%	64%	71%	64%
Somewhat difficult	22%	22%	22%	37%	29%	23%	23%	18%	9%	16%	22%	25%	23%	22%	23%	19%	23%
Very difficult	7%	6%	7%	16%	10%	7%	8%	3%	1%	3%	8%	6%	11%	9%	7%	4%	6%
Impossible	4%	3%	4%	3%	6%	6%	5%	2%	2%	4%	2%	5%	5%	3%	4%	4%	6%
Don't Know	3%	3%	2%	7%	3%	2%	2%	2%	2%	3%	3%	1%	2%	4%	3%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(16.C) How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £10 more each month

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Not at all difficult	65%	61%	83%	70%	27%	15%	69%	67%	58%	75%	53%	69%	66%	66%	76%	55%	65%
Somewhat difficult	22%	16%	10%	22%	49%	25%	21%	20%	23%	16%	27%	24%	34%	18%	16%	27%	26%
Very difficult	7%	9%	4%	3%	15%	36%	6%	6%	8%	4%	11%	5%	0%	4%	4%	10%	5%
Impossible	4%	13%	2%	1%	5%	24%	3%	6%	3%	3%	6%	1%	0%	3%	4%	5%	4%
Don't Know	3%	1%	2%	3%	3%	0%	2%	1%	7%	2%	2%	0%	0%	9%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.A) How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £25 more each month

	Total	Region										Grouped Income					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Not at all difficult	53%	47%	60%	50%	58%	57%	49%	54%	53%	54%	57%	38%	31%	49%	59%	64%	75%
Somewhat difficult	27%	31%	27%	28%	25%	24%	24%	28%	26%	26%	24%	31%	34%	30%	26%	23%	17%
Very difficult	12%	12%	7%	15%	10%	9%	16%	10%	13%	12%	12%	19%	22%	13%	12%	5%	4%
Impossible	6%	6%	6%	3%	5%	7%	7%	7%	7%	5%	4%	11%	11%	6%	2%	6%	3%
Don't Know	2%	4%	1%	5%	1%	3%	4%	1%	0%	3%	3%	0%	3%	2%	1%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.B) How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £25 more each month

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Not at all difficult	53%	55%	52%	31%	43%	50%	53%	62%	68%	64%	53%	54%	40%	52%	52%	58%	51%
Somewhat difficult	27%	27%	26%	39%	31%	29%	22%	22%	24%	21%	27%	29%	31%	27%	26%	24%	33%
Very difficult	12%	10%	14%	17%	16%	13%	15%	11%	3%	7%	13%	11%	16%	12%	13%	11%	11%
Impossible	6%	5%	7%	7%	9%	7%	9%	2%	3%	5%	3%	4%	11%	6%	6%	6%	6%
Don't Know	2%	3%	2%	6%	1%	2%	2%	2%	2%	4%	3%	1%	2%	4%	3%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(17.C) How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £25 more each month

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Not at all difficult	53%	59%	77%	49%	12%	7%	57%	55%	43%	61%	44%	63%	52%	47%	68%	43%	57%
Somewhat difficult	27%	26%	14%	35%	40%	22%	25%	28%	28%	27%	26%	23%	39%	28%	22%	30%	23%
Very difficult	12%	5%	5%	10%	28%	37%	11%	10%	16%	7%	19%	10%	9%	11%	6%	18%	10%
Impossible	6%	7%	2%	2%	17%	34%	5%	6%	5%	4%	10%	4%	0%	5%	4%	8%	8%
Don't Know	2%	2%	2%	4%	3%	0%	2%	1%	9%	2%	2%	1%	0%	9%	0%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.A) How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £50 more each month

	Total	Region										Grouped Income					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Not at all difficult	35%	34%	43%	38%	36%	31%	32%	34%	47%	28%	37%	17%	13%	33%	30%	42%	62%
Somewhat difficult	30%	30%	27%	24%	39%	36%	27%	29%	17%	39%	27%	28%	31%	27%	40%	35%	25%
Very difficult	22%	22%	21%	24%	13%	18%	24%	25%	19%	23%	20%	35%	31%	24%	19%	18%	9%
Impossible	11%	10%	8%	11%	11%	10%	12%	11%	17%	10%	13%	18%	22%	13%	8%	3%	3%
Don't Know	3%	4%	1%	5%	1%	5%	6%	1%	0%	1%	3%	2%	3%	3%	2%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.B) How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £50 more each month

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Not at all difficult	35%	37%	32%	14%	25%	33%	32%	44%	47%	45%	33%	35%	24%	33%	34%	38%	33%
Somewhat difficult	30%	29%	31%	33%	33%	34%	26%	29%	29%	30%	33%	33%	25%	30%	30%	31%	32%
Very difficult	22%	20%	23%	34%	24%	19%	26%	17%	16%	16%	21%	21%	30%	22%	21%	20%	25%
Impossible	11%	10%	12%	14%	15%	11%	14%	8%	5%	6%	11%	9%	18%	12%	13%	9%	11%
Don't Know	3%	3%	2%	5%	3%	2%	2%	2%	3%	3%	3%	2%	2%	4%	3%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(18.C) How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £50 more each month

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Not at all difficult	35%	52%	59%	22%	3%	3%	38%	35%	32%	41%	25%	42%	47%	32%	47%	26%	38%
Somewhat difficult	30%	15%	27%	42%	25%	7%	29%	31%	28%	34%	31%	28%	14%	23%	31%	32%	24%
Very difficult	22%	20%	10%	27%	37%	27%	21%	23%	17%	17%	24%	22%	33%	26%	15%	25%	27%
Impossible	11%	11%	3%	5%	30%	63%	10%	10%	14%	6%	18%	7%	6%	10%	6%	16%	8%
Don't Know	3%	1%	2%	4%	4%	0%	1%	1%	9%	2%	2%	1%	0%	8%	0%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.A) How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £100 more each month

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Not at all difficult	21%	22%	23%	20%	21%	17%	20%	21%	38%	11%	22%	18%	8%	16%	18%	29%	41%
Somewhat difficult	27%	28%	32%	26%	24%	30%	22%	27%	13%	35%	27%	12%	16%	27%	31%	29%	38%
Very difficult	28%	28%	28%	29%	32%	27%	20%	25%	26%	34%	21%	37%	35%	26%	33%	29%	14%
Impossible	22%	18%	15%	20%	20%	23%	32%	26%	22%	20%	28%	32%	40%	29%	17%	12%	5%
Don't Know	2%	3%	1%	5%	3%	3%	6%	1%	0%	0%	1%	2%	1%	2%	2%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.B) How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £100 more each month

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Not at all difficult	21%	25%	17%	11%	9%	17%	20%	31%	30%	28%	20%	22%	12%	22%	22%	21%	14%
Somewhat difficult	27%	24%	30%	19%	34%	31%	25%	21%	28%	33%	30%	22%	20%	23%	26%	31%	31%
Very difficult	28%	30%	26%	36%	33%	30%	20%	28%	24%	26%	27%	30%	28%	29%	24%	29%	28%
Impossible	22%	19%	25%	29%	23%	20%	34%	17%	15%	10%	20%	24%	36%	23%	25%	17%	26%
Don't Know	2%	3%	2%	5%	1%	3%	1%	3%	3%	3%	4%	1%	2%	3%	3%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(19.C) How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £100 more each month

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Not at all difficult	21%	49%	37%	7%	1%	4%	24%	20%	16%	27%	11%	28%	36%	15%	34%	12%	22%
Somewhat difficult	27%	17%	36%	29%	10%	2%	23%	33%	22%	29%	28%	29%	16%	22%	30%	28%	33%
Very difficult	28%	18%	18%	41%	29%	17%	31%	25%	26%	26%	31%	30%	23%	26%	23%	30%	28%
Impossible	22%	14%	7%	19%	59%	77%	21%	21%	28%	16%	30%	12%	25%	28%	13%	28%	17%
Don't Know	2%	1%	2%	4%	1%	0%	1%	1%	8%	2%	1%	1%	0%	10%	0%	2%	0%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.A) How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £500 more each month

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Not at all difficult	6%	8%	4%	7%	6%	3%	6%	9%	8%	4%	6%	6%	4%	5%	3%	9%	12%
Somewhat difficult	16%	16%	21%	13%	15%	16%	14%	9%	24%	15%	18%	13%	7%	12%	12%	17%	36%
Very difficult	27%	29%	28%	27%	27%	30%	23%	27%	23%	36%	23%	14%	20%	25%	32%	32%	32%
Impossible	48%	42%	45%	47%	51%	46%	51%	53%	43%	44%	51%	66%	67%	56%	50%	40%	18%
Don't Know	3%	4%	2%	6%	1%	4%	5%	2%	2%	1%	2%	2%	2%	2%	2%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.B) How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £500 more each month

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Not at all difficult	6%	8%	4%	6%	5%	6%	4%	4%	10%	9%	5%	6%	5%	6%	7%	5%	6%
Somewhat difficult	16%	18%	14%	13%	9%	18%	14%	23%	17%	22%	18%	14%	8%	16%	16%	18%	11%
Very difficult	27%	26%	28%	18%	36%	25%	23%	24%	31%	35%	29%	23%	20%	23%	28%	32%	30%
Impossible	48%	44%	51%	60%	49%	49%	57%	44%	38%	32%	45%	55%	64%	51%	47%	42%	53%
Don't Know	3%	4%	2%	4%	1%	2%	2%	5%	3%	3%	3%	2%	3%	3%	3%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(20.C) How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £500 more each month

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Not at all difficult	6%	26%	9%	1%	1%	10%	5%	7%	6%	7%	6%	6%	21%	3%	8%	5%	7%
Somewhat difficult	16%	30%	28%	6%	3%	0%	16%	16%	15%	18%	9%	25%	16%	14%	23%	11%	22%
Very difficult	27%	17%	38%	28%	11%	2%	26%	31%	20%	29%	26%	34%	24%	25%	32%	26%	32%
Impossible	48%	23%	21%	62%	85%	88%	50%	44%	51%	44%	59%	33%	33%	48%	34%	57%	38%
Don't Know	3%	4%	3%	3%	1%	0%	2%	2%	7%	3%	1%	1%	6%	10%	3%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.A) How difficult, if at all, would you find it to afford the following increase in your family's monthly costs?: £1000 more each month

	Total	Region										Grouped Income					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Not at all difficult	4%	7%	2%	5%	1%	0%	3%	5%	4%	4%	5%	2%	4%	4%	1%	2%	7%
Somewhat difficult	9%	12%	10%	11%	10%	10%	10%	8%	14%	6%	6%	6%	4%	5%	7%	14%	18%
Very difficult	18%	22%	22%	17%	15%	22%	13%	12%	23%	16%	18%	8%	10%	14%	16%	17%	37%
Impossible	67%	55%	62%	63%	72%	64%	70%	74%	58%	73%	69%	78%	80%	75%	71%	65%	36%
Don't Know	3%	4%	4%	5%	1%	4%	4%	1%	2%	1%	2%	6%	2%	2%	4%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.B) How difficult, if at all, would you find it to afford the following increase in your family's monthly costs?: £1000 more each month

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Not at all difficult	4%	4%	3%	4%	4%	4%	2%	2%	5%	3%	3%	4%	4%	3%	4%	3%	5%
Somewhat difficult	9%	11%	8%	11%	9%	8%	6%	10%	11%	13%	10%	9%	5%	10%	11%	9%	5%
Very difficult	18%	19%	17%	13%	22%	19%	14%	20%	17%	27%	20%	13%	10%	15%	17%	24%	14%
Impossible	67%	63%	70%	67%	65%	67%	75%	64%	63%	54%	65%	71%	78%	68%	66%	61%	74%
Don't Know	3%	4%	3%	6%	1%	2%	3%	4%	4%	3%	3%	3%	3%	4%	3%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(21.C) How difficult, if at all, would you find it to afford the following increase in your family’s monthly costs?: £1000 more each month

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Not at all difficult	4%	17%	3%	1%	3%	10%	3%	4%	5%	4%	3%	4%	11%	2%	5%	3%	6%
Somewhat difficult	9%	26%	17%	2%	1%	0%	9%	9%	10%	11%	6%	13%	23%	7%	13%	5%	13%
Very difficult	18%	26%	28%	11%	5%	2%	17%	22%	9%	18%	16%	28%	14%	12%	23%	16%	24%
Impossible	67%	27%	48%	83%	89%	88%	69%	64%	66%	64%	74%	53%	51%	68%	57%	74%	54%
Don't Know	3%	4%	3%	4%	1%	0%	2%	2%	11%	3%	1%	2%	0%	11%	3%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.A) How difficult, if at all, are you finding it to afford your energy bills at the moment?

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
N/A - I do not pay energy bills	5%	4%	5%	9%	6%	10%	3%	4%	5%	2%	2%	5%	5%	3%	3%	4%	3%
Impossible, I have not been able to pay them	2%	3%	1%	3%	1%	0%	1%	3%	3%	3%	0%	3%	3%	2%	3%	1%	2%
Very difficult	16%	17%	14%	17%	13%	10%	18%	10%	16%	22%	18%	26%	22%	18%	20%	13%	8%
Difficult	34%	34%	37%	29%	37%	32%	29%	34%	22%	36%	36%	36%	37%	36%	28%	38%	28%
Easy	36%	32%	37%	30%	36%	41%	43%	42%	39%	34%	37%	28%	27%	35%	43%	36%	46%
Very easy	7%	10%	6%	12%	8%	8%	6%	7%	14%	3%	7%	2%	6%	6%	4%	8%	13%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.B) How difficult, if at all, are you finding it to afford your energy bills at the moment?

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
N/A - I do not pay energy bills	5%	5%	4%	24%	5%	5%	2%	2%	0%	4%	5%	5%	5%	10%	2%	1%	0%
Impossible, I have not been able to pay them	2%	2%	2%	2%	5%	3%	3%	0%	0%	1%	1%	2%	4%	2%	2%	1%	4%
Very difficult	16%	16%	17%	18%	22%	22%	22%	10%	7%	13%	14%	19%	19%	12%	18%	18%	21%
Difficult	34%	31%	35%	29%	31%	35%	37%	41%	29%	32%	37%	32%	34%	31%	38%	35%	35%
Easy	36%	37%	36%	24%	32%	31%	30%	37%	52%	40%	36%	35%	32%	37%	35%	36%	35%
Very easy	7%	8%	7%	2%	6%	5%	7%	9%	12%	9%	8%	7%	6%	8%	6%	9%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(22.C) How difficult, if at all, are you finding it to afford your energy bills at the moment?

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
N/A - I do not pay energy bills	5%	1%	5%	5%	5%	5%	1%	3%	11%	2%	4%	1%	0%	14%	1%	4%	1%
Impossible, I have not been able to pay them	2%	6%	1%	0%	3%	23%	2%	2%	3%	2%	3%	0%	11%	2%	3%	2%	0%
Very difficult	16%	16%	7%	11%	40%	60%	17%	16%	15%	13%	23%	16%	6%	9%	12%	21%	16%
Difficult	34%	14%	22%	48%	44%	10%	36%	32%	35%	34%	38%	29%	25%	29%	30%	38%	36%
Easy	36%	35%	54%	34%	6%	3%	36%	39%	29%	40%	29%	47%	47%	36%	42%	32%	41%
Very easy	7%	27%	12%	1%	1%	0%	8%	7%	7%	9%	3%	7%	10%	9%	13%	3%	6%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.A) If energy bills rise in the autumn, and the Government and energy providers both do not take action, which of the following do you think will happen as a result, if any? Select any which apply

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Large protests about the cost of energy bills	52%	47%	49%	53%	56%	60%	52%	57%	55%	41%	55%	52%	58%	49%	54%	51%	45%
Large numbers of people default on their bills and have their energy cut off	47%	45%	39%	55%	44%	61%	38%	52%	52%	41%	51%	59%	50%	47%	44%	48%	49%
Large numbers of people default on their bills but the their energy is kept on	38%	39%	33%	36%	34%	44%	43%	36%	38%	48%	36%	31%	37%	43%	31%	40%	41%
Large numbers of people boycott their energy suppliers	33%	34%	34%	37%	31%	29%	31%	35%	45%	28%	25%	41%	33%	29%	36%	37%	31%
People will find a way to pay their energy bills	15%	23%	9%	21%	20%	12%	18%	12%	11%	13%	14%	9%	14%	11%	11%	21%	22%
Don't Know	11%	8%	14%	9%	11%	8%	15%	7%	7%	14%	9%	8%	9%	11%	12%	7%	10%
None of the above	3%	5%	4%	5%	2%	1%	3%	4%	4%	2%	2%	0%	4%	2%	3%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.B) If energy bills rise in the autumn, and the Government and energy providers both do not take action, which of the following do you think will happen as a result, if any? Select any which apply

	Gender		Age							Social Grade				Children?			
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Large protests about the cost of energy bills	52%	50%	53%	56%	48%	41%	53%	58%	55%	48%	52%	51%	55%	52%	54%	51%	48%
Large numbers of people default on their bills and have their energy cut off	47%	46%	48%	47%	53%	51%	44%	46%	43%	43%	43%	52%	51%	46%	47%	46%	53%
Large numbers of people default on their bills but the their energy is kept on	38%	40%	37%	19%	37%	32%	41%	45%	46%	41%	41%	33%	37%	33%	35%	44%	47%
Large numbers of people boycott their energy suppliers	33%	36%	30%	44%	41%	33%	34%	31%	21%	31%	31%	38%	31%	37%	28%	30%	30%
People will find a way to pay their energy bills	15%	18%	13%	19%	18%	16%	13%	14%	13%	18%	16%	14%	12%	16%	13%	18%	11%
Don't Know	11%	9%	12%	9%	9%	9%	12%	11%	12%	11%	12%	8%	11%	12%	10%	10%	9%
None of the above	3%	4%	2%	4%	2%	6%	3%	1%	3%	4%	3%	3%	3%	4%	3%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(23.C) If energy bills rise in the autumn, and the Government and energy providers both do not take action, which of the following do you think will happen as a result, if any? Select any which apply

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Large protests about the cost of energy bills	52%	36%	45%	59%	57%	61%	53%	49%	50%	49%	55%	45%	51%	52%	48%	56%	43%
Large numbers of people default on their bills and have their energy cut off	47%	47%	43%	49%	53%	51%	51%	44%	42%	41%	54%	39%	57%	45%	36%	52%	44%
Large numbers of people default on their bills but the their energy is kept on	38%	37%	40%	36%	37%	50%	41%	41%	27%	41%	39%	40%	49%	23%	45%	37%	42%
Large numbers of people boycott their energy suppliers	33%	33%	27%	34%	42%	47%	30%	34%	31%	26%	43%	23%	40%	26%	28%	39%	21%
People will find a way to pay their energy bills	15%	17%	20%	13%	10%	4%	18%	14%	13%	19%	11%	18%	21%	14%	24%	12%	17%
Don't Know	11%	6%	11%	11%	12%	5%	8%	12%	16%	10%	10%	14%	0%	15%	6%	10%	12%
None of the above	3%	6%	3%	3%	2%	2%	3%	3%	7%	3%	1%	4%	5%	6%	4%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.A) Are you taking any steps to deal with cost of living increases?

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Yes	73%	68%	75%	65%	82%	76%	66%	85%	73%	66%	68%	80%	73%	69%	78%	73%	69%
No	23%	29%	23%	28%	13%	19%	29%	13%	21%	27%	25%	18%	23%	26%	15%	24%	28%
Don't know	4%	3%	2%	7%	5%	4%	5%	2%	6%	6%	7%	2%	4%	5%	7%	3%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Cost of Living (November 2022)

(24.B) Are you taking any steps to deal with cost of living increases?

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Yes	73%	67%	78%	65%	78%	76%	73%	71%	70%	73%	71%	71%	75%	70%	78%	72%	75%
No	23%	29%	18%	26%	19%	18%	23%	26%	26%	22%	25%	25%	21%	25%	18%	25%	20%
Don't know	4%	5%	4%	9%	3%	6%	4%	3%	4%	5%	4%	5%	4%	5%	3%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(24.C) Are you taking any steps to deal with cost of living increases?

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Yes	73%	67%	65%	82%	73%	76%	73%	76%	66%	73%	77%	73%	62%	61%	71%	77%	73%
No	23%	28%	31%	14%	22%	19%	23%	20%	30%	24%	19%	25%	27%	28%	28%	19%	24%
Don't know	4%	5%	4%	4%	5%	5%	4%	4%	4%	3%	4%	2%	11%	11%	1%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.A) You said you were taking steps to deal with cost of living increases. Which of the following things are you doing, if any? Select any which apply.

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	723	101	98	55	72	49	57	70	33	76	67	45	179	145	116	119	121
Weighted	731	92	108	57	80	58	61	72	30	76	58	39	178	145	120	126	120
Reducing my savings so they don't get reduced by inflation	9%	16%	10%	4%	9%	4%	7%	6%	11%	11%	8%	16%	10%	5%	11%	11%	10%
Borrowing more money	8%	11%	8%	11%	8%	4%	5%	10%	5%	8%	5%	6%	14%	9%	4%	6%	4%
Turning off heating at home when you would normally have it on	69%	56%	68%	72%	68%	70%	70%	60%	79%	81%	75%	67%	70%	76%	65%	71%	62%
Cutting back on all non-essential purchases	68%	62%	66%	76%	67%	78%	70%	65%	72%	61%	74%	74%	72%	73%	71%	69%	53%
Turning off lights at home when you would normally have them on	65%	58%	67%	65%	66%	69%	61%	68%	62%	70%	62%	65%	65%	68%	63%	71%	58%
Cutting back on going out, e.g. for dinner or to pubs and cafes	63%	58%	63%	66%	63%	69%	53%	63%	50%	69%	58%	76%	63%	68%	63%	61%	57%
Buying cheaper food brands	59%	54%	47%	65%	64%	62%	67%	63%	57%	63%	55%	62%	64%	72%	61%	55%	43%
Cutting back on entertainment such as cinemas or theatre	52%	53%	56%	55%	50%	54%	44%	53%	43%	44%	54%	65%	48%	56%	53%	53%	50%
Moving to a more affordable house e.g. with a lower rent or mortgage	4%	4%	5%	5%	0%	4%	0%	4%	9%	6%	4%	0%	7%	4%	1%	3%	4%
Driving less	36%	29%	43%	39%	35%	20%	33%	26%	36%	44%	42%	48%	37%	47%	26%	34%	35%
Eating less in general	29%	28%	26%	31%	27%	30%	28%	27%	29%	28%	31%	36%	39%	35%	24%	23%	19%
Buying less meat	26%	27%	28%	22%	37%	20%	34%	20%	10%	33%	19%	18%	31%	32%	24%	24%	17%
Driving differently (e.g. slower, turning off the engine when stopped) to conserve petrol	18%	14%	21%	13%	22%	6%	20%	19%	13%	19%	24%	26%	18%	19%	19%	20%	18%
Moving my savings into higher interest accounts	18%	13%	22%	12%	19%	13%	29%	8%	14%	26%	21%	9%	15%	19%	20%	17%	20%
Going on cheaper holidays	12%	19%	9%	4%	11%	12%	14%	11%	13%	14%	16%	16%	10%	10%	13%	14%	18%
None of the above	1%	0%	0%	0%	0%	0%	0%	3%	3%	0%	1%	0%	0%	1%	0%	0%	2%

Note:

BASE: Taking steps to deal with cost of living crisis

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.B) You said you were taking steps to deal with cost of living increases. Which of the following things are you doing, if any? Select any which apply.

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	723	324	396	90	112	132	132	112	145	190	193	141	196	306	137	184	96
Weighted	731	325	403	69	134	126	123	114	164	198	186	156	188	297	137	194	103
Reducing my savings so they don't get reduced by inflation	9%	11%	8%	9%	16%	9%	9%	7%	7%	8%	10%	9%	10%	10%	8%	11%	6%
Borrowing more money	8%	8%	7%	15%	14%	7%	7%	5%	2%	4%	8%	8%	12%	7%	7%	7%	13%
Turning off heating at home when you would normally have it on	69%	62%	74%	54%	59%	60%	75%	79%	77%	65%	67%	67%	76%	66%	62%	71%	82%
Cutting back on all non-essential purchases	68%	63%	73%	59%	57%	65%	75%	76%	73%	63%	73%	66%	72%	68%	69%	66%	74%
Turning off lights at home when you would normally have them on	65%	59%	70%	60%	55%	56%	73%	71%	72%	57%	65%	69%	70%	62%	64%	66%	74%
Cutting back on going out, e.g. for dinner or to pubs and cafes	63%	60%	65%	63%	59%	59%	62%	68%	65%	61%	63%	64%	63%	61%	59%	62%	74%
Buying cheaper food brands	59%	54%	63%	58%	59%	61%	66%	65%	49%	50%	62%	59%	66%	61%	59%	53%	64%
Cutting back on entertainment such as cinemas or theatre	52%	48%	54%	48%	53%	57%	59%	51%	44%	50%	52%	56%	50%	48%	57%	51%	57%
Moving to a more affordable house e.g. with a lower rent or mortgage	4%	5%	3%	7%	9%	4%	2%	1%	1%	4%	5%	2%	4%	4%	3%	5%	3%
Driving less	36%	37%	35%	23%	25%	27%	40%	37%	52%	32%	37%	33%	41%	28%	36%	45%	42%
Eating less in general	29%	30%	27%	36%	33%	30%	37%	31%	13%	20%	27%	32%	37%	32%	27%	25%	27%
Buying less meat	26%	21%	30%	18%	29%	21%	27%	28%	29%	24%	29%	20%	31%	23%	24%	30%	32%
Driving differently (e.g. slower, turning off the engine when stopped) to conserve petrol	18%	20%	17%	14%	21%	16%	18%	21%	18%	25%	17%	10%	20%	15%	23%	21%	17%
Moving my savings into higher interest accounts	18%	18%	17%	14%	12%	9%	16%	24%	26%	21%	26%	14%	9%	20%	17%	16%	15%
Going on cheaper holidays	12%	14%	11%	13%	14%	12%	12%	9%	14%	14%	16%	9%	10%	9%	15%	15%	13%
None of the above	1%	0%	1%	0%	0%	2%	1%	0%	0%	2%	0%	0%	0%	0%	2%	0%	0%

Note:

BASE: Taking steps to deal with cost of living crisis

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(25.C) You said you were taking steps to deal with cost of living increases. Which of the following things are you doing, if any? Select any which apply.

	Total	Financial Comfort					EU 2016 Vote			2019					Voting Intention		
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	723	46	244	283	121	29	285	322	71	268	219	64	12	59	147	288	54
Weighted	731	49	252	287	116	27	298	325	71	282	215	66	13	61	153	286	55
Reducing my savings so they don't get reduced by inflation	9%	17%	9%	8%	12%	2%	8%	10%	9%	7%	11%	9%	18%	9%	8%	11%	11%
Borrowing more money	8%	15%	2%	4%	19%	44%	6%	8%	9%	5%	12%	3%	30%	11%	5%	11%	4%
Turning off heating at home when you would normally have it on	69%	19%	65%	76%	74%	89%	74%	67%	60%	73%	65%	68%	52%	66%	69%	67%	61%
Cutting back on all non-essential purchases	68%	27%	58%	77%	82%	81%	69%	67%	71%	73%	62%	69%	56%	75%	67%	67%	65%
Turning off lights at home when you would normally have them on	65%	44%	57%	72%	73%	78%	68%	64%	61%	68%	66%	69%	65%	63%	66%	66%	67%
Cutting back on going out, e.g. for dinner or to pubs and cafes	63%	18%	57%	72%	68%	68%	66%	59%	62%	63%	62%	63%	50%	66%	56%	65%	62%
Buying cheaper food brands	59%	29%	45%	64%	83%	93%	56%	57%	74%	56%	61%	62%	56%	67%	47%	64%	66%
Cutting back on entertainment such as cinemas or theatre	52%	33%	42%	58%	63%	62%	51%	52%	59%	49%	55%	54%	56%	50%	42%	57%	53%
Moving to a more affordable house e.g. with a lower rent or mortgage	4%	17%	1%	3%	4%	14%	3%	5%	2%	2%	6%	9%	0%	1%	3%	4%	7%
Driving less	36%	13%	32%	40%	39%	48%	38%	37%	30%	38%	33%	47%	23%	29%	34%	32%	41%
Eating less in general	29%	25%	17%	22%	58%	83%	27%	29%	31%	23%	36%	27%	34%	15%	22%	35%	29%
Buying less meat	26%	14%	20%	27%	37%	47%	25%	28%	26%	23%	26%	41%	10%	19%	18%	28%	40%
Driving differently (e.g. slower, turning off the engine when stopped) to conserve petrol	18%	17%	16%	20%	18%	24%	19%	20%	10%	17%	17%	27%	22%	12%	20%	17%	17%
Moving my savings into higher interest accounts	18%	16%	27%	15%	7%	10%	18%	19%	13%	21%	14%	22%	0%	10%	21%	17%	14%
Going on cheaper holidays	12%	14%	15%	12%	9%	6%	11%	13%	10%	11%	16%	12%	0%	11%	15%	13%	14%
None of the above	1%	4%	0%	0%	1%	0%	1%	1%	0%	1%	0%	2%	8%	0%	0%	0%	4%

Note:

BASE: Taking steps to deal with cost of living crisis

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.A) The Bank of England is being encouraged to raise interest rates to bring down inflation. Generally speaking, which would be more of a problem for you and your family’s finances: continued high inflation, or higher interest rates?

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Continued higher inflation	46%	43%	51%	45%	52%	40%	49%	48%	38%	44%	51%	37%	44%	50%	52%	46%	42%
Higher interest rates	11%	19%	8%	12%	10%	6%	3%	10%	20%	12%	9%	12%	10%	8%	8%	13%	16%
They would be both bad	28%	27%	29%	26%	21%	33%	32%	26%	19%	32%	27%	36%	30%	27%	26%	27%	31%
Don't know	15%	11%	13%	16%	16%	21%	16%	17%	23%	12%	13%	15%	15%	14%	14%	13%	11%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.B) The Bank of England is being encouraged to raise interest rates to bring down inflation. Generally speaking, which would be more of a problem for you and your family’s finances: continued high inflation, or higher interest rates?

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Continued higher inflation	46%	48%	44%	32%	33%	41%	43%	55%	62%	51%	47%	41%	45%	46%	46%	46%	46%
Higher interest rates	11%	13%	8%	21%	21%	11%	8%	4%	5%	12%	11%	12%	8%	12%	12%	9%	11%
They would be both bad	28%	27%	29%	25%	29%	34%	31%	29%	21%	22%	29%	30%	31%	27%	29%	31%	25%
Don't know	15%	11%	19%	22%	17%	13%	18%	11%	12%	14%	13%	17%	16%	16%	14%	13%	17%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(26.C) The Bank of England is being encouraged to raise interest rates to bring down inflation. Generally speaking, which would be more of a problem for you and your family’s finances: continued high inflation, or higher interest rates?

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Continued higher inflation	46%	46%	50%	49%	36%	32%	52%	47%	30%	51%	39%	58%	46%	32%	55%	43%	55%
Higher interest rates	11%	29%	10%	9%	9%	9%	7%	16%	7%	9%	17%	11%	12%	8%	10%	14%	8%
They would be both bad	28%	15%	24%	28%	39%	44%	28%	25%	39%	27%	30%	21%	32%	32%	21%	30%	29%
Don't know	15%	10%	16%	14%	16%	15%	13%	12%	24%	14%	13%	10%	11%	28%	15%	13%	8%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.A) Thinking about your outgoings in an average month, which of the following expenditures causes you most difficulty? Select up to three of the following

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Car payments	9%	12%	7%	10%	6%	7%	5%	11%	17%	11%	7%	12%	9%	6%	10%	9%	11%
Energy bills	60%	52%	59%	54%	69%	53%	54%	57%	55%	65%	64%	85%	62%	66%	63%	55%	54%
TV Licence fee	6%	14%	5%	6%	4%	2%	5%	8%	4%	5%	7%	2%	9%	3%	7%	7%	5%
Mobile / phone payments	5%	11%	6%	3%	5%	3%	7%	2%	2%	5%	2%	5%	7%	1%	5%	2%	9%
Grocery payments	34%	28%	27%	33%	41%	29%	36%	37%	32%	43%	40%	34%	44%	37%	29%	37%	23%
Entertainment subscriptions (Netflix etc)	3%	4%	3%	6%	3%	1%	3%	2%	2%	5%	2%	2%	3%	3%	4%	5%	1%
Childcare payments	3%	4%	2%	4%	0%	2%	4%	2%	5%	4%	2%	1%	2%	1%	2%	6%	4%
Council tax	28%	32%	30%	34%	24%	24%	26%	26%	23%	27%	21%	34%	31%	36%	23%	22%	21%
Rent / mortgage payments	27%	36%	27%	29%	24%	30%	29%	29%	26%	21%	17%	28%	25%	28%	32%	29%	28%
Don't know	18%	13%	20%	20%	18%	23%	21%	16%	20%	14%	21%	9%	11%	19%	20%	20%	19%
Water bills	11%	19%	13%	5%	14%	7%	9%	10%	4%	14%	2%	7%	15%	8%	8%	11%	11%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.B) Thinking about your outgoings in an average month, which of the following expenditures causes you most difficulty? Select up to three of the following

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Car payments	9%	9%	9%	19%	20%	6%	5%	5%	4%	9%	9%	12%	7%	9%	10%	10%	7%
Energy bills	60%	57%	62%	42%	49%	62%	66%	65%	65%	55%	59%	57%	67%	55%	60%	64%	65%
TV Licence fee	6%	8%	5%	12%	10%	7%	4%	4%	4%	6%	5%	6%	8%	6%	6%	8%	5%
Mobile / phone payments	5%	6%	4%	14%	13%	4%	2%	2%	1%	8%	4%	5%	3%	6%	6%	4%	4%
Grocery payments	34%	31%	37%	35%	32%	31%	41%	33%	34%	25%	34%	36%	42%	33%	37%	32%	37%
Entertainment subscriptions (Netflix etc)	3%	3%	4%	9%	6%	4%	2%	1%	1%	5%	1%	3%	3%	2%	4%	5%	1%
Childcare payments	3%	4%	2%	5%	6%	5%	2%	0%	0%	3%	4%	2%	2%	1%	6%	3%	3%
Council tax	28%	25%	30%	22%	23%	27%	29%	36%	27%	21%	31%	30%	29%	28%	27%	29%	27%
Rent / mortgage payments	27%	28%	26%	36%	37%	44%	33%	16%	8%	28%	28%	28%	26%	28%	31%	21%	32%
Don't know	18%	17%	18%	9%	10%	15%	16%	22%	28%	21%	19%	16%	13%	21%	15%	15%	18%
Water bills	11%	10%	11%	19%	17%	10%	9%	7%	7%	10%	11%	11%	11%	12%	10%	10%	10%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(27.C) Thinking about your outgoings in an average month, which of the following expenditures causes you most difficulty? Select up to three of the following

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Car payments	9%	16%	9%	8%	9%	0%	8%	10%	7%	6%	13%	8%	21%	11%	8%	10%	7%
Energy bills	60%	27%	52%	68%	71%	77%	63%	59%	55%	62%	62%	57%	50%	51%	59%	64%	61%
TV Licence fee	6%	11%	5%	5%	9%	7%	7%	6%	3%	6%	7%	6%	0%	7%	5%	7%	7%
Mobile / phone payments	5%	18%	4%	3%	7%	11%	3%	6%	4%	3%	7%	10%	0%	4%	4%	6%	5%
Grocery payments	34%	21%	22%	40%	49%	73%	37%	31%	37%	32%	37%	28%	31%	32%	27%	37%	28%
Entertainment subscriptions (Netflix etc)	3%	4%	3%	4%	3%	3%	2%	5%	1%	2%	4%	6%	0%	1%	1%	4%	4%
Childcare payments	3%	9%	2%	2%	4%	0%	3%	3%	2%	2%	4%	5%	12%	2%	2%	3%	5%
Council tax	28%	18%	19%	33%	38%	48%	28%	29%	24%	30%	29%	27%	21%	20%	24%	31%	24%
Rent / mortgage payments	27%	14%	20%	31%	40%	44%	25%	27%	36%	22%	30%	25%	38%	28%	20%	32%	26%
Don't know	18%	29%	28%	12%	4%	0%	18%	17%	20%	20%	12%	21%	21%	24%	23%	12%	16%
Water bills	11%	21%	8%	11%	12%	7%	11%	10%	10%	8%	13%	13%	7%	13%	8%	13%	16%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.A) Which of the following policy options the Government or Bank of England could do would help you most? Select up to three.

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Capping energy bills	60%	52%	64%	58%	57%	62%	54%	56%	69%	66%	62%	67%	60%	62%	64%	58%	55%
Don't know	6%	7%	7%	8%	5%	3%	9%	7%	8%	5%	3%	6%	6%	7%	4%	7%	4%
None of the above would help me	4%	3%	5%	3%	3%	4%	2%	5%	6%	4%	4%	0%	4%	4%	4%	3%	2%
Capping council tax	36%	37%	39%	42%	34%	35%	38%	35%	37%	32%	28%	33%	40%	37%	39%	31%	31%
Cutting fuel duty	32%	20%	26%	35%	36%	37%	26%	30%	38%	40%	40%	42%	32%	32%	36%	32%	30%
Cutting VAT	28%	31%	31%	20%	31%	35%	34%	22%	14%	22%	30%	25%	26%	26%	28%	31%	31%
Cutting income tax	26%	40%	25%	26%	17%	30%	19%	20%	29%	21%	28%	22%	16%	19%	24%	36%	40%
Raising benefits payments	18%	15%	12%	13%	18%	17%	24%	18%	5%	23%	20%	29%	31%	17%	21%	10%	6%
Raising interest rates	17%	22%	14%	11%	28%	19%	15%	15%	11%	16%	11%	14%	18%	18%	15%	15%	17%
Cutting National Insurance	15%	20%	13%	16%	11%	20%	12%	17%	19%	12%	13%	11%	10%	14%	9%	19%	25%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.B) Which of the following policy options the Government or Bank of England could do would help you most? Select up to three.

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Capping energy bills	60%	57%	63%	38%	50%	58%	59%	68%	73%	58%	56%	58%	66%	55%	62%	64%	63%
Don't know	6%	6%	7%	11%	7%	8%	6%	3%	5%	5%	9%	5%	6%	7%	5%	5%	7%
None of the above would help me	4%	4%	3%	3%	2%	4%	5%	3%	3%	3%	6%	3%	2%	4%	2%	3%	4%
Capping council tax	36%	34%	38%	31%	32%	30%	34%	41%	42%	31%	38%	38%	37%	35%	37%	34%	41%
Cutting fuel duty	32%	32%	32%	24%	27%	27%	32%	36%	40%	29%	29%	36%	35%	28%	39%	31%	39%
Cutting VAT	28%	32%	23%	20%	25%	26%	29%	31%	31%	31%	29%	29%	22%	30%	28%	28%	21%
Cutting income tax	26%	30%	22%	33%	32%	25%	24%	22%	21%	28%	25%	32%	17%	26%	24%	26%	23%
Raising benefits payments	18%	16%	19%	20%	20%	23%	19%	13%	13%	14%	12%	15%	30%	16%	16%	17%	24%
Raising interest rates	17%	17%	17%	17%	14%	14%	16%	22%	17%	20%	19%	14%	13%	19%	14%	15%	15%
Cutting National Insurance	15%	17%	13%	27%	26%	22%	15%	8%	1%	21%	13%	17%	9%	17%	17%	13%	8%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(28.C) Which of the following policy options the Government or Bank of England could do would help you most? Select up to three.

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Capping energy bills	60%	31%	59%	68%	60%	44%	65%	59%	49%	66%	59%	55%	54%	53%	63%	60%	60%
Don't know	6%	6%	5%	7%	8%	10%	4%	6%	12%	5%	7%	6%	0%	10%	4%	6%	1%
None of the above would help me	4%	5%	4%	2%	4%	5%	2%	4%	9%	3%	3%	3%	5%	9%	2%	3%	6%
Capping council tax	36%	26%	36%	36%	38%	46%	42%	33%	29%	41%	33%	37%	30%	26%	40%	34%	37%
Cutting fuel duty	32%	31%	31%	35%	27%	33%	39%	30%	22%	39%	23%	33%	40%	25%	37%	28%	36%
Cutting VAT	28%	31%	29%	28%	25%	24%	33%	27%	15%	30%	26%	32%	39%	14%	30%	26%	30%
Cutting income tax	26%	32%	28%	25%	20%	16%	24%	27%	18%	24%	30%	21%	22%	21%	28%	29%	17%
Raising benefits payments	18%	17%	11%	18%	28%	44%	16%	16%	28%	10%	25%	18%	29%	23%	10%	23%	17%
Raising interest rates	17%	28%	20%	13%	11%	14%	17%	17%	13%	16%	17%	24%	23%	12%	13%	16%	20%
Cutting National Insurance	15%	24%	14%	14%	16%	8%	11%	16%	21%	11%	17%	17%	18%	17%	14%	17%	9%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.A) As the cost of living rises, which groups do you think are going to struggle most? Select all that apply

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Old people	57%	50%	50%	58%	65%	64%	51%	55%	54%	53%	71%	60%	57%	58%	62%	60%	48%
Families with young children	56%	52%	54%	58%	56%	62%	52%	51%	59%	65%	53%	50%	56%	59%	58%	55%	52%
Those with mortgages	49%	41%	51%	57%	54%	61%	45%	46%	62%	40%	49%	38%	45%	53%	51%	48%	45%
Those on benefits	48%	47%	36%	57%	55%	42%	48%	44%	51%	54%	49%	43%	58%	49%	43%	45%	41%
Those with disabilities	46%	42%	42%	42%	53%	41%	47%	49%	37%	51%	58%	49%	50%	49%	47%	46%	39%
Those with large families	46%	52%	39%	47%	42%	46%	51%	54%	48%	46%	44%	42%	45%	42%	50%	49%	47%
Renters	38%	43%	35%	43%	42%	42%	28%	43%	42%	27%	36%	38%	40%	45%	37%	36%	30%
Young people	30%	31%	25%	30%	29%	34%	24%	38%	37%	26%	27%	37%	31%	27%	26%	35%	28%
Home-owners	25%	30%	22%	31%	18%	27%	26%	23%	29%	20%	27%	16%	26%	24%	23%	29%	20%
University students	22%	27%	19%	24%	22%	23%	20%	22%	25%	17%	24%	26%	19%	23%	23%	27%	20%
None of the above will struggle most	2%	1%	3%	4%	1%	4%	0%	4%	2%	1%	3%	2%	2%	2%	4%	1%	4%
Don't know	5%	4%	6%	4%	4%	6%	12%	2%	4%	4%	3%	7%	4%	6%	5%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.B) As the cost of living rises, which groups do you think are going to struggle most? Select all that apply

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Old people	57%	54%	59%	44%	41%	50%	57%	63%	74%	53%	53%	56%	64%	54%	53%	59%	66%
Families with young children	56%	51%	59%	45%	52%	55%	49%	62%	64%	53%	53%	55%	61%	51%	50%	60%	68%
Those with mortgages	49%	47%	50%	30%	37%	40%	43%	63%	66%	48%	49%	47%	50%	46%	48%	50%	54%
Those on benefits	48%	49%	46%	43%	37%	43%	53%	52%	53%	41%	50%	40%	58%	48%	44%	46%	52%
Those with disabilities	46%	45%	47%	42%	35%	43%	46%	52%	55%	45%	45%	43%	53%	45%	45%	47%	54%
Those with large families	46%	46%	47%	51%	39%	41%	44%	52%	52%	46%	47%	41%	50%	48%	39%	48%	50%
Renters	38%	37%	39%	43%	36%	37%	37%	39%	37%	33%	40%	35%	43%	41%	36%	34%	40%
Young people	30%	29%	30%	50%	35%	27%	28%	22%	25%	30%	30%	29%	29%	33%	31%	27%	22%
Home-owners	25%	23%	26%	21%	20%	27%	26%	24%	27%	25%	25%	21%	26%	24%	28%	23%	23%
University students	22%	20%	24%	39%	21%	22%	19%	16%	23%	25%	24%	19%	20%	23%	26%	20%	20%
None of the above will struggle most	2%	2%	2%	0%	1%	4%	3%	4%	1%	3%	2%	2%	2%	2%	5%	1%	3%
Don't know	5%	5%	5%	6%	3%	7%	6%	5%	5%	4%	8%	5%	4%	6%	4%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(29.C) As the cost of living rises, which groups do you think are going to struggle most? Select all that apply

	Total	Financial Comfort					EU 2016 Vote			2019					Voting Intention		
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Old people	57%	30%	57%	61%	58%	57%	63%	54%	47%	64%	52%	50%	54%	52%	62%	53%	52%
Families with young children	56%	35%	55%	60%	57%	51%	56%	55%	58%	57%	55%	51%	80%	56%	55%	56%	57%
Those with mortgages	49%	32%	48%	52%	46%	53%	53%	49%	36%	53%	43%	54%	44%	43%	50%	46%	54%
Those on benefits	48%	28%	46%	47%	58%	67%	43%	53%	40%	42%	55%	46%	39%	48%	40%	55%	48%
Those with disabilities	46%	33%	43%	51%	48%	53%	44%	52%	34%	43%	50%	50%	42%	37%	43%	51%	53%
Those with large families	46%	32%	47%	49%	44%	45%	45%	48%	39%	45%	51%	47%	26%	39%	43%	51%	48%
Renters	38%	30%	33%	39%	46%	53%	37%	37%	39%	36%	39%	36%	38%	39%	33%	41%	33%
Young people	30%	29%	28%	28%	35%	41%	22%	31%	37%	23%	35%	31%	18%	34%	23%	35%	29%
Home-owners	25%	17%	22%	25%	30%	36%	27%	24%	18%	26%	25%	24%	16%	21%	24%	27%	24%
University students	22%	23%	20%	23%	24%	32%	15%	26%	23%	17%	28%	26%	12%	20%	17%	26%	26%
None of the above will struggle most	2%	7%	2%	1%	1%	3%	3%	2%	3%	3%	1%	3%	5%	4%	2%	2%	4%
Don't know	5%	5%	5%	6%	5%	3%	5%	4%	12%	6%	2%	2%	0%	11%	5%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.A) As the cost of living rises, which of the following, if any, do you think are likely to happen? Please select any which apply.

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Don't Know	7%	7%	8%	11%	8%	5%	10%	3%	4%	8%	2%	7%	6%	7%	4%	7%	8%
More homelessness / rough sleeping	55%	48%	54%	56%	62%	54%	61%	52%	59%	57%	53%	53%	61%	54%	56%	55%	45%
More people shoplifting	54%	47%	55%	44%	58%	56%	59%	67%	59%	44%	60%	49%	57%	55%	55%	51%	51%
Large numbers of homes repossessed as people can't pay mortgages	53%	48%	45%	56%	53%	57%	56%	55%	65%	50%	56%	52%	56%	59%	53%	46%	48%
People having utilities cut off	52%	38%	52%	52%	56%	55%	49%	49%	62%	56%	63%	58%	56%	56%	51%	50%	44%
People refusing to pay bills and taxes	51%	45%	47%	55%	56%	51%	52%	52%	57%	45%	52%	54%	58%	47%	47%	51%	49%
More burglaries / robberies	47%	42%	53%	45%	41%	50%	48%	56%	44%	45%	44%	40%	47%	47%	51%	49%	39%
Large numbers of people being evicted from their rented homes	46%	43%	43%	45%	51%	49%	46%	50%	47%	43%	45%	53%	59%	47%	42%	43%	35%
General rise in anti-social behaviour	46%	43%	48%	46%	39%	44%	38%	56%	46%	43%	56%	48%	47%	47%	44%	45%	44%
More begging	39%	36%	37%	30%	49%	36%	39%	48%	30%	42%	38%	36%	43%	43%	43%	37%	28%
People joining movements to boycott bill payments	37%	38%	34%	39%	37%	42%	38%	42%	46%	28%	40%	36%	42%	32%	32%	41%	37%
General disorder on the streets	31%	33%	27%	23%	28%	28%	30%	33%	28%	32%	38%	41%	29%	33%	35%	31%	28%
Mass unemployment	27%	30%	24%	19%	21%	28%	29%	36%	37%	25%	26%	42%	31%	27%	21%	27%	29%
None of the above	2%	2%	3%	3%	1%	3%	1%	5%	0%	2%	3%	0%	2%	1%	2%	2%	5%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.B) As the cost of living rises, which of the following, if any, do you think are likely to happen? Please select any which apply.

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Don't Know	7%	7%	7%	7%	7%	9%	9%	6%	5%	6%	8%	6%	7%	8%	5%	7%	5%
More homelessness / rough sleeping	55%	47%	63%	53%	47%	50%	58%	61%	59%	53%	53%	51%	63%	56%	51%	52%	62%
More people shoplifting	54%	53%	54%	45%	49%	49%	58%	61%	56%	48%	55%	51%	60%	53%	54%	50%	63%
Large numbers of homes repossessed as people can't pay mortgages	53%	45%	59%	39%	48%	48%	51%	65%	58%	49%	53%	52%	58%	49%	51%	53%	64%
People having utilities cut off	52%	46%	58%	48%	51%	46%	59%	57%	52%	47%	52%	46%	63%	52%	49%	51%	60%
People refusing to pay bills and taxes	51%	49%	51%	47%	50%	47%	54%	57%	47%	50%	48%	50%	54%	52%	44%	49%	58%
More burglaries / robberies	47%	43%	50%	36%	43%	43%	47%	53%	52%	44%	47%	47%	49%	46%	43%	46%	55%
Large numbers of people being evicted from their rented homes	46%	41%	50%	52%	45%	36%	51%	54%	43%	40%	46%	44%	56%	48%	44%	41%	52%
General rise in anti-social behaviour	46%	45%	47%	32%	45%	39%	49%	52%	51%	44%	49%	41%	49%	46%	43%	47%	48%
More begging	39%	39%	38%	38%	34%	38%	45%	40%	38%	31%	39%	35%	50%	41%	38%	34%	42%
People joining movements to boycott bill payments	37%	39%	35%	38%	41%	33%	36%	45%	32%	39%	35%	37%	37%	42%	31%	33%	39%
General disorder on the streets	31%	33%	28%	23%	32%	27%	38%	35%	27%	27%	31%	34%	31%	30%	35%	25%	38%
Mass unemployment	27%	26%	29%	41%	36%	26%	31%	22%	17%	27%	26%	24%	33%	31%	25%	25%	25%
None of the above	2%	3%	2%	0%	2%	4%	3%	1%	3%	3%	2%	2%	2%	1%	5%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(30.C) As the cost of living rises, which of the following, if any, do you think are likely to happen? Please select any which apply.

	Total	Financial Comfort					EU 2016 Vote			2019					Voting Intention		
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Don't Know	7%	5%	8%	6%	6%	5%	5%	6%	16%	6%	4%	8%	0%	16%	7%	4%	8%
More homelessness / rough sleeping	55%	30%	46%	62%	68%	75%	56%	54%	52%	50%	60%	56%	46%	56%	47%	61%	58%
More people shoplifting	54%	35%	49%	58%	60%	75%	59%	52%	42%	55%	53%	46%	53%	46%	56%	52%	48%
Large numbers of homes reposessed as people can't pay mortgages	53%	24%	49%	56%	63%	63%	58%	50%	51%	53%	57%	49%	44%	49%	49%	58%	46%
People having utilities cut off	52%	37%	44%	57%	64%	74%	56%	51%	43%	47%	57%	53%	61%	49%	43%	56%	56%
People refusing to pay bills and taxes	51%	30%	46%	52%	63%	68%	49%	52%	51%	48%	54%	47%	55%	48%	46%	53%	50%
More burglaries / robberies	47%	34%	42%	50%	51%	68%	50%	45%	44%	48%	45%	39%	46%	45%	47%	46%	40%
Large numbers of people being evicted from their rented homes	46%	27%	35%	52%	63%	73%	48%	46%	39%	43%	53%	45%	54%	36%	36%	53%	49%
General rise in anti-social behaviour	46%	30%	43%	48%	50%	64%	49%	46%	41%	47%	50%	40%	41%	31%	40%	52%	36%
More begging	39%	31%	32%	42%	46%	73%	40%	37%	39%	38%	42%	34%	34%	35%	34%	43%	33%
People joining movements to boycott bill payments	37%	22%	33%	41%	44%	52%	33%	40%	41%	33%	44%	36%	16%	38%	31%	41%	31%
General disorder on the streets	31%	19%	25%	32%	40%	59%	32%	30%	32%	30%	31%	24%	50%	27%	24%	35%	19%
Mass unemployment	27%	32%	19%	28%	38%	53%	22%	29%	31%	21%	36%	22%	19%	32%	18%	31%	20%
None of the above	2%	4%	4%	2%	0%	0%	2%	2%	5%	3%	1%	3%	5%	3%	4%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.A) How seriously do you think the government is taking the cost of living crisis?

	Total	Region										Grouped Income					
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Very seriously	14%	18%	16%	12%	14%	9%	15%	12%	21%	11%	9%	7%	12%	10%	14%	12%	23%
Quite seriously	29%	30%	31%	25%	34%	36%	26%	23%	22%	28%	28%	30%	27%	30%	28%	35%	29%
Neither seriously, nor not seriously	15%	15%	13%	20%	12%	15%	16%	12%	22%	19%	14%	15%	16%	19%	16%	11%	10%
Not very seriously	23%	19%	20%	23%	25%	22%	20%	27%	14%	22%	34%	23%	24%	22%	24%	21%	22%
Not at all seriously	16%	13%	18%	15%	13%	13%	19%	22%	18%	16%	13%	26%	19%	15%	16%	17%	16%
Don't know	3%	4%	2%	4%	2%	4%	4%	4%	3%	3%	2%	0%	2%	4%	2%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.B) How seriously do you think the government is taking the cost of living crisis?

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Very seriously	14%	16%	11%	9%	10%	11%	13%	16%	19%	20%	10%	11%	13%	10%	16%	15%	18%
Quite seriously	29%	32%	27%	17%	26%	26%	25%	32%	40%	30%	34%	25%	25%	29%	26%	34%	23%
Neither seriously, nor not seriously	15%	13%	17%	19%	14%	16%	20%	14%	11%	14%	15%	12%	19%	16%	16%	14%	16%
Not very seriously	23%	19%	26%	28%	23%	27%	20%	22%	20%	22%	24%	24%	22%	25%	21%	19%	25%
Not at all seriously	16%	16%	16%	24%	22%	17%	20%	14%	7%	12%	15%	21%	18%	17%	16%	16%	14%
Don't know	3%	3%	3%	4%	4%	3%	3%	2%	2%	1%	3%	6%	3%	3%	4%	2%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(31.C) How seriously do you think the government is taking the cost of living crisis?

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Very seriously	14%	36%	16%	9%	8%	13%	14%	15%	10%	21%	8%	15%	9%	4%	26%	7%	12%
Quite seriously	29%	35%	34%	30%	19%	3%	33%	28%	26%	41%	22%	27%	28%	21%	45%	24%	30%
Neither seriously, nor not seriously	15%	9%	15%	15%	19%	18%	15%	14%	17%	13%	13%	20%	26%	19%	10%	13%	21%
Not very seriously	23%	9%	20%	27%	25%	25%	20%	23%	27%	15%	27%	26%	5%	31%	14%	28%	25%
Not at all seriously	16%	9%	12%	15%	26%	41%	16%	17%	14%	8%	27%	11%	29%	19%	4%	24%	11%
Don't know	3%	2%	3%	3%	3%	0%	2%	2%	7%	1%	4%	1%	4%	6%	1%	4%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.A) Thinking about the longer-term, which of the following policy options do you think would help to avoid similar spikes in living costs in the future, if any? Select any which apply.

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Encouraging more people to buy electric vehicles	8%	11%	11%	8%	7%	4%	8%	2%	13%	14%	3%	7%	8%	7%	10%	7%	11%
Increasing the minimum wage	41%	39%	38%	43%	44%	43%	36%	44%	39%	46%	38%	46%	48%	37%	45%	38%	35%
Increasing taxes on those who can afford it	38%	31%	36%	40%	39%	38%	49%	44%	41%	33%	41%	41%	41%	40%	41%	41%	33%
Capping council tax rises	38%	37%	47%	35%	37%	35%	38%	47%	34%	33%	37%	38%	44%	35%	45%	36%	33%
Investing in green, renewable energy so we are not reliant on foreign energy imports	38%	33%	43%	45%	45%	27%	39%	36%	35%	37%	36%	40%	35%	37%	43%	39%	39%
Nationalising energy firms	32%	22%	35%	37%	37%	21%	23%	44%	34%	33%	33%	46%	35%	27%	33%	34%	34%
Increasing pension payments	31%	26%	28%	32%	34%	32%	29%	22%	27%	38%	48%	27%	41%	30%	35%	27%	19%
Increasing taxes on business profits	29%	31%	27%	31%	28%	19%	27%	36%	24%	25%	33%	33%	25%	28%	36%	28%	32%
Keeping personal taxes low	27%	35%	28%	20%	23%	25%	29%	25%	37%	27%	28%	25%	26%	26%	29%	29%	29%
Putting controls on rent	27%	33%	24%	21%	24%	31%	28%	23%	39%	28%	24%	27%	38%	27%	30%	20%	20%
Increasing welfare payments	22%	19%	18%	27%	18%	15%	25%	18%	28%	27%	23%	23%	27%	21%	24%	23%	10%
None of the above would help avoid spikes in living costs	2%	2%	1%	1%	4%	2%	4%	2%	4%	2%	3%	2%	3%	4%	2%	2%	0%
Allowing "fracking" in the UK, so we can generate domestic shale gas	19%	16%	25%	15%	20%	27%	19%	17%	19%	17%	22%	15%	18%	19%	20%	22%	23%
Keeping interest rates higher	12%	17%	17%	10%	14%	6%	11%	4%	13%	15%	7%	7%	11%	13%	15%	9%	13%
Don't know	11%	8%	14%	16%	11%	14%	14%	13%	7%	7%	11%	5%	8%	15%	6%	10%	11%
Keeping taxes on businesses low	10%	14%	13%	7%	13%	7%	16%	7%	10%	8%	5%	5%	11%	9%	13%	11%	9%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.B) Thinking about the longer-term, which of the following policy options do you think would help to avoid similar spikes in living costs in the future, if any? Select any which apply.

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Encouraging more people to buy electric vehicles	8%	8%	9%	11%	11%	9%	6%	8%	6%	11%	6%	7%	9%	7%	9%	11%	7%
Increasing the minimum wage	41%	39%	43%	48%	44%	36%	44%	40%	39%	34%	37%	43%	51%	43%	45%	37%	40%
Increasing taxes on those who can afford it	38%	39%	38%	31%	28%	30%	44%	44%	47%	38%	37%	38%	41%	37%	33%	40%	48%
Capping council tax rises	38%	38%	39%	29%	29%	35%	46%	43%	43%	29%	40%	40%	46%	38%	37%	40%	38%
Investing in green, renewable energy so we are not reliant on foreign energy imports	38%	37%	39%	29%	34%	34%	36%	47%	44%	41%	41%	29%	41%	38%	36%	38%	43%
Nationalising energy firms	32%	35%	30%	28%	28%	27%	36%	44%	31%	26%	35%	31%	37%	34%	30%	30%	34%
Increasing pension payments	31%	29%	34%	12%	14%	16%	32%	41%	56%	24%	28%	31%	43%	26%	30%	38%	36%
Increasing taxes on business profits	29%	34%	23%	21%	29%	28%	33%	32%	26%	27%	28%	28%	31%	29%	27%	31%	26%
Keeping personal taxes low	27%	29%	25%	28%	26%	26%	25%	30%	28%	26%	28%	26%	29%	26%	29%	30%	23%
Putting controls on rent	27%	25%	29%	30%	24%	25%	33%	29%	24%	24%	27%	21%	36%	28%	25%	22%	36%
Increasing welfare payments	22%	21%	22%	22%	19%	19%	23%	27%	20%	19%	18%	20%	30%	21%	19%	21%	28%
None of the above would help avoid spikes in living costs	2%	3%	1%	0%	1%	2%	2%	3%	4%	1%	2%	1%	4%	2%	4%	1%	4%
Allowing "fracking" in the UK, so we can generate domestic shale gas	19%	25%	15%	13%	18%	15%	18%	22%	25%	20%	14%	21%	23%	19%	23%	18%	20%
Keeping interest rates higher	12%	13%	11%	10%	11%	10%	13%	14%	13%	13%	11%	14%	10%	11%	16%	13%	9%
Don't know	11%	8%	14%	8%	14%	16%	13%	10%	7%	11%	13%	10%	10%	11%	11%	10%	14%
Keeping taxes on businesses low	10%	10%	10%	13%	6%	12%	9%	10%	12%	16%	8%	7%	9%	8%	14%	9%	13%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(32.C) Thinking about the longer-term, which of the following policy options do you think would help to avoid similar spikes in living costs in the future, if any? Select any which apply.

	Total	Financial Comfort					EU 2016 Vote			2019					Voting Intention		
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Encouraging more people to buy electric vehicles	8%	7%	8%	10%	6%	2%	6%	10%	9%	6%	9%	14%	9%	6%	7%	8%	12%
Increasing the minimum wage	41%	25%	36%	45%	56%	32%	41%	42%	32%	34%	52%	41%	50%	27%	31%	50%	49%
Increasing taxes on those who can afford it	38%	21%	34%	46%	41%	33%	37%	44%	26%	37%	42%	37%	33%	28%	32%	46%	31%
Capping council tax rises	38%	25%	34%	43%	46%	33%	47%	33%	31%	43%	34%	37%	57%	33%	40%	36%	43%
Investing in green, renewable energy so we are not reliant on foreign energy imports	38%	21%	36%	47%	36%	20%	38%	42%	26%	38%	40%	45%	29%	23%	35%	42%	45%
Nationalising energy firms	32%	22%	30%	37%	35%	20%	36%	33%	18%	30%	39%	31%	57%	21%	24%	41%	28%
Increasing pension payments	31%	22%	30%	34%	34%	24%	39%	30%	19%	38%	28%	21%	36%	22%	38%	27%	31%
Increasing taxes on business profits	29%	25%	26%	31%	33%	21%	28%	32%	19%	27%	31%	33%	22%	21%	20%	36%	33%
Keeping personal taxes low	27%	24%	26%	27%	33%	26%	32%	22%	26%	32%	25%	19%	37%	20%	34%	26%	19%
Putting controls on rent	27%	15%	22%	29%	38%	39%	27%	26%	30%	23%	33%	23%	36%	23%	22%	31%	26%
Increasing welfare payments	22%	16%	17%	19%	37%	33%	21%	23%	16%	17%	32%	12%	48%	13%	17%	27%	20%
None of the above would help avoid spikes in living costs	2%	0%	2%	2%	3%	5%	3%	1%	3%	2%	1%	2%	0%	7%	2%	1%	3%
Allowing "fracking" in the UK, so we can generate domestic shale gas	19%	22%	22%	18%	16%	18%	28%	14%	14%	31%	13%	9%	19%	13%	36%	13%	12%
Keeping interest rates higher	12%	20%	12%	11%	8%	14%	15%	11%	9%	16%	10%	14%	12%	7%	12%	10%	16%
Don't know	11%	8%	11%	12%	10%	19%	8%	11%	24%	10%	8%	12%	0%	23%	10%	9%	7%
Keeping taxes on businesses low	10%	13%	9%	11%	10%	15%	13%	9%	7%	12%	9%	8%	13%	4%	13%	11%	6%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.A) Some have argued that the Government could reduce the amount of tax it needs to raise by reducing waste in Government spending. Which of the following comes closest to your view?

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
There is waste in Government spending, and reducing it would make a huge difference to how much tax the Government needs to raise	43%	41%	41%	49%	41%	41%	44%	46%	50%	38%	36%	59%	39%	40%	55%	39%	45%
There is waste in Government spending, but reducing it would make a bit of a difference to how much tax the Government needs to raise	31%	34%	33%	30%	39%	31%	28%	32%	26%	33%	26%	21%	30%	34%	26%	32%	37%
There is waste in Government spending, but reducing it would not make any difference to how much tax the Government needs to raise	9%	11%	10%	8%	7%	10%	9%	9%	6%	9%	15%	2%	9%	11%	9%	13%	6%
There is no waste in Government spending	1%	1%	1%	1%	3%	3%	0%	1%	0%	2%	0%	2%	1%	1%	1%	1%	2%
Don't Know	15%	13%	15%	13%	10%	15%	18%	11%	18%	18%	23%	17%	20%	14%	10%	16%	9%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.B) Some have argued that the Government could reduce the amount of tax it needs to raise by reducing waste in Government spending. Which of the following comes closest to your view?

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
There is waste in Government spending, and reducing it would make a huge difference to how much tax the Government needs to raise	43%	42%	44%	45%	35%	45%	51%	42%	42%	40%	40%	46%	47%	38%	49%	44%	49%
There is waste in Government spending, but reducing it would make a bit of a difference to how much tax the Government needs to raise	31%	36%	27%	35%	31%	27%	27%	32%	35%	36%	32%	27%	29%	33%	27%	33%	27%
There is waste in Government spending, but reducing it would not make any difference to how much tax the Government needs to raise	9%	13%	6%	5%	15%	8%	5%	10%	10%	10%	11%	11%	6%	11%	7%	7%	11%
There is no waste in Government spending	1%	1%	2%	0%	0%	3%	2%	3%	0%	1%	2%	1%	1%	1%	3%	1%	1%
Don't Know	15%	9%	21%	15%	19%	17%	15%	13%	13%	12%	15%	15%	18%	17%	13%	15%	13%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(33.C) Some have argued that the Government could reduce the amount of tax it needs to raise by reducing waste in Government spending. Which of the following comes closest to your view?

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
There is waste in Government spending, and reducing it would make a huge difference to how much tax the Government needs to raise	43%	51%	36%	46%	48%	47%	50%	38%	33%	46%	43%	38%	53%	38%	45%	43%	39%
There is waste in Government spending, but reducing it would make a bit of a difference to how much tax the Government needs to raise	31%	29%	36%	31%	23%	17%	30%	35%	25%	35%	28%	37%	26%	22%	36%	30%	38%
There is waste in Government spending, but reducing it would not make any difference to how much tax the Government needs to raise	9%	10%	11%	7%	8%	15%	7%	12%	11%	8%	13%	14%	10%	5%	9%	11%	11%
There is no waste in Government spending	1%	2%	1%	1%	1%	3%	1%	1%	2%	1%	1%	2%	0%	2%	2%	1%	1%
Don't Know	15%	8%	16%	14%	19%	18%	12%	14%	30%	10%	16%	10%	12%	32%	8%	14%	10%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.A) If the Government was to reduce spending, which of the following areas, if any, do you think the Government should focus on reducing spending in? Select all that apply.

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Pension payments	8%	12%	8%	2%	7%	17%	4%	8%	8%	12%	5%	6%	8%	7%	9%	9%	10%
Don't Know	8%	8%	8%	11%	8%	8%	15%	4%	4%	9%	8%	8%	7%	12%	6%	6%	8%
Foreign aid	58%	50%	57%	61%	62%	64%	59%	56%	70%	49%	65%	63%	60%	57%	56%	64%	54%
Arts and culture	43%	38%	51%	45%	35%	42%	39%	41%	42%	49%	47%	46%	47%	40%	44%	44%	42%
Cycle lanes and pedestrianisation in towns	40%	36%	43%	37%	33%	39%	32%	41%	54%	40%	52%	38%	41%	37%	45%	40%	37%
Welfare payments	20%	24%	24%	17%	13%	25%	20%	23%	14%	13%	20%	16%	14%	18%	21%	24%	26%
Defence spending	18%	32%	17%	17%	9%	10%	11%	24%	13%	18%	18%	23%	17%	16%	24%	15%	24%
CCTV / security in towns	13%	22%	11%	5%	9%	17%	12%	14%	3%	16%	10%	20%	15%	14%	11%	15%	15%
Roads and infrastructure	10%	16%	9%	10%	10%	7%	11%	6%	7%	12%	8%	6%	11%	7%	13%	12%	10%
None of the above	6%	4%	5%	7%	17%	5%	4%	9%	4%	6%	3%	5%	5%	8%	7%	6%	6%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.B) If the Government was to reduce spending, which of the following areas, if any, do you think the Government should focus on reducing spending in? Select all that apply.

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Pension payments	8%	10%	7%	15%	15%	7%	9%	5%	2%	10%	10%	8%	6%	9%	8%	7%	10%
Don't Know	8%	5%	12%	14%	10%	12%	8%	7%	3%	5%	8%	11%	10%	8%	8%	8%	10%
Foreign aid	58%	61%	55%	34%	43%	56%	66%	68%	69%	53%	58%	59%	64%	53%	60%	62%	65%
Arts and culture	43%	46%	41%	30%	36%	36%	47%	48%	54%	46%	40%	36%	51%	40%	44%	48%	44%
Cycle lanes and pedestrianisation in towns	40%	38%	41%	23%	27%	30%	45%	44%	57%	43%	35%	41%	41%	37%	40%	42%	44%
Welfare payments	20%	21%	18%	15%	23%	27%	22%	17%	15%	23%	22%	17%	15%	20%	19%	21%	15%
Defence spending	18%	20%	16%	29%	25%	15%	20%	14%	13%	18%	21%	17%	16%	21%	19%	16%	13%
CCTV / security in towns	13%	16%	11%	14%	18%	12%	15%	16%	8%	14%	12%	19%	9%	15%	16%	10%	10%
Roads and infrastructure	10%	11%	9%	16%	17%	7%	8%	6%	8%	13%	11%	6%	9%	11%	10%	9%	8%
None of the above	6%	7%	6%	8%	6%	5%	4%	6%	9%	6%	5%	8%	7%	7%	6%	6%	6%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(34.C) If the Government was to reduce spending, which of the following areas, if any, do you think the Government should focus on reducing spending in? Select all that apply.

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Pension payments	8%	22%	8%	7%	6%	14%	7%	9%	9%	6%	10%	10%	19%	8%	5%	10%	18%
Don't Know	8%	7%	7%	8%	13%	9%	5%	7%	19%	5%	9%	7%	0%	14%	3%	9%	6%
Foreign aid	58%	39%	57%	62%	62%	51%	78%	44%	49%	73%	48%	38%	80%	55%	71%	49%	38%
Arts and culture	43%	32%	46%	47%	36%	43%	51%	40%	33%	51%	36%	34%	74%	39%	50%	37%	37%
Cycle lanes and pedestrianisation in towns	40%	35%	41%	42%	36%	31%	50%	33%	32%	53%	28%	34%	50%	25%	50%	32%	32%
Welfare payments	20%	22%	23%	16%	19%	11%	23%	18%	22%	26%	13%	21%	20%	14%	25%	16%	27%
Defence spending	18%	24%	20%	15%	21%	12%	12%	24%	16%	9%	29%	26%	25%	11%	11%	25%	24%
CCTV / security in towns	13%	23%	11%	13%	17%	11%	13%	15%	11%	12%	14%	25%	4%	9%	11%	14%	19%
Roads and infrastructure	10%	22%	8%	9%	9%	19%	8%	11%	11%	10%	13%	8%	19%	5%	11%	13%	9%
None of the above	6%	8%	7%	7%	4%	10%	4%	9%	6%	4%	10%	9%	0%	8%	5%	9%	7%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.A) Which of the following expenditures have you personally cut down on in the past month? Please only select options which you have spent less on in the last month than you normally would. Select any which apply.

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Toys for children	9%	11%	10%	9%	10%	10%	5%	9%	2%	10%	7%	8%	9%	11%	14%	6%	6%
Extracurricular activities or clubs for children	8%	13%	5%	6%	8%	8%	9%	5%	9%	8%	5%	10%	8%	6%	11%	8%	8%
Eating out at restaurants	51%	43%	52%	41%	59%	50%	49%	57%	48%	50%	54%	62%	50%	54%	53%	49%	44%
Ordering in take-away / delivery food	45%	43%	46%	41%	45%	45%	43%	48%	48%	42%	42%	55%	43%	51%	44%	50%	33%
Doing fun things out of the house such as going to the cinema, or on day-trips	38%	36%	40%	37%	38%	39%	36%	39%	40%	34%	30%	61%	41%	43%	42%	37%	28%
Going to the pub	35%	37%	33%	31%	32%	41%	32%	39%	29%	37%	31%	49%	33%	36%	36%	38%	33%
Small purchases from cafes e.g. a morning coffee	33%	28%	32%	35%	34%	33%	31%	38%	25%	35%	36%	41%	35%	36%	36%	35%	24%
Don't Know	3%	4%	2%	6%	5%	1%	5%	1%	0%	1%	1%	0%	2%	2%	1%	5%	3%
Chocolate and sweets	29%	29%	32%	32%	25%	24%	23%	27%	29%	31%	31%	36%	33%	32%	35%	24%	21%
Trips to the barbers or hairdressers	24%	22%	25%	25%	31%	20%	21%	25%	23%	23%	21%	26%	28%	26%	31%	19%	15%
Charitable donations	23%	22%	27%	21%	28%	14%	21%	18%	16%	19%	30%	32%	21%	24%	30%	23%	18%
Entertainment such as streaming subscriptions, DVDs, books	22%	24%	21%	20%	28%	24%	27%	23%	22%	18%	12%	27%	24%	22%	25%	23%	19%
Beauty treatments (e.g. nail treatments, make-up)	22%	28%	24%	12%	20%	22%	19%	14%	23%	19%	24%	36%	19%	19%	26%	22%	21%
Visiting friends and family	20%	20%	22%	19%	16%	19%	21%	20%	14%	18%	21%	21%	26%	22%	18%	20%	10%
Newspaper deliveries or news subscriptions	12%	14%	13%	15%	5%	15%	13%	11%	10%	14%	12%	9%	13%	13%	16%	11%	8%
None of the above	18%	19%	20%	28%	18%	20%	13%	19%	20%	13%	21%	7%	16%	18%	15%	17%	26%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.B) Which of the following expenditures have you personally cut down on in the past month? Please only select options which you have spent less on in the last month than you normally would. Select any which apply.

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Toys for children	9%	7%	11%	12%	12%	16%	8%	5%	3%	9%	6%	9%	11%	4%	16%	10%	13%
Extracurricular activities or clubs for children	8%	7%	8%	9%	13%	15%	7%	2%	2%	7%	6%	9%	9%	5%	12%	9%	10%
Eating out at restaurants	51%	47%	54%	55%	48%	48%	57%	50%	49%	49%	51%	50%	52%	49%	54%	52%	49%
Ordering in take-away / delivery food	45%	38%	51%	53%	43%	51%	53%	42%	33%	39%	44%	48%	48%	44%	47%	42%	48%
Doing fun things out of the house such as going to the cinema, or on day-trips	38%	32%	43%	41%	42%	41%	40%	38%	30%	37%	37%	38%	40%	37%	46%	32%	44%
Going to the pub	35%	35%	35%	39%	36%	30%	43%	39%	28%	35%	33%	35%	37%	35%	41%	34%	31%
Small purchases from cafes e.g. a morning coffee	33%	27%	39%	31%	41%	30%	38%	33%	28%	31%	33%	37%	32%	30%	38%	33%	38%
Don't Know	3%	3%	3%	4%	5%	5%	3%	1%	0%	4%	3%	2%	2%	3%	2%	2%	2%
Chocolate and sweets	29%	28%	30%	38%	32%	28%	34%	26%	22%	23%	32%	31%	31%	30%	30%	27%	29%
Trips to the barbers or hairdressers	24%	18%	28%	27%	24%	26%	26%	22%	20%	21%	26%	24%	24%	23%	28%	22%	26%
Charitable donations	23%	21%	25%	20%	25%	20%	25%	23%	22%	24%	23%	23%	21%	20%	26%	24%	26%
Entertainment such as streaming subscriptions, DVDs, books	22%	22%	22%	32%	26%	25%	20%	19%	16%	20%	23%	21%	25%	24%	25%	17%	22%
Beauty treatments (e.g. nail treatments, make-up)	22%	11%	31%	27%	29%	23%	21%	14%	18%	24%	23%	18%	20%	20%	27%	19%	25%
Visiting friends and family	20%	17%	22%	23%	23%	21%	23%	11%	18%	17%	19%	19%	24%	19%	19%	21%	19%
Newspaper deliveries or news subscriptions	12%	12%	12%	13%	15%	11%	14%	10%	11%	10%	12%	13%	14%	10%	15%	13%	12%
None of the above	18%	23%	14%	5%	5%	11%	19%	31%	31%	17%	19%	15%	21%	19%	15%	20%	17%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(35.C) Which of the following expenditures have you personally cut down on in the past month? Please only select options which you have spent less on in the last month than you normally would. Select any which apply.

	Total	Financial Comfort					EU 2016 Vote			2019					Voting Intention		
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Toys for children	9%	9%	5%	12%	11%	21%	8%	10%	10%	7%	12%	9%	6%	9%	5%	11%	10%
Extracurricular activities or clubs for children	8%	15%	4%	8%	11%	17%	7%	8%	10%	7%	9%	12%	7%	7%	7%	10%	9%
Eating out at restaurants	51%	18%	42%	62%	61%	55%	50%	51%	50%	50%	50%	54%	51%	47%	43%	54%	49%
Ordering in take-away / delivery food	45%	18%	34%	54%	60%	53%	43%	45%	42%	43%	49%	39%	24%	39%	35%	52%	34%
Doing fun things out of the house such as going to the cinema, or on day-trips	38%	21%	24%	47%	56%	49%	40%	36%	36%	33%	46%	41%	46%	31%	26%	47%	29%
Going to the pub	35%	26%	26%	40%	50%	34%	34%	35%	37%	36%	36%	36%	40%	27%	31%	35%	41%
Small purchases from cafes e.g. a morning coffee	33%	17%	26%	35%	47%	62%	33%	34%	27%	32%	39%	33%	32%	22%	27%	41%	27%
Don't Know	3%	2%	3%	3%	4%	0%	2%	2%	6%	3%	3%	1%	0%	5%	2%	3%	1%
Chocolate and sweets	29%	20%	17%	36%	42%	45%	27%	31%	27%	28%	32%	26%	33%	17%	19%	34%	25%
Trips to the barbers or hairdressers	24%	8%	13%	30%	39%	45%	24%	23%	23%	24%	24%	23%	20%	15%	18%	27%	19%
Charitable donations	23%	12%	15%	28%	31%	36%	25%	23%	16%	22%	25%	20%	28%	15%	13%	25%	16%
Entertainment such as streaming subscriptions, DVDs, books	22%	15%	13%	26%	35%	43%	20%	23%	23%	20%	25%	30%	14%	16%	14%	28%	28%
Beauty treatments (e.g. nail treatments, make-up)	22%	17%	15%	26%	28%	26%	19%	23%	26%	20%	27%	18%	8%	20%	18%	26%	20%
Visiting friends and family	20%	12%	10%	21%	36%	50%	17%	21%	22%	16%	23%	20%	25%	18%	9%	24%	24%
Newspaper deliveries or news subscriptions	12%	15%	7%	15%	15%	23%	13%	13%	10%	14%	12%	14%	20%	10%	8%	14%	14%
None of the above	18%	28%	30%	10%	6%	5%	22%	15%	22%	23%	8%	19%	26%	33%	28%	9%	21%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Cost of Living (November 2022)

(36.A) Which of the following are you expecting to experience this Christmas period, if any? Select any which apply.

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Not being able to afford to have the television on as much as I normally would	9%	12%	9%	6%	7%	7%	11%	8%	8%	9%	6%	9%	11%	10%	10%	5%	6%
Don't Know	7%	4%	6%	7%	4%	6%	12%	5%	5%	7%	7%	12%	8%	8%	8%	7%	3%
Being unable to afford to keep the house as warm as I would like it	33%	28%	31%	31%	40%	30%	37%	34%	31%	34%	31%	44%	43%	41%	32%	26%	19%
Being unable to afford as many presents for friends and family as I normally would	30%	35%	27%	27%	33%	30%	30%	28%	27%	26%	29%	40%	35%	30%	30%	27%	26%
Powercuts in my house	20%	17%	23%	21%	21%	12%	16%	14%	17%	23%	30%	22%	23%	24%	16%	18%	14%
Not receiving as many presents as I normally would	16%	16%	19%	12%	14%	12%	17%	17%	12%	15%	17%	14%	19%	12%	13%	20%	14%
Not being able to afford to travel to see friends and family who I would normally see	15%	20%	14%	12%	9%	14%	16%	14%	11%	18%	12%	24%	19%	17%	18%	14%	7%
Being unable to afford Christmas lunch items which I would normally have	14%	20%	15%	15%	11%	6%	11%	12%	13%	18%	14%	12%	21%	16%	15%	13%	7%
Being unable to afford to buy my children the presents they want	10%	10%	13%	13%	12%	10%	10%	6%	11%	5%	12%	15%	11%	14%	13%	8%	8%
Not being able to afford to decorate my house for Christmas as I normally would	10%	16%	5%	10%	7%	8%	12%	11%	7%	8%	12%	17%	13%	12%	10%	9%	6%
Spending Christmas day alone	10%	11%	10%	7%	8%	16%	9%	7%	13%	10%	12%	10%	16%	10%	10%	7%	5%
None of the above	32%	31%	31%	37%	35%	35%	26%	35%	32%	35%	33%	16%	19%	30%	30%	36%	48%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Cost of Living (November 2022)

(36.B) Which of the following are you expecting to experience this Christmas period, if any? Select any which apply.

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Not being able to afford to have the television on as much as I normally would	9%	9%	8%	17%	11%	8%	12%	6%	3%	8%	6%	9%	12%	9%	10%	6%	11%
Don't Know	7%	5%	8%	5%	6%	8%	6%	6%	7%	5%	9%	5%	8%	6%	7%	6%	6%
Being unable to afford to keep the house as warm as I would like it	33%	29%	37%	36%	31%	27%	37%	39%	31%	26%	34%	31%	42%	34%	29%	30%	43%
Being unable to afford as many presents for friends and family as I normally would	30%	26%	33%	41%	39%	29%	34%	25%	19%	28%	29%	30%	32%	32%	27%	26%	33%
Powercuts in my house	20%	22%	18%	15%	15%	18%	23%	17%	26%	20%	18%	14%	27%	18%	15%	23%	24%
Not receiving as many presents as I normally would	16%	16%	15%	19%	21%	20%	15%	12%	10%	16%	16%	15%	15%	17%	19%	13%	11%
Not being able to afford to travel to see friends and family who I would normally see	15%	15%	15%	26%	19%	13%	20%	9%	9%	12%	16%	14%	18%	16%	14%	13%	18%
Being unable to afford Christmas lunch items which I would normally have	14%	14%	14%	19%	23%	12%	17%	10%	7%	9%	15%	12%	20%	15%	11%	13%	18%
Being unable to afford to buy my children the presents they want	10%	8%	13%	3%	12%	20%	15%	7%	6%	13%	6%	10%	13%	0%	15%	17%	24%
Not being able to afford to decorate my house for Christmas as I normally would	10%	9%	11%	21%	12%	11%	14%	8%	2%	7%	9%	12%	13%	11%	11%	6%	15%
Spending Christmas day alone	10%	11%	9%	13%	10%	10%	9%	11%	9%	11%	10%	9%	10%	13%	7%	8%	6%
None of the above	32%	35%	30%	19%	21%	23%	32%	43%	46%	36%	32%	32%	28%	30%	37%	34%	29%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Cost of Living (November 2022)

(36.C) Which of the following are you expecting to experience this Christmas period, if any? Select any which apply.

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Not being able to afford to have the television on as much as I normally would	9%	19%	3%	6%	18%	33%	8%	9%	9%	7%	10%	12%	10%	6%	6%	9%	13%
Don't Know	7%	2%	5%	9%	7%	5%	5%	6%	13%	6%	6%	4%	0%	14%	5%	5%	3%
Being unable to afford to keep the house as warm as I would like it	33%	12%	16%	42%	58%	62%	34%	34%	25%	31%	41%	28%	31%	23%	27%	40%	25%
Being unable to afford as many presents for friends and family as I normally would	30%	20%	17%	34%	52%	50%	26%	31%	32%	25%	38%	24%	19%	26%	22%	38%	22%
Powercuts in my house	20%	18%	14%	21%	25%	45%	23%	20%	16%	21%	21%	15%	30%	16%	15%	20%	17%
Not receiving as many presents as I normally would	16%	16%	10%	17%	24%	25%	14%	16%	15%	14%	17%	14%	22%	13%	12%	18%	13%
Not being able to afford to travel to see friends and family who I would normally see	15%	13%	6%	15%	31%	41%	13%	15%	18%	12%	20%	9%	10%	17%	11%	19%	10%
Being unable to afford Christmas lunch items which I would normally have	14%	21%	7%	10%	29%	51%	12%	16%	15%	11%	20%	14%	13%	12%	9%	18%	14%
Being unable to afford to buy my children the presents they want	10%	9%	3%	12%	22%	31%	12%	11%	7%	10%	13%	7%	0%	8%	8%	14%	4%
Not being able to afford to decorate my house for Christmas as I normally would	10%	7%	5%	10%	21%	30%	8%	9%	14%	8%	12%	11%	4%	11%	8%	13%	10%
Spending Christmas day alone	10%	15%	6%	9%	15%	33%	9%	11%	12%	8%	12%	9%	11%	11%	8%	12%	12%
None of the above	32%	35%	53%	23%	7%	4%	36%	31%	29%	40%	20%	39%	43%	32%	45%	23%	38%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.A) Thinking about the next General Election, for each of the following parties how likely or unlikely do you think it is that you would vote for them?: Conservative

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
I would definitely NOT vote for them	40%	33%	36%	37%	40%	34%	42%	41%	31%	47%	49%	55%	46%	37%	43%	38%	37%
I would be unlikely to vote for them	11%	14%	12%	9%	11%	13%	12%	13%	4%	12%	9%	8%	12%	13%	10%	10%	12%
Neither likely nor unlikely	14%	16%	18%	17%	14%	17%	9%	14%	27%	9%	7%	11%	13%	18%	12%	13%	16%
I would be likely to vote for them	15%	15%	10%	15%	20%	18%	17%	10%	25%	13%	17%	6%	14%	16%	17%	15%	14%
I would definitely vote for them	13%	13%	14%	9%	12%	16%	14%	11%	9%	12%	11%	17%	9%	9%	11%	20%	15%
Don't Know	7%	9%	9%	12%	3%	1%	7%	11%	4%	7%	8%	4%	7%	7%	8%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.B) Thinking about the next General Election, for each of the following parties how likely or unlikely do you think it is that you would vote for them?: Conservative

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
I would definitely NOT vote for them	40%	41%	39%	42%	37%	39%	46%	47%	34%	34%	42%	42%	43%	45%	38%	33%	40%
I would be unlikely to vote for them	11%	13%	10%	11%	14%	12%	9%	11%	10%	11%	12%	10%	11%	13%	12%	9%	10%
Neither likely nor unlikely	14%	12%	17%	18%	17%	19%	12%	10%	12%	15%	14%	15%	13%	11%	17%	17%	15%
I would be likely to vote for them	15%	17%	13%	9%	13%	14%	16%	15%	18%	17%	16%	11%	14%	14%	14%	17%	13%
I would definitely vote for them	13%	14%	11%	6%	10%	8%	11%	14%	20%	16%	10%	13%	10%	8%	12%	18%	15%
Don't Know	7%	4%	11%	14%	9%	8%	6%	4%	6%	7%	5%	9%	10%	9%	7%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(37.C) Thinking about the next General Election, for each of the following parties how likely or unlikely do you think it is that you would vote for them?: Conservative

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
I would definitely NOT vote for them	40%	26%	35%	42%	51%	54%	29%	51%	42%	11%	68%	46%	46%	44%	1%	67%	34%
I would be unlikely to vote for them	11%	17%	10%	12%	11%	3%	12%	11%	8%	12%	10%	17%	9%	9%	2%	14%	20%
Neither likely nor unlikely	14%	13%	14%	14%	15%	13%	17%	12%	14%	17%	7%	23%	25%	19%	9%	8%	34%
I would be likely to vote for them	15%	19%	16%	16%	8%	11%	20%	12%	9%	29%	6%	7%	15%	6%	37%	6%	7%
I would definitely vote for them	13%	22%	17%	8%	9%	7%	18%	10%	9%	27%	5%	1%	4%	2%	48%	3%	4%
Don't Know	7%	2%	8%	8%	6%	12%	5%	4%	18%	5%	4%	6%	0%	20%	3%	3%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.A) Thinking about the next General Election, for each of the following parties how likely or unlikely do you think it is that you would vote for them?: Labour

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
I would definitely NOT vote for them	27%	24%	28%	24%	28%	34%	21%	25%	24%	29%	26%	27%	27%	24%	27%	26%	29%
I would be unlikely to vote for them	12%	9%	13%	10%	8%	9%	21%	14%	13%	7%	15%	6%	11%	12%	13%	15%	8%
Neither likely nor unlikely	13%	12%	12%	15%	16%	13%	16%	9%	24%	7%	19%	7%	13%	15%	11%	9%	17%
I would be likely to vote for them	17%	22%	14%	17%	24%	18%	8%	14%	16%	20%	14%	16%	16%	17%	17%	17%	20%
I would definitely vote for them	25%	26%	25%	22%	20%	17%	32%	26%	20%	32%	18%	37%	27%	25%	22%	28%	23%
Don't Know	7%	8%	7%	12%	3%	8%	3%	11%	3%	4%	8%	7%	6%	7%	9%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.B) Thinking about the next General Election, for each of the following parties how likely or unlikely do you think it is that you would vote for them?: Labour

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
I would definitely NOT vote for them	27%	30%	23%	7%	9%	18%	34%	37%	41%	22%	27%	31%	27%	25%	26%	27%	31%
I would be unlikely to vote for them	12%	12%	12%	7%	9%	13%	10%	13%	14%	15%	10%	8%	13%	11%	8%	14%	14%
Neither likely nor unlikely	13%	12%	14%	17%	12%	17%	10%	10%	14%	15%	13%	11%	13%	14%	14%	14%	10%
I would be likely to vote for them	17%	17%	17%	30%	24%	21%	14%	13%	8%	17%	24%	14%	12%	20%	18%	13%	14%
I would definitely vote for them	25%	25%	25%	24%	40%	22%	27%	19%	18%	24%	22%	26%	28%	23%	28%	26%	25%
Don't Know	7%	4%	10%	14%	7%	9%	5%	6%	4%	7%	4%	9%	8%	7%	7%	7%	5%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(38.C) Thinking about the next General Election, for each of the following parties how likely or unlikely do you think it is that you would vote for them?: Labour

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
I would definitely NOT vote for them	27%	23%	31%	26%	18%	32%	42%	14%	26%	45%	1%	16%	54%	35%	59%	1%	16%
I would be unlikely to vote for them	12%	11%	12%	13%	9%	8%	12%	13%	11%	15%	3%	19%	9%	7%	18%	2%	18%
Neither likely nor unlikely	13%	10%	14%	14%	13%	4%	12%	14%	15%	15%	4%	24%	16%	18%	13%	3%	39%
I would be likely to vote for them	17%	20%	17%	16%	20%	14%	11%	21%	18%	12%	24%	25%	21%	10%	5%	30%	21%
I would definitely vote for them	25%	33%	20%	25%	34%	28%	19%	35%	13%	9%	63%	15%	0%	9%	3%	63%	4%
Don't Know	7%	2%	7%	8%	6%	12%	4%	4%	17%	4%	4%	2%	0%	21%	2%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.A) Thinking about the next General Election, for each of the following parties how likely or unlikely do you think it is that you would vote for them?: Liberal Democrats

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
I would definitely NOT vote for them	34%	34%	26%	27%	38%	40%	31%	37%	47%	33%	37%	45%	38%	29%	35%	35%	36%
I would be unlikely to vote for them	18%	12%	17%	16%	23%	14%	27%	19%	13%	20%	19%	23%	24%	20%	15%	16%	15%
Neither likely nor unlikely	20%	17%	17%	28%	17%	24%	25%	19%	24%	24%	16%	15%	16%	25%	24%	22%	16%
I would be likely to vote for them	14%	18%	27%	13%	12%	10%	8%	11%	9%	11%	15%	5%	10%	14%	11%	18%	21%
I would definitely vote for them	6%	9%	6%	10%	6%	3%	6%	1%	2%	6%	5%	4%	6%	4%	8%	4%	7%
Don't Know	7%	10%	8%	7%	4%	10%	3%	13%	5%	6%	7%	7%	6%	9%	8%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.B) Thinking about the next General Election, for each of the following parties how likely or unlikely do you think it is that you would vote for them?: Liberal Democrats

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
I would definitely NOT vote for them	34%	40%	30%	22%	20%	27%	42%	45%	42%	29%	34%	37%	38%	33%	32%	35%	40%
I would be unlikely to vote for them	18%	19%	18%	19%	17%	15%	16%	23%	20%	18%	16%	18%	21%	17%	15%	21%	19%
Neither likely nor unlikely	20%	20%	21%	26%	26%	24%	18%	12%	18%	23%	22%	21%	15%	23%	23%	16%	17%
I would be likely to vote for them	14%	13%	14%	14%	22%	16%	12%	11%	10%	18%	16%	10%	12%	14%	14%	15%	14%
I would definitely vote for them	6%	5%	6%	1%	8%	9%	7%	5%	5%	6%	7%	4%	6%	5%	8%	7%	3%
Don't Know	7%	4%	11%	19%	7%	9%	5%	5%	5%	7%	5%	10%	8%	8%	8%	6%	6%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(39.C) Thinking about the next General Election, for each of the following parties how likely or unlikely do you think it is that you would vote for them?: Liberal Democrats

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
I would definitely NOT vote for them	34%	24%	33%	37%	35%	43%	50%	22%	33%	46%	26%	4%	57%	40%	50%	25%	3%
I would be unlikely to vote for them	18%	9%	20%	17%	22%	14%	17%	20%	16%	19%	24%	6%	4%	15%	18%	23%	2%
Neither likely nor unlikely	20%	23%	20%	21%	19%	12%	16%	24%	20%	21%	24%	14%	22%	13%	21%	27%	5%
I would be likely to vote for them	14%	24%	15%	13%	10%	15%	8%	21%	11%	8%	17%	38%	11%	7%	5%	19%	44%
I would definitely vote for them	6%	16%	6%	4%	6%	0%	5%	7%	4%	2%	3%	35%	6%	5%	3%	3%	44%
Don't Know	7%	4%	7%	8%	8%	15%	4%	4%	16%	4%	6%	3%	0%	21%	3%	4%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.A) Thinking about the next General Election, for each of the following parties how likely or unlikely do you think it is that you would vote for them?: Green party

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
I would definitely NOT vote for them	38%	30%	35%	39%	36%	43%	25%	42%	39%	38%	56%	38%	39%	37%	34%	39%	38%
I would be unlikely to vote for them	16%	12%	13%	14%	21%	12%	18%	15%	22%	21%	16%	17%	17%	18%	18%	15%	12%
Neither likely nor unlikely	20%	18%	19%	30%	16%	23%	24%	18%	24%	22%	14%	25%	20%	24%	20%	21%	19%
I would be likely to vote for them	12%	22%	16%	2%	12%	9%	19%	12%	8%	8%	4%	10%	12%	8%	14%	14%	16%
I would definitely vote for them	7%	9%	9%	4%	10%	5%	9%	2%	3%	7%	4%	3%	5%	3%	7%	8%	11%
Don't Know	7%	9%	8%	10%	6%	8%	6%	11%	3%	5%	6%	7%	7%	9%	7%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.B) Thinking about the next General Election, for each of the following parties how likely or unlikely do you think it is that you would vote for them?: Green party

	Gender		Age						Social Grade				Children?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
I would definitely NOT vote for them	38%	43%	33%	18%	23%	26%	47%	45%	53%	36%	36%	37%	41%	35%	37%	38%	43%
I would be unlikely to vote for them	16%	17%	15%	14%	14%	17%	16%	18%	16%	11%	17%	19%	18%	16%	14%	18%	14%
Neither likely nor unlikely	20%	17%	23%	24%	24%	25%	17%	16%	19%	24%	22%	18%	17%	18%	27%	20%	20%
I would be likely to vote for them	12%	12%	12%	21%	20%	12%	10%	12%	4%	15%	14%	9%	9%	14%	9%	11%	10%
I would definitely vote for them	7%	7%	6%	5%	11%	11%	4%	6%	3%	6%	6%	8%	6%	8%	5%	7%	6%
Don't Know	7%	4%	11%	18%	7%	9%	6%	5%	5%	7%	5%	8%	9%	8%	8%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(40.C) Thinking about the next General Election, for each of the following parties how likely or unlikely do you think it is that you would vote for them?: Green party

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
I would definitely NOT vote for them	38%	28%	37%	42%	33%	39%	54%	26%	33%	54%	24%	22%	58%	42%	59%	26%	20%
I would be unlikely to vote for them	16%	13%	17%	12%	21%	23%	15%	17%	16%	16%	21%	18%	8%	12%	15%	21%	19%
Neither likely nor unlikely	20%	13%	21%	21%	22%	17%	16%	25%	19%	16%	27%	25%	20%	16%	13%	28%	32%
I would be likely to vote for them	12%	22%	12%	12%	9%	7%	6%	17%	9%	6%	18%	23%	9%	4%	7%	16%	16%
I would definitely vote for them	7%	22%	6%	6%	5%	0%	4%	9%	6%	3%	7%	7%	5%	5%	4%	5%	8%
Don't Know	7%	2%	7%	7%	10%	15%	4%	5%	17%	4%	4%	4%	0%	22%	2%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.A) Thinking about the next General Election, for each of the following parties how likely or unlikely do you think it is that you would vote for them?: Reform UK (previously the Brexit Party)

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
I would definitely NOT vote for them	52%	48%	51%	47%	49%	51%	49%	49%	45%	59%	64%	60%	46%	52%	57%	51%	57%
I would be unlikely to vote for them	13%	9%	17%	13%	15%	7%	18%	14%	18%	10%	11%	9%	16%	16%	10%	11%	10%
Neither likely nor unlikely	14%	10%	14%	16%	17%	16%	14%	11%	24%	14%	7%	14%	14%	13%	14%	15%	15%
I would be likely to vote for them	7%	16%	5%	6%	9%	9%	6%	7%	6%	5%	3%	3%	8%	5%	9%	8%	9%
I would definitely vote for them	6%	8%	5%	6%	6%	11%	9%	6%	2%	5%	7%	7%	8%	5%	4%	10%	5%
Don't Know	8%	10%	8%	13%	4%	6%	5%	13%	5%	7%	7%	6%	8%	8%	7%	6%	5%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.B) Thinking about the next General Election, for each of the following parties how likely or unlikely do you think it is that you would vote for them?: Reform UK (previously the Brexit Party)

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
I would definitely NOT vote for them	52%	52%	52%	42%	38%	45%	58%	61%	61%	54%	58%	45%	49%	57%	46%	48%	51%
I would be unlikely to vote for them	13%	13%	13%	15%	11%	11%	12%	13%	15%	12%	9%	14%	16%	11%	11%	15%	16%
Neither likely nor unlikely	14%	13%	15%	13%	21%	20%	9%	11%	9%	15%	12%	18%	11%	10%	17%	17%	16%
I would be likely to vote for them	7%	10%	4%	7%	14%	6%	7%	4%	5%	6%	8%	7%	8%	7%	6%	8%	7%
I would definitely vote for them	6%	8%	5%	3%	7%	8%	7%	6%	6%	6%	6%	7%	8%	4%	11%	8%	4%
Don't Know	8%	4%	12%	20%	8%	10%	6%	4%	4%	8%	6%	9%	9%	10%	9%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(41.C) Thinking about the next General Election, for each of the following parties how likely or unlikely do you think it is that you would vote for them?: Reform UK (previously the Brexit Party)

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
I would definitely NOT vote for them	52%	28%	51%	59%	50%	47%	40%	67%	43%	43%	62%	74%	0%	47%	44%	63%	59%
I would be unlikely to vote for them	13%	12%	15%	10%	14%	17%	14%	11%	17%	18%	10%	7%	4%	10%	23%	12%	5%
Neither likely nor unlikely	14%	17%	15%	12%	15%	5%	18%	11%	13%	17%	12%	9%	34%	14%	16%	13%	18%
I would be likely to vote for them	7%	16%	7%	5%	8%	8%	12%	4%	5%	10%	7%	5%	23%	0%	9%	6%	9%
I would definitely vote for them	6%	24%	4%	6%	5%	8%	11%	4%	2%	7%	4%	5%	39%	5%	5%	3%	8%
Don't Know	8%	3%	7%	9%	7%	15%	5%	4%	20%	5%	5%	1%	0%	25%	3%	4%	1%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.A) When do you think Britain should next have a General Election?

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
There should be a General Election immediately	40%	38%	40%	41%	37%	30%	41%	44%	31%	42%	43%	63%	44%	39%	44%	44%	35%
There should be a General Election at some point before December 2024	24%	30%	23%	21%	27%	31%	23%	19%	26%	22%	25%	16%	21%	23%	26%	23%	30%
There should be a General Election as currently scheduled, in December 2024	24%	22%	27%	25%	23%	23%	26%	22%	36%	27%	21%	16%	24%	26%	20%	26%	28%
Don't know	11%	9%	10%	13%	13%	17%	10%	16%	7%	9%	10%	6%	12%	12%	11%	8%	8%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.B) When do you think Britain should next have a General Election?

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
There should be a General Election immediately	40%	40%	41%	51%	48%	43%	46%	40%	25%	35%	39%	44%	44%	43%	42%	36%	40%
There should be a General Election at some point before December 2024	24%	24%	25%	30%	26%	29%	18%	18%	26%	30%	25%	22%	19%	23%	25%	25%	23%
There should be a General Election as currently scheduled, in December 2024	24%	29%	20%	10%	12%	15%	26%	31%	41%	27%	27%	19%	24%	23%	24%	27%	24%
Don't know	11%	7%	14%	8%	14%	14%	9%	11%	9%	7%	9%	15%	13%	10%	9%	12%	13%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(42.C) When do you think Britain should next have a General Election?

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
There should be a General Election immediately	40%	33%	33%	40%	59%	53%	32%	49%	37%	19%	66%	45%	40%	38%	11%	68%	38%
There should be a General Election at some point before December 2024	24%	35%	25%	24%	19%	22%	22%	27%	18%	25%	22%	31%	36%	13%	19%	21%	35%
There should be a General Election as currently scheduled, in December 2024	24%	24%	30%	24%	12%	20%	36%	17%	18%	48%	6%	16%	14%	16%	65%	6%	16%
Don't know	11%	8%	12%	12%	10%	6%	9%	8%	27%	8%	7%	8%	9%	33%	5%	5%	12%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.A) You said there should be an early election. Which, if any, of the following reasons best explain why? Please select all that apply.

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	661	103	83	53	57	39	57	52	28	76	68	45	169	133	103	111	112
Weighted	652	93	90	54	63	46	59	53	23	73	58	38	157	130	106	115	112
The Conservatives' mistakes have messed up the economy	58%	47%	54%	72%	56%	62%	60%	60%	51%	60%	59%	59%	64%	53%	55%	53%	61%
We can't trust the Conservatives not to make more mistakes	56%	43%	56%	60%	56%	54%	57%	59%	68%	59%	66%	55%	63%	61%	45%	54%	55%
We didn't elect Rishi Sunak as PM	55%	49%	50%	66%	54%	53%	55%	59%	53%	46%	66%	59%	57%	57%	53%	56%	49%
Things have changed since the 2019 election	47%	43%	54%	42%	50%	56%	60%	48%	36%	42%	46%	31%	51%	45%	51%	39%	44%
It's just time for change	35%	42%	37%	37%	29%	33%	33%	38%	30%	36%	33%	33%	40%	35%	25%	36%	39%
We should have a say before any major spending cuts	32%	24%	33%	36%	34%	30%	37%	41%	36%	30%	24%	39%	36%	30%	28%	33%	32%
We should have a say before any major tax rises	32%	32%	33%	36%	21%	34%	31%	41%	33%	29%	27%	33%	28%	30%	28%	35%	34%
Keir Starmer would make a good Prime Minister	24%	18%	23%	29%	28%	23%	29%	33%	22%	27%	17%	21%	20%	27%	23%	30%	27%
Don't know	2%	0%	1%	0%	2%	0%	4%	5%	0%	3%	3%	5%	1%	3%	2%	3%	0%
Other (Please specify)	3%	3%	3%	5%	6%	7%	0%	5%	4%	2%	3%	0%	4%	3%	3%	4%	1%

Note:

BASE: Think there should be an election before December 2024

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.B) You said there should be an early election. Which, if any, of the following reasons best explain why? Please select all that apply.

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	661	311	347	113	106	125	117	92	108	172	179	138	169	301	119	155	86
Weighted	652	309	340	87	128	118	108	93	119	178	166	146	159	282	118	164	87
The Conservatives' mistakes have messed up the economy	58%	57%	59%	43%	51%	56%	60%	71%	65%	57%	59%	53%	62%	59%	50%	62%	56%
We can't trust the Conservatives not to make more mistakes	56%	56%	56%	43%	50%	54%	62%	72%	58%	51%	62%	50%	62%	57%	52%	61%	52%
We didn't elect Rishi Sunak as PM	55%	55%	54%	40%	49%	50%	63%	65%	60%	48%	53%	53%	65%	54%	53%	54%	60%
Things have changed since the 2019 election	47%	43%	50%	33%	45%	40%	45%	48%	68%	42%	52%	44%	50%	44%	38%	57%	52%
It's just time for change	35%	37%	34%	43%	31%	38%	38%	33%	32%	31%	37%	39%	36%	37%	31%	37%	36%
We should have a say before any major spending cuts	32%	32%	32%	29%	29%	30%	36%	37%	33%	31%	28%	33%	37%	34%	29%	32%	29%
We should have a say before any major tax rises	32%	32%	31%	29%	34%	28%	37%	33%	29%	33%	31%	33%	30%	31%	29%	36%	29%
Keir Starmer would make a good Prime Minister	24%	28%	22%	17%	29%	21%	25%	26%	27%	24%	23%	21%	30%	22%	19%	32%	25%
Don't know	2%	2%	2%	2%	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	1%	2%
Other (Please specify)	3%	4%	3%	1%	1%	4%	5%	3%	6%	5%	3%	1%	4%	2%	3%	5%	6%

Note:

BASE: Think there should be an election before December 2024

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(43.C) You said there should be an early election. Which, if any, of the following reasons best explain why? Please select all that apply.

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	661	47	223	229	133	29	216	325	63	164	251	69	15	53	63	334	54
Weighted	652	49	225	226	125	26	222	325	60	171	243	69	16	52	66	329	54
The Conservatives' mistakes have messed up the economy	58%	40%	55%	61%	62%	65%	54%	64%	47%	46%	64%	62%	46%	54%	25%	69%	56%
We can't trust the Conservatives not to make more mistakes	56%	47%	51%	60%	63%	60%	52%	62%	47%	42%	67%	56%	34%	55%	22%	69%	53%
We didn't elect Rishi Sunak as PM	55%	42%	52%	58%	58%	60%	57%	55%	50%	48%	59%	51%	51%	49%	40%	58%	45%
Things have changed since the 2019 election	47%	32%	47%	54%	43%	38%	48%	48%	43%	54%	44%	51%	29%	45%	42%	49%	49%
It's just time for change	35%	34%	35%	33%	43%	32%	33%	36%	41%	32%	39%	25%	24%	42%	25%	37%	34%
We should have a say before any major spending cuts	32%	21%	30%	32%	39%	41%	32%	34%	33%	32%	33%	34%	43%	29%	28%	31%	34%
We should have a say before any major tax rises	32%	27%	28%	32%	39%	32%	31%	34%	29%	35%	30%	38%	33%	28%	34%	31%	36%
Keir Starmer would make a good Prime Minister	24%	26%	27%	20%	28%	25%	22%	30%	11%	17%	38%	21%	0%	13%	9%	39%	12%
Don't know	2%	2%	2%	2%	2%	4%	1%	2%	1%	2%	1%	1%	0%	0%	3%	1%	2%
Other (Please specify)	3%	2%	1%	6%	3%	4%	4%	4%	1%	3%	3%	6%	0%	2%	2%	4%	2%

Note:

BASE: Think there should be an election before December 2024

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.A) Which of the following causes, groups, or individuals are most responsible for the current state of the British economy? Select any which apply.

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
People not working hard enough in the UK	8%	12%	10%	4%	10%	11%	1%	7%	12%	7%	10%	2%	9%	6%	9%	9%	10%
Don't know	8%	6%	9%	10%	4%	10%	11%	12%	5%	7%	8%	6%	9%	7%	7%	9%	4%
The war in Ukraine	61%	55%	62%	60%	70%	70%	57%	63%	69%	62%	55%	50%	60%	65%	61%	62%	58%
The Covid pandemic	58%	54%	57%	59%	65%	64%	60%	56%	57%	55%	60%	52%	58%	62%	54%	56%	58%
Former Prime Minister Liz Truss	46%	33%	44%	56%	50%	42%	42%	46%	55%	48%	46%	59%	50%	51%	40%	46%	42%
General global economic weakness	40%	38%	46%	35%	43%	42%	39%	32%	32%	44%	48%	23%	39%	40%	44%	38%	41%
The UK leaving the EU / Brexit	38%	43%	37%	39%	39%	29%	35%	35%	32%	44%	38%	49%	34%	42%	38%	42%	39%
Former Chancellor Kwasi Kwarteng	35%	26%	29%	39%	43%	42%	33%	29%	37%	34%	42%	36%	33%	34%	34%	39%	34%
Global financial markets	35%	31%	35%	30%	37%	47%	35%	31%	31%	31%	38%	38%	31%	34%	38%	38%	37%
The Bank of England	18%	19%	16%	18%	17%	23%	14%	31%	15%	14%	14%	17%	19%	16%	17%	15%	22%
Prime Minister Rishi Sunak	17%	25%	13%	15%	12%	14%	12%	21%	14%	18%	18%	29%	16%	16%	17%	17%	20%
Chancellor Jeremy Hunt	10%	12%	6%	11%	14%	7%	9%	13%	3%	8%	15%	17%	11%	8%	9%	11%	13%
Other (Please specify)	4%	6%	3%	1%	9%	3%	2%	2%	4%	6%	4%	5%	5%	5%	4%	5%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.B) Which of the following causes, groups, or individuals are most responsible for the current state of the British economy? Select any which apply.

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
People not working hard enough in the UK	8%	8%	8%	3%	12%	8%	7%	6%	10%	9%	8%	8%	6%	7%	8%	10%	8%
Don't know	8%	5%	11%	14%	11%	9%	8%	5%	4%	8%	7%	9%	8%	8%	6%	7%	10%
The war in Ukraine	61%	62%	60%	42%	40%	51%	68%	72%	79%	59%	63%	58%	63%	59%	54%	67%	65%
The Covid pandemic	58%	55%	61%	49%	45%	51%	59%	64%	72%	58%	57%	54%	63%	57%	60%	58%	61%
Former Prime Minister Liz Truss	46%	45%	46%	44%	41%	40%	48%	45%	52%	42%	49%	43%	49%	47%	43%	44%	49%
General global economic weakness	40%	40%	40%	21%	29%	27%	45%	50%	55%	41%	45%	33%	40%	38%	40%	40%	44%
The UK leaving the EU / Brexit	38%	34%	42%	52%	39%	38%	39%	37%	32%	42%	42%	32%	35%	47%	32%	33%	31%
Former Chancellor Kwasi Kwarteng	35%	36%	33%	19%	35%	27%	37%	42%	40%	32%	37%	34%	35%	37%	31%	32%	36%
Global financial markets	35%	37%	32%	22%	30%	30%	34%	39%	44%	33%	40%	30%	34%	33%	36%	32%	44%
The Bank of England	18%	18%	18%	17%	23%	22%	16%	17%	14%	18%	15%	20%	20%	17%	24%	18%	15%
Prime Minister Rishi Sunak	17%	19%	15%	23%	29%	16%	16%	16%	9%	17%	16%	20%	15%	18%	15%	18%	16%
Chancellor Jeremy Hunt	10%	11%	9%	6%	19%	13%	11%	8%	6%	10%	11%	10%	11%	11%	6%	13%	10%
Other (Please specify)	4%	5%	4%	2%	2%	4%	7%	5%	4%	3%	6%	3%	4%	4%	3%	4%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(44.C) Which of the following causes, groups, or individuals are most responsible for the current state of the British economy? Select any which apply.

	Total	Financial Comfort					EU 2016 Vote			2019					Voting Intention		
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
People not working hard enough in the UK	8%	14%	8%	7%	6%	9%	10%	8%	5%	12%	6%	6%	0%	6%	11%	7%	5%
Don't know	8%	7%	8%	9%	8%	5%	5%	5%	21%	6%	7%	2%	0%	18%	7%	5%	1%
The war in Ukraine	61%	44%	61%	66%	61%	49%	66%	61%	52%	72%	50%	68%	64%	55%	73%	56%	59%
The Covid pandemic	58%	34%	59%	64%	56%	43%	64%	55%	52%	69%	45%	59%	50%	55%	66%	51%	60%
Former Prime Minister Liz Truss	46%	32%	41%	50%	52%	49%	41%	53%	34%	39%	53%	54%	47%	38%	36%	56%	39%
General global economic weakness	40%	28%	37%	48%	34%	43%	47%	38%	32%	52%	31%	40%	36%	31%	49%	34%	39%
The UK leaving the EU / Brexit	38%	27%	33%	43%	47%	37%	14%	59%	41%	20%	58%	54%	17%	32%	16%	55%	50%
Former Chancellor Kwasi Kwarteng	35%	23%	32%	39%	36%	36%	32%	42%	23%	30%	39%	46%	46%	24%	24%	44%	34%
Global financial markets	35%	20%	36%	36%	32%	48%	40%	33%	32%	43%	29%	30%	46%	25%	40%	32%	30%
The Bank of England	18%	18%	15%	18%	23%	26%	22%	16%	15%	17%	20%	12%	35%	23%	13%	19%	11%
Prime Minister Rishi Sunak	17%	19%	15%	16%	21%	27%	15%	20%	14%	10%	28%	11%	16%	13%	5%	26%	10%
Chancellor Jeremy Hunt	10%	9%	7%	11%	15%	22%	10%	11%	10%	6%	18%	4%	20%	8%	5%	16%	2%
Other (Please specify)	4%	0%	1%	6%	7%	9%	5%	3%	5%	4%	3%	5%	10%	3%	1%	3%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.A) Which of the following statements comes closest to your view?

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
While the Conservatives have made mistakes on the economy, they would be better than Labour at managing the economy now	46%	50%	52%	51%	50%	56%	42%	38%	53%	43%	39%	28%	46%	47%	43%	49%	47%
The Conservatives have made mistakes on the economy, and Labour would be better at managing the economy now	51%	46%	48%	46%	49%	41%	57%	55%	47%	55%	60%	71%	51%	50%	56%	49%	51%
The Conservatives have not made mistakes on the economy	2%	4%	0%	2%	1%	3%	2%	7%	0%	2%	1%	1%	3%	2%	1%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.B) Which of the following statements comes closest to your view?

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
While the Conservatives have made mistakes on the economy, they would be better than Labour at managing the economy now	46%	48%	45%	28%	34%	42%	50%	52%	61%	50%	45%	44%	47%	42%	45%	53%	49%
The Conservatives have made mistakes on the economy, and Labour would be better at managing the economy now	51%	50%	52%	67%	63%	55%	49%	46%	38%	48%	53%	56%	50%	56%	50%	46%	49%
The Conservatives have not made mistakes on the economy	2%	2%	3%	5%	3%	3%	2%	2%	1%	2%	2%	1%	3%	2%	4%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(45.C) Which of the following statements comes closest to your view?

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
While the Conservatives have made mistakes on the economy, they would be better than Labour at managing the economy now	46%	55%	50%	48%	35%	34%	62%	35%	46%	76%	13%	44%	60%	46%	89%	11%	43%
The Conservatives have made mistakes on the economy, and Labour would be better at managing the economy now	51%	42%	47%	52%	64%	58%	35%	64%	50%	22%	85%	55%	40%	49%	8%	87%	53%
The Conservatives have not made mistakes on the economy	2%	4%	3%	1%	1%	7%	3%	1%	4%	2%	2%	1%	0%	5%	3%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.A) Which of the following comes closest to your view?

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Rishi Sunak is best placed to get us out of the current economic situation	38%	42%	44%	36%	36%	36%	42%	26%	48%	39%	36%	27%	38%	37%	36%	41%	42%
Keir Starmer is best placed to get us out of the current economic situation	32%	33%	29%	31%	32%	23%	32%	36%	25%	33%	29%	48%	27%	33%	30%	38%	35%
Don't Know	30%	25%	27%	33%	33%	41%	26%	37%	27%	28%	35%	25%	35%	30%	34%	21%	23%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.B) Which of the following comes closest to your view?

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Rishi Sunak is best placed to get us out of the current economic situation	38%	41%	35%	26%	30%	31%	35%	42%	54%	44%	33%	35%	40%	34%	37%	45%	39%
Keir Starmer is best placed to get us out of the current economic situation	32%	34%	29%	38%	45%	34%	30%	26%	21%	32%	34%	30%	31%	33%	30%	32%	28%
Don't Know	30%	25%	36%	36%	25%	35%	35%	32%	25%	25%	33%	35%	30%	33%	33%	23%	33%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(46.C) Which of the following comes closest to your view?

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Rishi Sunak is best placed to get us out of the current economic situation	38%	45%	42%	38%	26%	33%	50%	32%	27%	66%	12%	35%	56%	24%	85%	12%	37%
Keir Starmer is best placed to get us out of the current economic situation	32%	39%	29%	29%	41%	31%	21%	45%	18%	13%	64%	35%	0%	20%	6%	64%	23%
Don't Know	30%	15%	29%	33%	33%	36%	29%	23%	55%	22%	23%	30%	44%	57%	9%	24%	39%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.A) The Government is said to be considering how best to deal with the “hole” in public finances, given how much the deficit has grown. If forced to choose, do you think the Government should prioritise spending cuts or tax rises to deal with this hole?

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
They should prioritise spending cuts	42%	50%	41%	43%	45%	32%	44%	46%	46%	33%	38%	47%	42%	39%	42%	45%	46%
They should prioritise tax rises	31%	28%	31%	28%	31%	35%	27%	29%	30%	40%	33%	32%	31%	30%	36%	32%	34%
Don't know	27%	22%	27%	29%	24%	33%	30%	26%	23%	27%	29%	21%	27%	31%	22%	23%	20%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.B) The Government is said to be considering how best to deal with the “hole” in public finances, given how much the deficit has grown. If forced to choose, do you think the Government should prioritise spending cuts or tax rises to deal with this hole?

	Gender		Age						Social Grade				Children?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
They should prioritise spending cuts	42%	43%	41%	57%	44%	47%	42%	31%	38%	47%	41%	40%	39%	42%	40%	47%	36%
They should prioritise tax rises	31%	37%	26%	24%	28%	28%	31%	39%	34%	31%	33%	32%	30%	32%	29%	29%	36%
Don't know	27%	20%	33%	19%	28%	25%	27%	31%	27%	22%	26%	28%	31%	26%	31%	24%	28%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(47.C) The Government is said to be considering how best to deal with the “hole” in public finances, given how much the deficit has grown. If forced to choose, do you think the Government should prioritise spending cuts or tax rises to deal with this hole?

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
They should prioritise spending cuts	42%	36%	44%	42%	41%	30%	47%	36%	41%	49%	36%	44%	55%	41%	49%	39%	44%
They should prioritise tax rises	31%	50%	30%	30%	30%	20%	30%	38%	17%	29%	37%	38%	32%	15%	30%	37%	39%
Don't know	27%	15%	25%	27%	29%	50%	23%	27%	42%	22%	27%	19%	13%	44%	21%	25%	17%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.A) Do you think the Government is right or wrong to consider significant spending cuts?

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Right	42%	48%	44%	45%	34%	43%	41%	48%	57%	33%	36%	48%	39%	43%	41%	41%	52%
Wrong	28%	30%	28%	22%	32%	20%	21%	30%	18%	37%	35%	25%	30%	27%	30%	30%	24%
Don't know	30%	23%	28%	33%	34%	37%	38%	23%	25%	30%	29%	27%	31%	30%	28%	29%	23%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Cost of Living (November 2022)

(48.B) Do you think the Government is right or wrong to consider significant spending cuts?

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Right	42%	49%	36%	42%	40%	39%	39%	41%	49%	47%	39%	42%	42%	40%	41%	47%	41%
Wrong	28%	32%	24%	21%	30%	30%	29%	30%	26%	25%	31%	31%	25%	30%	26%	26%	29%
Don't know	30%	19%	39%	36%	30%	31%	32%	29%	25%	27%	30%	28%	33%	30%	34%	27%	29%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(48.C) Do you think the Government is right or wrong to consider significant spending cuts?

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Right	42%	58%	45%	42%	36%	21%	51%	36%	38%	58%	31%	45%	51%	32%	63%	31%	41%
Wrong	28%	23%	28%	27%	30%	42%	24%	35%	21%	17%	41%	30%	31%	15%	15%	41%	28%
Don't know	30%	19%	27%	32%	34%	38%	25%	28%	41%	25%	29%	25%	19%	52%	22%	28%	31%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.A) Which of the following policy areas do you think Prime Minister Rishi Sunak should prioritise? Please select up to three.

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Don't know	6%	4%	4%	8%	7%	6%	12%	6%	0%	3%	5%	8%	4%	7%	6%	5%	4%
Helping poorer families through the cost of living crisis	49%	48%	47%	58%	51%	42%	44%	56%	55%	50%	49%	47%	58%	49%	45%	53%	44%
Improving access to healthcare	36%	30%	34%	40%	40%	41%	26%	46%	33%	32%	44%	44%	34%	39%	35%	37%	34%
Reducing the arrivals of small boats of migrants from France	35%	24%	35%	37%	38%	41%	34%	37%	36%	36%	42%	34%	41%	36%	36%	35%	27%
Cutting the financial deficit	31%	31%	35%	37%	22%	40%	31%	27%	43%	28%	29%	24%	28%	30%	34%	34%	34%
Restoring global confidence in Britain	22%	19%	23%	22%	23%	23%	23%	19%	25%	26%	22%	21%	17%	22%	24%	24%	24%
Helping end the conflict in Ukraine	19%	17%	20%	12%	22%	14%	28%	19%	24%	22%	20%	15%	18%	19%	19%	19%	24%
Restoring trust in politicians	18%	21%	17%	21%	18%	22%	18%	14%	10%	17%	16%	17%	18%	20%	18%	16%	19%
Reducing greenhouse gas emissions	15%	22%	20%	13%	17%	7%	17%	7%	15%	16%	11%	13%	15%	15%	18%	14%	18%
Reducing crime and anti-social behaviour	15%	23%	17%	9%	18%	9%	13%	14%	16%	12%	8%	16%	12%	14%	17%	15%	18%
Boosting the high street	13%	15%	12%	1%	11%	13%	8%	16%	15%	18%	15%	14%	14%	10%	13%	13%	13%
Other (Please specify)	2%	3%	4%	1%	1%	2%	1%	1%	0%	1%	2%	2%	2%	2%	3%	1%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.B) Which of the following policy areas do you think Prime Minister Rishi Sunak should prioritise? Please select up to three.

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Don't know	6%	4%	8%	8%	10%	5%	5%	6%	2%	5%	7%	6%	4%	5%	6%	6%	5%
Helping poorer families through the cost of living crisis	49%	50%	49%	50%	47%	52%	50%	53%	46%	47%	44%	51%	56%	51%	41%	47%	60%
Improving access to healthcare	36%	31%	41%	42%	27%	31%	32%	39%	46%	36%	37%	31%	42%	37%	37%	35%	35%
Reducing the arrivals of small boats of migrants from France	35%	36%	35%	10%	19%	24%	42%	47%	53%	27%	33%	35%	46%	27%	36%	40%	48%
Cutting the financial deficit	31%	35%	28%	33%	36%	26%	29%	31%	32%	35%	28%	36%	27%	33%	29%	30%	30%
Restoring global confidence in Britain	22%	23%	22%	27%	21%	25%	22%	19%	23%	28%	24%	20%	17%	25%	24%	19%	19%
Helping end the conflict in Ukraine	19%	21%	18%	14%	13%	18%	21%	24%	23%	19%	21%	20%	18%	20%	14%	20%	23%
Restoring trust in politicians	18%	18%	18%	19%	18%	19%	16%	15%	20%	22%	15%	19%	15%	18%	20%	18%	17%
Reducing greenhouse gas emissions	15%	16%	15%	18%	25%	16%	9%	15%	10%	16%	17%	15%	14%	18%	14%	13%	12%
Reducing crime and anti-social behaviour	15%	16%	13%	20%	18%	15%	15%	12%	11%	12%	18%	15%	14%	16%	18%	13%	10%
Boosting the high street	13%	15%	11%	7%	16%	13%	16%	9%	12%	12%	12%	13%	13%	13%	12%	15%	7%
Other (Please specify)	2%	2%	2%	1%	1%	1%	3%	3%	2%	2%	2%	1%	2%	2%	2%	3%	0%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(49.C) Which of the following policy areas do you think Prime Minister Rishi Sunak should prioritise? Please select up to three.

	Total	Financial Comfort					EU 2016 Vote			2019					Voting Intention		
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Don't know	6%	5%	6%	6%	4%	5%	3%	5%	13%	4%	7%	2%	0%	11%	3%	6%	3%
Helping poorer families through the cost of living crisis	49%	42%	43%	50%	62%	71%	44%	55%	49%	41%	59%	52%	37%	56%	40%	58%	50%
Improving access to healthcare	36%	31%	38%	41%	28%	30%	35%	40%	22%	34%	41%	33%	28%	27%	32%	38%	38%
Reducing the arrivals of small boats of migrants from France	35%	24%	39%	35%	31%	40%	60%	18%	22%	56%	17%	18%	66%	33%	54%	21%	24%
Cutting the financial deficit	31%	33%	36%	25%	33%	31%	32%	31%	25%	35%	29%	23%	51%	22%	38%	30%	27%
Restoring global confidence in Britain	22%	13%	25%	24%	20%	13%	20%	24%	24%	24%	21%	26%	19%	16%	26%	23%	23%
Helping end the conflict in Ukraine	19%	19%	19%	21%	18%	12%	18%	23%	15%	24%	16%	24%	11%	14%	28%	17%	20%
Restoring trust in politicians	18%	18%	18%	18%	16%	19%	14%	20%	22%	18%	20%	18%	8%	21%	17%	20%	16%
Reducing greenhouse gas emissions	15%	14%	14%	18%	14%	9%	9%	22%	14%	8%	18%	35%	6%	9%	8%	19%	26%
Reducing crime and anti-social behaviour	15%	22%	14%	16%	10%	16%	19%	9%	20%	16%	13%	14%	30%	16%	11%	13%	19%
Boosting the high street	13%	29%	10%	12%	11%	16%	16%	11%	11%	13%	13%	12%	34%	13%	14%	12%	7%
Other (Please specify)	2%	0%	2%	1%	4%	0%	2%	2%	2%	1%	1%	5%	0%	2%	0%	1%	6%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.A) Regardless of what he should prioritise, which of the following policy areas do you think Prime Minister Rishi Sunak will actually prioritise? Please select up to three.

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Boosting the high street	9%	12%	8%	9%	10%	9%	8%	10%	13%	8%	5%	8%	9%	9%	12%	8%	8%
Reducing greenhouse gas emissions	7%	11%	7%	4%	4%	16%	3%	3%	16%	7%	6%	9%	8%	4%	5%	8%	13%
Reducing crime and anti-social behaviour	6%	10%	6%	4%	7%	8%	7%	3%	4%	5%	2%	5%	7%	4%	6%	8%	6%
Cutting the financial deficit	40%	34%	43%	49%	48%	39%	38%	37%	44%	37%	37%	38%	38%	41%	41%	40%	41%
Don't know	26%	18%	24%	29%	25%	27%	27%	30%	21%	29%	35%	23%	25%	30%	23%	26%	21%
Restoring global confidence in Britain	23%	27%	22%	16%	23%	15%	36%	20%	38%	22%	20%	19%	20%	21%	24%	24%	30%
Helping poorer families through the cost of living crisis	21%	19%	19%	18%	28%	24%	25%	17%	12%	21%	21%	18%	20%	22%	20%	21%	22%
Reducing the arrivals of small boats of migrants from France	17%	20%	21%	19%	13%	12%	14%	17%	22%	17%	14%	25%	16%	22%	18%	13%	18%
Restoring trust in politicians	16%	20%	16%	12%	11%	16%	26%	16%	24%	12%	11%	15%	16%	13%	22%	17%	14%
Helping end the conflict in Ukraine	15%	20%	17%	8%	17%	13%	13%	6%	17%	20%	13%	17%	16%	12%	14%	14%	21%
Improving access to healthcare	14%	18%	16%	13%	15%	17%	9%	12%	6%	11%	10%	22%	12%	14%	14%	18%	13%
Other (Please specify)	3%	4%	4%	1%	4%	0%	2%	6%	0%	3%	3%	2%	3%	3%	2%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.B) Regardless of what he should prioritise, which of the following policy areas do you think Prime Minister Rishi Sunak will actually prioritise? Please select up to three.

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Boosting the high street	9%	8%	9%	12%	10%	13%	7%	7%	7%	8%	7%	10%	10%	9%	13%	8%	7%
Reducing greenhouse gas emissions	7%	9%	6%	7%	13%	11%	7%	4%	3%	9%	7%	9%	5%	7%	8%	8%	6%
Reducing crime and anti-social behaviour	6%	7%	5%	11%	9%	6%	6%	5%	2%	5%	7%	7%	5%	6%	6%	6%	4%
Cutting the financial deficit	40%	43%	37%	25%	34%	32%	38%	52%	50%	45%	42%	35%	37%	41%	40%	39%	39%
Don't know	26%	20%	31%	16%	24%	26%	30%	25%	29%	21%	28%	24%	31%	25%	24%	28%	29%
Restoring global confidence in Britain	23%	24%	22%	26%	20%	23%	26%	22%	22%	26%	23%	24%	19%	26%	21%	21%	23%
Helping poorer families through the cost of living crisis	21%	23%	19%	17%	19%	19%	21%	21%	25%	22%	21%	18%	22%	19%	23%	19%	28%
Reducing the arrivals of small boats of migrants from France	17%	20%	15%	23%	19%	17%	13%	11%	22%	19%	18%	16%	17%	18%	15%	16%	21%
Restoring trust in politicians	16%	17%	15%	27%	15%	12%	17%	20%	11%	19%	19%	14%	12%	20%	13%	13%	14%
Helping end the conflict in Ukraine	15%	15%	15%	24%	15%	11%	13%	17%	13%	18%	13%	15%	14%	14%	16%	15%	17%
Improving access to healthcare	14%	14%	14%	16%	18%	13%	11%	13%	14%	15%	13%	14%	13%	12%	18%	12%	18%
Other (Please specify)	3%	3%	2%	5%	3%	3%	2%	3%	2%	3%	3%	3%	2%	4%	2%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(50.C) Regardless of what he should prioritise, which of the following policy areas do you think Prime Minister Rishi Sunak will actually prioritise? Please select up to three.

	Total	Financial Comfort					EU 2016 Vote			2019					Voting Intention		
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Boosting the high street	9%	14%	9%	9%	7%	4%	10%	7%	8%	9%	11%	5%	17%	6%	8%	12%	5%
Reducing greenhouse gas emissions	7%	13%	9%	5%	6%	6%	9%	6%	8%	7%	7%	8%	15%	5%	7%	7%	11%
Reducing crime and anti-social behaviour	6%	14%	6%	4%	5%	9%	5%	6%	10%	4%	6%	13%	0%	8%	4%	6%	15%
Cutting the financial deficit	40%	28%	42%	44%	36%	26%	43%	42%	30%	49%	34%	40%	27%	33%	50%	37%	30%
Don't know	26%	18%	26%	27%	29%	28%	26%	25%	33%	22%	26%	22%	25%	41%	17%	26%	23%
Restoring global confidence in Britain	23%	24%	24%	23%	23%	16%	25%	24%	13%	31%	18%	28%	18%	7%	33%	19%	21%
Helping poorer families through the cost of living crisis	21%	22%	21%	20%	19%	26%	22%	21%	21%	29%	16%	16%	40%	19%	28%	19%	24%
Reducing the arrivals of small boats of migrants from France	17%	23%	17%	18%	15%	18%	16%	20%	12%	15%	23%	17%	4%	7%	18%	21%	16%
Restoring trust in politicians	16%	14%	16%	18%	15%	8%	14%	17%	19%	16%	19%	20%	13%	10%	18%	14%	19%
Helping end the conflict in Ukraine	15%	18%	16%	14%	12%	15%	14%	15%	13%	15%	14%	14%	10%	13%	17%	14%	16%
Improving access to healthcare	14%	23%	14%	13%	12%	17%	15%	12%	16%	17%	12%	9%	26%	14%	21%	13%	13%
Other (Please specify)	3%	1%	3%	2%	6%	0%	2%	4%	3%	1%	5%	1%	5%	2%	1%	5%	0%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.A) Thinking about the new Prime Minister Rishi Sunak, which of the following words and phrases do you think best describe him? Please select up to three.

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Friendly	9%	10%	5%	10%	16%	7%	8%	6%	9%	10%	8%	11%	10%	9%	9%	8%	8%
Honest	8%	11%	12%	4%	7%	8%	12%	5%	11%	5%	8%	11%	8%	9%	8%	8%	11%
Decisive	8%	9%	10%	8%	8%	7%	11%	10%	6%	5%	4%	4%	10%	7%	7%	5%	11%
Strong	8%	11%	7%	10%	3%	8%	9%	4%	8%	8%	12%	13%	7%	7%	7%	10%	10%
Incompetent	7%	4%	7%	12%	5%	0%	9%	9%	6%	8%	9%	14%	8%	6%	8%	5%	8%
Weak	7%	7%	6%	3%	4%	6%	10%	9%	8%	7%	7%	12%	7%	6%	6%	9%	7%
Normal	5%	8%	6%	3%	6%	5%	5%	6%	5%	1%	4%	6%	3%	6%	6%	6%	7%
Rich	48%	40%	46%	50%	56%	48%	44%	52%	53%	53%	42%	50%	46%	53%	47%	48%	45%
Patriotic	4%	3%	6%	2%	2%	3%	5%	3%	0%	3%	5%	4%	3%	5%	4%	2%	4%
Ordinary	4%	5%	5%	3%	6%	5%	2%	6%	2%	4%	4%	1%	6%	3%	1%	5%	6%
Impressive	4%	6%	5%	3%	6%	1%	5%	1%	9%	4%	3%	5%	4%	3%	2%	7%	6%
In touch	4%	6%	5%	6%	2%	7%	1%	3%	2%	4%	6%	2%	4%	3%	6%	5%	3%
Weird	4%	4%	6%	5%	3%	2%	3%	2%	4%	5%	5%	6%	2%	4%	3%	8%	4%
Indecisive	4%	6%	6%	5%	4%	1%	2%	2%	11%	5%	2%	5%	5%	2%	2%	5%	7%
Unpatriotic	3%	1%	3%	2%	1%	3%	3%	4%	2%	3%	2%	2%	2%	2%	6%	3%	0%
Out of touch	26%	18%	25%	25%	26%	30%	27%	31%	26%	28%	28%	33%	29%	28%	30%	26%	20%
Unfriendly	2%	2%	2%	0%	0%	3%	1%	4%	2%	4%	2%	7%	3%	2%	2%	2%	2%
Competent	19%	17%	21%	23%	19%	14%	23%	17%	16%	18%	22%	11%	18%	15%	23%	23%	17%
Close to business	16%	15%	15%	18%	15%	20%	14%	16%	22%	18%	13%	9%	16%	17%	14%	18%	14%
Decent	15%	21%	16%	11%	14%	13%	20%	12%	15%	13%	17%	10%	15%	10%	20%	14%	19%
Family man	14%	19%	16%	13%	10%	8%	17%	10%	10%	12%	14%	13%	11%	16%	13%	14%	12%
Dishonest	11%	9%	13%	14%	11%	8%	11%	14%	7%	14%	13%	9%	9%	13%	9%	14%	13%
Unimpressive	11%	13%	12%	6%	13%	15%	8%	9%	5%	14%	10%	8%	12%	10%	12%	8%	13%
None of the above	8%	4%	5%	11%	9%	14%	9%	9%	6%	6%	11%	8%	10%	10%	5%	6%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.B) Thinking about the new Prime Minister Rishi Sunak, which of the following words and phrases do you think best describe him? Please select up to three.

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Friendly	9%	8%	10%	6%	11%	12%	7%	9%	7%	10%	6%	8%	11%	9%	8%	9%	11%
Honest	8%	10%	7%	8%	9%	6%	9%	9%	9%	12%	6%	8%	9%	7%	10%	9%	9%
Decisive	8%	7%	9%	6%	8%	6%	7%	10%	9%	9%	7%	6%	9%	8%	4%	8%	12%
Strong	8%	9%	8%	5%	12%	9%	7%	6%	9%	11%	7%	8%	8%	6%	9%	11%	11%
Incompetent	7%	8%	6%	10%	11%	7%	9%	5%	4%	5%	6%	10%	8%	8%	6%	6%	7%
Weak	7%	8%	6%	11%	12%	6%	7%	4%	4%	7%	5%	10%	6%	6%	9%	7%	6%
Normal	5%	6%	4%	6%	7%	9%	4%	2%	3%	7%	4%	4%	5%	5%	6%	5%	3%
Rich	48%	42%	53%	36%	39%	45%	52%	55%	54%	42%	53%	50%	47%	48%	46%	50%	46%
Patriotic	4%	3%	4%	4%	2%	3%	2%	4%	6%	7%	3%	0%	4%	3%	1%	5%	6%
Ordinary	4%	6%	3%	6%	6%	4%	5%	1%	4%	6%	3%	3%	5%	4%	4%	5%	4%
Impressive	4%	6%	2%	5%	6%	5%	3%	3%	4%	6%	4%	5%	3%	4%	5%	5%	4%
In touch	4%	5%	4%	8%	6%	3%	3%	3%	4%	5%	3%	4%	4%	3%	3%	4%	10%
Weird	4%	6%	3%	8%	5%	5%	6%	3%	1%	4%	3%	7%	3%	4%	3%	5%	5%
Indecisive	4%	5%	3%	6%	8%	3%	4%	1%	4%	4%	4%	4%	5%	5%	2%	4%	6%
Unpatriotic	3%	4%	1%	3%	3%	3%	2%	3%	2%	1%	2%	4%	4%	3%	3%	1%	3%
Out of touch	26%	26%	25%	32%	22%	24%	32%	28%	22%	20%	29%	29%	26%	30%	26%	20%	26%
Unfriendly	2%	2%	2%	5%	4%	1%	2%	1%	1%	2%	0%	4%	3%	2%	2%	2%	4%
Competent	19%	18%	20%	8%	7%	10%	19%	31%	31%	22%	19%	18%	16%	19%	16%	21%	18%
Close to business	16%	17%	15%	10%	17%	17%	15%	15%	18%	16%	20%	12%	15%	17%	15%	17%	11%
Decent	15%	16%	15%	17%	14%	8%	12%	20%	19%	18%	16%	13%	14%	17%	11%	14%	15%
Family man	14%	12%	15%	14%	9%	12%	14%	12%	19%	16%	14%	11%	12%	14%	9%	15%	16%
Dishonest	11%	13%	10%	18%	13%	15%	13%	6%	6%	9%	12%	13%	13%	12%	10%	12%	11%
Unimpressive	11%	12%	10%	13%	8%	8%	10%	17%	11%	10%	10%	11%	12%	12%	13%	10%	9%
None of the above	8%	6%	10%	9%	9%	12%	7%	6%	6%	6%	9%	7%	10%	8%	10%	6%	7%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(51.C) Thinking about the new Prime Minister Rishi Sunak, which of the following words and phrases do you think best describe him? Please select up to three.

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Friendly	9%	15%	8%	9%	8%	7%	10%	8%	10%	10%	6%	10%	10%	7%	9%	7%	8%
Honest	8%	20%	11%	5%	5%	5%	8%	9%	8%	13%	4%	14%	0%	7%	18%	5%	9%
Decisive	8%	9%	9%	6%	9%	5%	9%	8%	4%	11%	5%	9%	14%	3%	14%	4%	14%
Strong	8%	21%	7%	8%	6%	9%	9%	9%	7%	10%	9%	6%	10%	4%	14%	8%	7%
Incompetent	7%	7%	6%	5%	14%	13%	6%	9%	6%	4%	12%	5%	11%	7%	1%	12%	4%
Weak	7%	10%	5%	7%	9%	14%	7%	7%	6%	4%	10%	6%	14%	6%	3%	10%	4%
Normal	5%	16%	5%	5%	2%	0%	4%	5%	7%	6%	4%	7%	0%	4%	8%	4%	8%
Rich	48%	23%	45%	56%	52%	32%	48%	49%	48%	45%	54%	46%	56%	45%	37%	53%	45%
Patriotic	4%	2%	6%	3%	2%	0%	3%	4%	4%	7%	1%	3%	0%	1%	10%	1%	3%
Ordinary	4%	10%	5%	2%	5%	5%	5%	4%	4%	4%	4%	4%	5%	3%	4%	4%	4%
Impressive	4%	7%	6%	4%	2%	0%	3%	5%	4%	7%	3%	1%	6%	3%	9%	3%	2%
In touch	4%	8%	5%	3%	3%	0%	3%	6%	1%	5%	3%	6%	0%	3%	6%	3%	6%
Weird	4%	7%	4%	3%	5%	8%	4%	4%	3%	2%	8%	5%	0%	3%	1%	7%	4%
Indecisive	4%	8%	5%	3%	5%	0%	4%	4%	5%	3%	5%	7%	0%	6%	4%	5%	4%
Unpatriotic	3%	5%	1%	3%	3%	3%	3%	2%	1%	3%	2%	3%	12%	3%	1%	3%	4%
Out of touch	26%	8%	23%	29%	33%	34%	24%	30%	17%	16%	41%	16%	31%	18%	10%	38%	22%
Unfriendly	2%	4%	1%	2%	3%	5%	2%	3%	1%	1%	3%	2%	5%	1%	0%	2%	4%
Competent	19%	13%	25%	18%	11%	10%	22%	18%	14%	31%	7%	21%	14%	17%	34%	9%	20%
Close to business	16%	19%	14%	17%	17%	10%	17%	16%	11%	18%	15%	21%	19%	8%	18%	15%	17%
Decent	15%	13%	18%	16%	9%	9%	14%	16%	15%	19%	11%	19%	18%	9%	24%	9%	18%
Family man	14%	6%	14%	16%	10%	17%	14%	12%	15%	17%	8%	14%	13%	13%	20%	10%	11%
Dishonest	11%	1%	10%	12%	16%	18%	13%	10%	8%	8%	18%	3%	12%	9%	4%	18%	4%
Unimpressive	11%	14%	10%	11%	13%	10%	11%	12%	9%	8%	14%	13%	21%	8%	4%	14%	19%
None of the above	8%	8%	7%	7%	10%	19%	8%	5%	16%	6%	7%	7%	5%	19%	6%	7%	8%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.A) Who would you prefer to have as Prime Minister... Rishi Sunak or Keir Starmer?

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Rishi Sunak	36%	43%	39%	34%	33%	39%	37%	32%	46%	31%	37%	21%	33%	34%	35%	42%	42%
Keir Starmer	34%	31%	32%	34%	38%	28%	33%	35%	26%	40%	33%	48%	33%	37%	33%	36%	35%
None of the above	21%	17%	23%	22%	17%	25%	21%	20%	16%	23%	19%	25%	23%	23%	24%	14%	17%
Don't know	9%	10%	6%	10%	12%	7%	9%	13%	13%	6%	11%	6%	11%	6%	8%	8%	6%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.B) Who would you prefer to have as Prime Minister... Rishi Sunak or Keir Starmer?

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Rishi Sunak	36%	37%	35%	27%	30%	30%	34%	38%	49%	43%	33%	34%	35%	32%	36%	42%	38%
Keir Starmer	34%	36%	32%	36%	45%	36%	35%	32%	24%	33%	35%	33%	34%	35%	36%	32%	32%
None of the above	21%	19%	22%	16%	16%	24%	24%	23%	20%	18%	22%	23%	22%	21%	20%	18%	24%
Don't know	9%	7%	11%	21%	9%	11%	7%	6%	7%	6%	11%	10%	9%	12%	8%	8%	6%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(52.C) Who would you prefer to have as Prime Minister... Rishi Sunak or Keir Starmer?

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Rishi Sunak	36%	51%	42%	33%	23%	35%	45%	31%	30%	60%	15%	37%	42%	24%	84%	12%	42%
Keir Starmer	34%	36%	30%	33%	44%	37%	23%	49%	18%	14%	68%	42%	5%	18%	4%	71%	25%
None of the above	21%	10%	19%	24%	23%	20%	26%	14%	30%	20%	11%	13%	48%	39%	9%	10%	23%
Don't know	9%	3%	9%	10%	10%	9%	6%	6%	21%	6%	7%	8%	4%	19%	3%	7%	9%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.A) Who would you prefer to have as Prime Minister... Rishi Sunak or Boris Johnson?

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
Rishi Sunak	37%	48%	41%	37%	32%	28%	36%	32%	25%	34%	42%	32%	34%	33%	40%	38%	46%
Boris Johnson	28%	25%	28%	27%	34%	38%	31%	24%	37%	34%	10%	17%	31%	28%	27%	30%	23%
None of the above	29%	21%	26%	33%	27%	27%	26%	31%	29%	27%	36%	49%	30%	30%	29%	28%	26%
Don't know	7%	6%	4%	3%	7%	8%	7%	13%	9%	4%	12%	2%	5%	9%	5%	4%	5%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.B) Who would you prefer to have as Prime Minister... Rishi Sunak or Boris Johnson?

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
Rishi Sunak	37%	37%	36%	38%	36%	39%	32%	37%	38%	50%	35%	29%	31%	35%	41%	38%	33%
Boris Johnson	28%	28%	28%	26%	27%	23%	27%	30%	33%	22%	26%	31%	33%	25%	30%	27%	34%
None of the above	29%	30%	27%	27%	30%	30%	34%	30%	24%	23%	32%	33%	29%	33%	24%	28%	25%
Don't know	7%	4%	9%	9%	8%	8%	8%	3%	5%	5%	7%	8%	7%	7%	5%	6%	8%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(53.C) Who would you prefer to have as Prime Minister... Rishi Sunak or Boris Johnson?

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
Rishi Sunak	37%	61%	40%	34%	26%	33%	27%	47%	31%	35%	39%	54%	28%	30%	43%	40%	40%
Boris Johnson	28%	24%	27%	27%	34%	22%	45%	15%	18%	49%	16%	18%	40%	12%	48%	17%	27%
None of the above	29%	9%	28%	31%	34%	33%	21%	35%	34%	11%	40%	25%	28%	44%	5%	40%	27%
Don't know	7%	6%	5%	8%	6%	11%	6%	3%	17%	5%	5%	3%	4%	14%	5%	3%	7%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.A) Which government do you think would be better at the following?: Protecting the environment

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
A Conservative government led by Rishi Sunak	26%	30%	27%	27%	24%	25%	24%	26%	40%	25%	17%	13%	26%	23%	26%	28%	26%
A Labour government led by Keir Starmer	39%	43%	35%	35%	40%	31%	37%	37%	29%	41%	41%	59%	37%	38%	35%	41%	45%
Don't know	36%	26%	37%	38%	36%	44%	39%	37%	31%	34%	41%	29%	37%	39%	39%	30%	29%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.B) Which government do you think would be better at the following?: Protecting the environment

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
A Conservative government led by Rishi Sunak	26%	28%	24%	16%	25%	22%	28%	22%	33%	32%	22%	20%	27%	23%	24%	33%	20%
A Labour government led by Keir Starmer	39%	41%	36%	50%	56%	37%	31%	35%	30%	39%	41%	40%	35%	42%	38%	35%	36%
Don't know	36%	31%	40%	34%	19%	41%	40%	43%	37%	28%	38%	40%	38%	35%	39%	31%	44%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(54.C) Which government do you think would be better at the following?: Protecting the environment

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
A Conservative government led by Rishi Sunak	26%	43%	29%	22%	17%	28%	31%	23%	21%	44%	9%	24%	34%	18%	63%	8%	28%
A Labour government led by Keir Starmer	39%	37%	36%	40%	47%	27%	28%	53%	23%	19%	69%	45%	10%	22%	12%	67%	34%
Don't know	36%	20%	35%	38%	37%	45%	41%	24%	55%	36%	23%	31%	57%	61%	25%	24%	38%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.A) Which government do you think would be better at the following?: Managing the economy

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
A Conservative government led by Rishi Sunak	40%	43%	38%	41%	44%	43%	41%	36%	42%	41%	36%	26%	37%	38%	41%	42%	45%
A Labour government led by Keir Starmer	35%	37%	31%	34%	39%	27%	29%	39%	36%	37%	31%	57%	34%	39%	32%	41%	34%
Don't know	25%	20%	31%	25%	17%	30%	30%	25%	22%	21%	32%	17%	29%	22%	27%	17%	21%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.B) Which government do you think would be better at the following?: Managing the economy

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
A Conservative government led by Rishi Sunak	40%	43%	37%	26%	32%	32%	40%	46%	54%	46%	39%	37%	36%	37%	37%	47%	40%
A Labour government led by Keir Starmer	35%	35%	35%	47%	48%	39%	34%	27%	25%	34%	36%	35%	36%	37%	34%	35%	32%
Don't know	25%	22%	28%	27%	20%	29%	26%	28%	21%	20%	24%	28%	28%	26%	29%	18%	28%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(55.C) Which government do you think would be better at the following?: Managing the economy

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
A Conservative government led by Rishi Sunak	40%	52%	43%	41%	27%	27%	53%	33%	31%	69%	11%	41%	45%	30%	88%	12%	41%
A Labour government led by Keir Starmer	35%	35%	33%	34%	43%	35%	25%	48%	23%	15%	71%	37%	4%	20%	6%	71%	27%
Don't know	25%	13%	24%	25%	29%	38%	22%	19%	46%	17%	17%	22%	51%	50%	7%	17%	32%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.A) Which government do you think would be better at the following?: Reducing government borrowing

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
A Conservative government led by Rishi Sunak	41%	47%	46%	41%	44%	43%	34%	38%	43%	41%	39%	19%	40%	36%	42%	42%	46%
A Labour government led by Keir Starmer	29%	32%	22%	32%	25%	28%	34%	28%	28%	29%	27%	52%	27%	31%	30%	34%	31%
Don't know	30%	21%	33%	27%	31%	29%	31%	34%	29%	30%	35%	28%	33%	33%	29%	24%	23%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.B) Which government do you think would be better at the following?: Reducing government borrowing

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
A Conservative government led by Rishi Sunak	41%	46%	36%	29%	28%	33%	42%	47%	55%	48%	36%	39%	39%	38%	37%	47%	43%
A Labour government led by Keir Starmer	29%	29%	30%	44%	45%	32%	27%	23%	16%	28%	30%	30%	29%	33%	30%	26%	25%
Don't know	30%	26%	34%	27%	27%	35%	31%	30%	29%	23%	34%	31%	32%	29%	33%	26%	32%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(56.C) Which government do you think would be better at the following?: Reducing government borrowing

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
A Conservative government led by Rishi Sunak	41%	50%	41%	45%	28%	37%	50%	36%	35%	67%	18%	39%	34%	31%	84%	17%	38%
A Labour government led by Keir Starmer	29%	30%	30%	25%	38%	33%	20%	41%	18%	12%	60%	31%	9%	16%	5%	60%	26%
Don't know	30%	20%	29%	31%	34%	30%	29%	24%	47%	22%	22%	31%	57%	53%	12%	23%	36%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.A) Which government do you think would be better at the following?: Providing more jobs

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
A Conservative government led by Rishi Sunak	32%	37%	36%	33%	31%	37%	34%	28%	35%	27%	26%	21%	31%	26%	26%	40%	39%
A Labour government led by Keir Starmer	37%	39%	30%	32%	43%	30%	34%	38%	35%	43%	36%	56%	36%	41%	37%	39%	35%
Don't know	31%	24%	34%	35%	26%	33%	32%	34%	30%	31%	38%	23%	33%	33%	36%	22%	26%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.B) Which government do you think would be better at the following?: Providing more jobs

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
A Conservative government led by Rishi Sunak	32%	38%	26%	27%	32%	26%	32%	33%	37%	39%	31%	29%	28%	31%	29%	36%	32%
A Labour government led by Keir Starmer	37%	37%	37%	49%	47%	38%	35%	32%	28%	35%	39%	39%	35%	39%	37%	35%	35%
Don't know	31%	25%	37%	24%	21%	37%	32%	34%	34%	26%	30%	32%	36%	30%	34%	29%	34%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(57.C) Which government do you think would be better at the following?: Providing more jobs

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
A Conservative government led by Rishi Sunak	32%	48%	35%	30%	21%	27%	43%	25%	27%	55%	10%	28%	35%	23%	80%	10%	29%
A Labour government led by Keir Starmer	37%	35%	33%	38%	45%	33%	26%	51%	19%	16%	72%	40%	9%	19%	4%	72%	32%
Don't know	31%	17%	31%	32%	33%	40%	31%	24%	54%	28%	17%	32%	56%	58%	16%	18%	39%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.A) Which government do you think would be better at the following?: Reducing the cost of living

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
A Conservative government led by Rishi Sunak	33%	35%	36%	34%	33%	36%	32%	32%	46%	28%	35%	19%	32%	29%	34%	40%	35%
A Labour government led by Keir Starmer	40%	41%	34%	40%	42%	36%	40%	41%	31%	46%	38%	60%	40%	45%	40%	42%	38%
Don't know	26%	24%	29%	26%	25%	28%	28%	27%	23%	26%	27%	21%	29%	26%	25%	18%	27%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.B) Which government do you think would be better at the following?: Reducing the cost of living

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
A Conservative government led by Rishi Sunak	33%	36%	31%	19%	27%	25%	36%	35%	47%	41%	27%	30%	34%	29%	30%	42%	34%
A Labour government led by Keir Starmer	40%	40%	41%	58%	52%	46%	36%	33%	28%	37%	44%	42%	39%	43%	41%	38%	37%
Don't know	26%	25%	28%	22%	21%	28%	28%	32%	25%	22%	29%	28%	27%	28%	29%	20%	29%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(58.C) Which government do you think would be better at the following?: Reducing the cost of living

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
A Conservative government led by Rishi Sunak	33%	51%	36%	33%	22%	24%	44%	27%	26%	59%	11%	31%	30%	22%	80%	10%	32%
A Labour government led by Keir Starmer	40%	35%	39%	38%	51%	38%	29%	53%	27%	19%	76%	43%	18%	29%	8%	77%	36%
Don't know	26%	14%	24%	29%	27%	38%	26%	20%	47%	23%	14%	26%	52%	49%	12%	14%	32%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.A) Which government do you think would be better at the following?: Helping people to get onto the housing ladder

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
A Conservative government led by Rishi Sunak	30%	34%	31%	24%	29%	34%	32%	30%	34%	27%	26%	22%	30%	25%	26%	36%	33%
A Labour government led by Keir Starmer	36%	40%	27%	41%	38%	27%	32%	35%	39%	38%	34%	54%	32%	37%	38%	39%	39%
Don't know	35%	26%	42%	35%	33%	39%	35%	35%	28%	35%	40%	24%	39%	38%	36%	25%	28%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.B) Which government do you think would be better at the following?: Helping people to get onto the housing ladder

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
A Conservative government led by Rishi Sunak	30%	34%	26%	20%	28%	22%	30%	31%	39%	38%	26%	27%	27%	25%	28%	37%	31%
A Labour government led by Keir Starmer	36%	35%	36%	51%	48%	39%	31%	30%	25%	33%	39%	37%	35%	39%	37%	31%	35%
Don't know	35%	31%	38%	28%	24%	39%	39%	39%	36%	29%	36%	35%	39%	37%	34%	32%	34%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(59.C) Which government do you think would be better at the following?: Helping people to get onto the housing ladder

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
A Conservative government led by Rishi Sunak	30%	49%	33%	27%	20%	25%	39%	25%	23%	52%	13%	21%	20%	16%	74%	10%	19%
A Labour government led by Keir Starmer	36%	33%	35%	34%	44%	32%	27%	47%	19%	20%	65%	38%	15%	21%	8%	66%	33%
Don't know	35%	18%	33%	39%	36%	43%	34%	28%	58%	28%	22%	41%	65%	63%	18%	23%	48%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.A) Which government do you think would be better at the following?: Dealing with rising inflation

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
A Conservative government led by Rishi Sunak	39%	47%	42%	37%	39%	43%	37%	35%	47%	35%	36%	26%	35%	37%	39%	42%	46%
A Labour government led by Keir Starmer	34%	33%	26%	36%	34%	29%	32%	36%	31%	38%	29%	55%	35%	35%	33%	38%	30%
Don't know	27%	20%	31%	27%	27%	28%	30%	29%	22%	27%	35%	19%	30%	28%	28%	21%	24%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.B) Which government do you think would be better at the following?: Dealing with rising inflation

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
A Conservative government led by Rishi Sunak	39%	41%	38%	22%	34%	35%	42%	41%	51%	49%	36%	37%	34%	35%	38%	48%	38%
A Labour government led by Keir Starmer	34%	35%	32%	56%	43%	33%	33%	25%	24%	30%	36%	32%	36%	39%	30%	30%	30%
Don't know	27%	25%	30%	22%	24%	32%	26%	35%	25%	21%	28%	31%	30%	27%	32%	23%	32%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(60.C) Which government do you think would be better at the following?: Dealing with rising inflation

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
A Conservative government led by Rishi Sunak	39%	56%	42%	39%	27%	28%	49%	34%	33%	67%	14%	41%	34%	27%	88%	13%	42%
A Labour government led by Keir Starmer	34%	30%	31%	31%	45%	45%	24%	45%	23%	12%	68%	38%	10%	22%	3%	67%	27%
Don't know	27%	14%	27%	30%	28%	27%	27%	21%	44%	21%	19%	21%	56%	51%	9%	19%	31%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.A) Which government do you think would be better at the following?: Reducing the number of people in poverty

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
A Conservative government led by Rishi Sunak	24%	29%	26%	21%	24%	31%	20%	25%	27%	15%	21%	17%	22%	19%	22%	32%	28%
A Labour government led by Keir Starmer	47%	49%	43%	47%	46%	30%	51%	48%	41%	53%	46%	62%	50%	52%	43%	45%	46%
Don't know	30%	22%	31%	32%	30%	40%	29%	27%	32%	32%	32%	21%	29%	30%	35%	24%	26%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.B) Which government do you think would be better at the following?: Reducing the number of people in poverty

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
A Conservative government led by Rishi Sunak	24%	26%	22%	13%	27%	22%	25%	21%	29%	31%	19%	23%	22%	19%	25%	31%	21%
A Labour government led by Keir Starmer	47%	49%	45%	60%	51%	44%	44%	47%	41%	44%	50%	45%	47%	51%	42%	43%	47%
Don't know	30%	25%	34%	27%	22%	34%	31%	32%	31%	24%	31%	32%	31%	30%	33%	25%	32%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(61.C) Which government do you think would be better at the following?: Reducing the number of people in poverty

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
A Conservative government led by Rishi Sunak	24%	46%	27%	19%	17%	23%	31%	20%	21%	41%	11%	18%	19%	15%	64%	7%	17%
A Labour government led by Keir Starmer	47%	41%	44%	48%	54%	45%	37%	60%	29%	30%	77%	48%	34%	29%	16%	79%	46%
Don't know	30%	13%	30%	33%	29%	32%	32%	20%	50%	29%	12%	34%	47%	56%	20%	13%	38%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.A) Which government do you think would be better at the following?: Increasing pay and wages

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
A Conservative government led by Rishi Sunak	26%	34%	28%	25%	26%	24%	27%	25%	37%	20%	20%	23%	23%	23%	20%	34%	30%
A Labour government led by Keir Starmer	45%	38%	38%	46%	50%	39%	47%	45%	41%	52%	46%	60%	46%	48%	45%	43%	47%
Don't know	29%	29%	34%	29%	24%	37%	27%	30%	22%	28%	34%	17%	31%	30%	35%	23%	23%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.B) Which government do you think would be better at the following?: Increasing pay and wages

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
A Conservative government led by Rishi Sunak	26%	27%	26%	24%	28%	21%	32%	23%	27%	33%	23%	25%	23%	22%	26%	32%	25%
A Labour government led by Keir Starmer	45%	46%	43%	48%	50%	47%	41%	47%	40%	43%	48%	42%	46%	47%	42%	43%	45%
Don't know	29%	27%	31%	28%	22%	32%	27%	30%	33%	24%	29%	32%	32%	30%	31%	25%	31%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(62.C) Which government do you think would be better at the following?: Increasing pay and wages

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
A Conservative government led by Rishi Sunak	26%	43%	30%	21%	21%	29%	33%	23%	21%	46%	10%	19%	19%	19%	67%	10%	20%
A Labour government led by Keir Starmer	45%	38%	43%	47%	49%	29%	38%	56%	30%	28%	75%	50%	30%	30%	16%	74%	44%
Don't know	29%	19%	27%	32%	30%	41%	29%	22%	48%	26%	15%	31%	51%	51%	18%	16%	36%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.A) Which government do you think would be better at the following?: Dealing with crime

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
A Conservative government led by Rishi Sunak	32%	36%	33%	31%	35%	30%	32%	36%	39%	31%	27%	22%	30%	32%	32%	35%	37%
A Labour government led by Keir Starmer	33%	36%	25%	32%	32%	29%	31%	32%	31%	38%	35%	58%	33%	33%	33%	38%	32%
Don't know	34%	28%	43%	37%	33%	41%	37%	32%	30%	31%	39%	20%	37%	36%	36%	27%	30%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.B) Which government do you think would be better at the following?: Dealing with crime

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
A Conservative government led by Rishi Sunak	32%	38%	27%	23%	28%	25%	35%	30%	44%	38%	31%	28%	31%	28%	30%	39%	34%
A Labour government led by Keir Starmer	33%	33%	33%	48%	47%	36%	29%	27%	21%	32%	36%	32%	33%	37%	34%	30%	28%
Don't know	34%	29%	40%	28%	25%	39%	36%	43%	34%	30%	33%	40%	36%	35%	36%	31%	38%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(63.C) Which government do you think would be better at the following?: Dealing with crime

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
A Conservative government led by Rishi Sunak	32%	52%	36%	31%	20%	27%	43%	27%	23%	58%	12%	25%	33%	18%	81%	12%	23%
A Labour government led by Keir Starmer	33%	34%	31%	31%	44%	31%	23%	46%	22%	13%	66%	37%	6%	19%	5%	65%	31%
Don't know	34%	15%	34%	38%	36%	41%	34%	28%	54%	28%	22%	38%	61%	63%	15%	24%	46%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.A) Which government do you think would be better at the following?: Keeping the UK safe from foreign threats

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
A Conservative government led by Rishi Sunak	38%	46%	37%	37%	42%	41%	37%	39%	40%	36%	29%	26%	39%	33%	36%	41%	44%
A Labour government led by Keir Starmer	28%	29%	20%	27%	23%	25%	33%	26%	23%	32%	27%	51%	25%	29%	29%	34%	28%
Don't know	34%	25%	42%	36%	35%	34%	31%	35%	37%	32%	44%	23%	36%	38%	35%	24%	29%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.B) Which government do you think would be better at the following?: Keeping the UK safe from foreign threats

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
A Conservative government led by Rishi Sunak	38%	44%	33%	29%	33%	31%	39%	41%	48%	43%	38%	36%	34%	34%	35%	45%	40%
A Labour government led by Keir Starmer	28%	26%	29%	42%	39%	32%	26%	22%	15%	26%	29%	29%	27%	30%	28%	26%	25%
Don't know	34%	30%	38%	29%	28%	37%	35%	36%	37%	30%	33%	35%	38%	36%	37%	29%	35%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(64.C) Which government do you think would be better at the following?: Keeping the UK safe from foreign threats

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
A Conservative government led by Rishi Sunak	38%	55%	41%	38%	26%	27%	50%	30%	31%	64%	14%	32%	43%	28%	83%	14%	37%
A Labour government led by Keir Starmer	28%	31%	25%	25%	38%	29%	18%	40%	17%	9%	60%	29%	9%	13%	2%	57%	23%
Don't know	34%	14%	34%	37%	35%	44%	32%	30%	52%	27%	26%	39%	48%	58%	15%	29%	40%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.A) Which government do you think would be better at the following?: Improving the quality of life of people like you

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
A Conservative government led by Rishi Sunak	29%	38%	29%	29%	29%	31%	29%	32%	33%	24%	26%	17%	28%	23%	26%	36%	36%
A Labour government led by Keir Starmer	41%	39%	34%	39%	44%	31%	39%	41%	38%	47%	42%	63%	41%	43%	40%	41%	40%
Don't know	30%	23%	36%	32%	27%	38%	32%	27%	29%	30%	32%	20%	31%	34%	34%	23%	24%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.B) Which government do you think would be better at the following?: Improving the quality of life of people like you

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
A Conservative government led by Rishi Sunak	29%	32%	27%	17%	27%	24%	30%	30%	40%	37%	25%	29%	26%	24%	31%	36%	30%
A Labour government led by Keir Starmer	41%	41%	40%	59%	49%	43%	40%	35%	29%	38%	44%	40%	40%	45%	39%	38%	35%
Don't know	30%	28%	32%	25%	24%	33%	31%	35%	32%	24%	31%	31%	33%	31%	30%	26%	34%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(65.C) Which government do you think would be better at the following?: Improving the quality of life of people like you

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
A Conservative government led by Rishi Sunak	29%	54%	33%	26%	17%	27%	39%	24%	20%	54%	10%	21%	38%	16%	78%	8%	21%
A Labour government led by Keir Starmer	41%	33%	38%	40%	52%	43%	30%	54%	26%	20%	78%	47%	5%	21%	5%	79%	37%
Don't know	30%	12%	30%	34%	32%	30%	30%	22%	54%	27%	12%	32%	57%	62%	17%	13%	42%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.A) Which government do you think would be better at the following?: Improving opportunities for young people

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
A Conservative government led by Rishi Sunak	27%	31%	32%	23%	24%	31%	27%	28%	34%	24%	21%	16%	28%	23%	21%	33%	30%
A Labour government led by Keir Starmer	40%	45%	33%	43%	47%	32%	37%	38%	39%	39%	41%	53%	38%	40%	41%	41%	46%
Don't know	33%	24%	35%	34%	29%	38%	36%	34%	27%	37%	38%	31%	34%	38%	38%	26%	24%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.B) Which government do you think would be better at the following?: Improving opportunities for young people

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
A Conservative government led by Rishi Sunak	27%	31%	24%	23%	29%	21%	28%	24%	33%	36%	22%	24%	25%	25%	24%	33%	26%
A Labour government led by Keir Starmer	40%	40%	39%	54%	51%	40%	38%	35%	32%	39%	44%	41%	36%	42%	40%	39%	36%
Don't know	33%	29%	37%	24%	20%	39%	35%	41%	35%	25%	33%	36%	39%	33%	36%	28%	39%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(66.C) Which government do you think would be better at the following?: Improving opportunities for young people

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
A Conservative government led by Rishi Sunak	27%	49%	29%	24%	19%	25%	36%	22%	21%	47%	8%	26%	35%	17%	70%	7%	28%
A Labour government led by Keir Starmer	40%	32%	38%	41%	47%	39%	27%	55%	25%	21%	74%	44%	9%	19%	11%	74%	33%
Don't know	33%	19%	32%	35%	35%	36%	37%	23%	54%	32%	18%	30%	56%	64%	19%	19%	39%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.A) If former UKIP / Brexit Party leader Nigel Farage launched a new party in 2023, would you be open to voting for his new Party?

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	1008	150	131	85	88	64	88	83	47	117	99	56	252	210	149	166	173
Weighted	1008	136	144	88	98	76	92	85	41	115	85	48	244	209	153	172	174
I would be very interested	12%	15%	11%	9%	18%	15%	13%	9%	11%	10%	6%	14%	14%	10%	10%	13%	13%
I would be quite interested	16%	21%	18%	10%	17%	11%	15%	23%	24%	17%	10%	9%	17%	15%	17%	15%	19%
I would not be very interested	11%	10%	12%	18%	14%	6%	10%	9%	16%	7%	8%	13%	12%	9%	10%	16%	9%
I would not be interested at all	50%	43%	50%	50%	44%	49%	51%	48%	32%	57%	63%	55%	45%	53%	50%	51%	53%
Don't know	11%	10%	9%	12%	8%	19%	11%	11%	18%	8%	12%	9%	12%	14%	13%	5%	6%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.B) If former UKIP / Brexit Party leader Nigel Farage launched a new party in 2023, would you be open to voting for his new Party?

	Gender		Age						Social Grade				Children?				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	1008	487	518	138	145	175	181	159	210	262	276	203	264	444	175	258	130
Weighted	1008	486	519	106	172	165	168	161	235	271	261	221	252	423	176	270	138
I would be very interested	12%	16%	8%	8%	15%	12%	17%	10%	10%	11%	9%	14%	14%	11%	12%	13%	12%
I would be quite interested	16%	18%	15%	23%	23%	19%	8%	14%	14%	15%	16%	22%	13%	12%	22%	19%	17%
I would not be very interested	11%	10%	12%	12%	12%	10%	11%	9%	11%	11%	10%	13%	10%	10%	13%	10%	14%
I would not be interested at all	50%	50%	50%	43%	39%	48%	52%	58%	55%	53%	57%	38%	49%	55%	42%	48%	47%
Don't know	11%	7%	15%	14%	11%	11%	12%	9%	10%	9%	8%	13%	14%	12%	11%	10%	11%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(67.C) If former UKIP / Brexit Party leader Nigel Farage launched a new party in 2023, would you be open to voting for his new Party?

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1008	70	379	351	169	39	396	427	110	371	286	90	20	100	211	377	74
Weighted	1008	73	388	352	160	36	409	430	108	385	278	91	21	100	217	370	75
I would be very interested	12%	37%	8%	9%	14%	19%	20%	7%	5%	16%	7%	10%	38%	3%	13%	8%	8%
I would be quite interested	16%	23%	21%	13%	12%	9%	23%	12%	12%	22%	14%	13%	37%	9%	22%	14%	21%
I would not be very interested	11%	8%	12%	9%	14%	6%	16%	6%	12%	15%	8%	3%	18%	10%	19%	8%	6%
I would not be interested at all	50%	24%	50%	55%	50%	57%	30%	69%	49%	37%	63%	73%	0%	49%	37%	62%	60%
Don't know	11%	8%	9%	14%	10%	10%	11%	6%	22%	10%	8%	2%	7%	30%	10%	8%	4%

Note:

BASE: All Respondents

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

(68.A) You said you would be interested in voting for a new party led by Nigel Farage. Which of the following reasons explain why? Select any which apply.

	Total	Region											Grouped Income				
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Less than £20,000	£20,000 - £30,000	£30,000 - £40,000	£40,000 - £60,000	£60,000 or more
Unweighted	279	53	38	17	29	17	24	25	16	31	16	13	76	54	41	45	53
Weighted	284	49	42	17	33	20	26	27	14	31	14	11	76	52	42	49	56
We need someone to stand up for ordinary British people	62%	48%	62%	50%	78%	66%	69%	60%	66%	60%	62%	73%	70%	61%	65%	55%	51%
We need to cut illegal immigration	55%	43%	62%	61%	64%	56%	42%	62%	62%	48%	54%	64%	48%	66%	65%	47%	50%
We just need real change	44%	35%	42%	45%	50%	58%	45%	46%	41%	39%	48%	41%	50%	48%	46%	42%	32%
We need someone strong to lead the country	44%	33%	41%	45%	46%	68%	38%	47%	52%	43%	49%	45%	50%	46%	46%	39%	34%
We need to send a message to mainstream politicians that we don't like how they do things	43%	26%	33%	27%	55%	56%	56%	53%	49%	40%	42%	56%	40%	55%	42%	51%	32%
We need someone who doesn't care what others think about them	42%	21%	37%	46%	43%	60%	45%	54%	54%	36%	48%	66%	48%	47%	57%	34%	24%
The major political parties no longer represent me	41%	33%	23%	44%	31%	74%	38%	41%	50%	51%	63%	53%	39%	45%	45%	37%	40%
I am generally open to hearing what different parties have to say	33%	39%	25%	41%	29%	17%	20%	47%	50%	40%	40%	0%	32%	33%	27%	39%	34%
We need tax cuts	23%	27%	35%	17%	17%	26%	14%	12%	46%	7%	39%	22%	13%	36%	17%	29%	23%
Don't know	1%	1%	3%	0%	4%	0%	0%	0%	0%	2%	0%	0%	0%	3%	0%	2%	0%
Other (Please specify)	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%

Note:

BASE: Interested in voting for a new party led by Nigel Farage

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Cost of Living (November 2022)

(68.B) You said you would be interested in voting for a new party led by Nigel Farage. Which of the following reasons explain why? Select any which apply.

	Total	Gender		Age						Social Grade				Children?			
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	No children	1 child	2 children	3 or more children
Unweighted	279	162	117	43	53	52	44	37	50	67	68	72	72	106	57	79	37
Weighted	284	165	119	33	65	50	41	39	56	70	66	78	70	100	59	86	40
We need someone to stand up for ordinary British people	62%	59%	66%	36%	49%	45%	72%	79%	87%	48%	68%	67%	64%	63%	56%	63%	65%
We need to cut illegal immigration	55%	52%	58%	20%	34%	37%	66%	79%	90%	46%	53%	54%	66%	48%	55%	59%	63%
We just need real change	44%	41%	47%	34%	41%	35%	50%	46%	54%	37%	44%	41%	53%	39%	51%	39%	55%
We need someone strong to lead the country	44%	46%	40%	31%	32%	34%	50%	45%	69%	32%	48%	40%	56%	46%	38%	44%	47%
We need to send a message to mainstream politicians that we don't like how they do things	43%	43%	42%	17%	34%	41%	49%	50%	59%	31%	46%	46%	47%	40%	38%	44%	54%
We need someone who doesn't care what others think about them	42%	39%	46%	14%	34%	30%	57%	61%	54%	29%	41%	47%	50%	42%	41%	36%	56%
The major political parties no longer represent me	41%	42%	39%	14%	40%	35%	53%	50%	50%	43%	44%	33%	46%	39%	32%	49%	41%
I am generally open to hearing what different parties have to say	33%	32%	34%	46%	35%	33%	25%	30%	29%	30%	44%	28%	30%	31%	31%	28%	48%
We need tax cuts	23%	22%	24%	35%	38%	19%	23%	8%	13%	27%	25%	20%	21%	23%	30%	16%	29%
Don't know	1%	0%	3%	5%	2%	0%	0%	3%	0%	0%	1%	2%	2%	4%	0%	0%	0%
Other (Please specify)	0%	0%	1%	0%	0%	0%	0%	3%	0%	0%	0%	1%	0%	0%	0%	1%	0%

Note:

BASE: Interested in voting for a new party led by Nigel Farage

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions

Public First Poll for Cost of Living (November 2022)

(68.C) You said you would be interested in voting for a new party led by Nigel Farage. Which of the following reasons explain why? Select any which apply.

	Total	Financial Comfort					EU 2016 Vote			2019				Voting Intention			
		Very comfortable	Relatively comfortable	No money for luxuries	Struggle to make ends meet	Cannot afford costs	Leave	Remain	I did not vote	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats	
Unweighted	279	41	109	76	42	11	167	80	20	140	60	20	15	11	74	83	22
Weighted	284	44	112	78	40	10	174	83	19	145	59	20	15	12	75	83	22
We need someone to stand up for ordinary British people	62%	37%	60%	74%	66%	73%	74%	38%	65%	73%	41%	43%	59%	60%	61%	49%	43%
We need to cut illegal immigration	55%	31%	53%	67%	56%	73%	72%	27%	37%	73%	20%	30%	75%	49%	69%	27%	39%
We just need real change	44%	26%	36%	56%	60%	43%	49%	28%	61%	46%	31%	33%	63%	26%	37%	39%	43%
We need someone strong to lead the country	44%	27%	40%	59%	42%	56%	48%	38%	31%	52%	26%	44%	50%	37%	49%	27%	57%
We need to send a message to mainstream politicians that we don't like how they do things	43%	31%	31%	59%	61%	23%	50%	34%	35%	51%	25%	43%	54%	64%	35%	27%	51%
We need someone who doesn't care what others think about them	42%	27%	37%	49%	53%	63%	50%	30%	31%	51%	31%	12%	39%	40%	52%	31%	20%
The major political parties no longer represent me	41%	31%	35%	50%	52%	38%	46%	33%	35%	45%	30%	42%	48%	39%	29%	28%	37%
I am generally open to hearing what different parties have to say	33%	33%	26%	39%	39%	35%	26%	42%	56%	34%	32%	39%	33%	43%	37%	33%	50%
We need tax cuts	23%	22%	22%	25%	21%	31%	21%	20%	41%	19%	23%	48%	27%	22%	21%	25%	32%
Don't know	1%	4%	1%	0%	3%	0%	0%	5%	0%	1%	5%	0%	0%	0%	0%	3%	0%
Other (Please specify)	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%

Note:

BASE: Interested in voting for a new party led by Nigel Farage

Fieldwork: 1st Nov - 3rd Nov 2022

Data weighted by interlocking age & gender, region and social grade to Nationally Representative Proportions