

# Public First Poll for Internal (Cost of Living Tracker)

**Fieldwork:** 2nd Sep - 5th Sep 2022  
**Interview method:** Online Survey  
**Population represented:** GB Adults  
**Sample size:** 1005

## 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 the Public First Polling Team ([polling@publicfirst.co.uk](mailto:polling@publicfirst.co.uk))

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(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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Cost of living	76%	69%	75%	80%	84%	74%	82%	70%	64%	82%	76%	69%	78%	73%	79%	76%	70%
State of the economy	48%	44%	55%	42%	43%	44%	43%	52%	52%	58%	58%	25%	36%	47%	50%	51%	57%
Quality of the NHS	45%	29%	47%	51%	49%	45%	42%	50%	36%	49%	51%	46%	49%	44%	42%	47%	38%
Threat of climate change	28%	28%	31%	28%	41%	28%	29%	23%	19%	27%	24%	24%	27%	32%	28%	25%	32%
Levels of immigration	18%	14%	17%	21%	20%	21%	14%	17%	12%	18%	15%	29%	20%	20%	24%	10%	15%
Levels of crime	13%	23%	12%	5%	16%	12%	12%	19%	8%	10%	7%	14%	13%	13%	12%	16%	12%
Availability of housing	12%	20%	11%	13%	11%	11%	11%	13%	9%	7%	11%	9%	11%	11%	11%	13%	16%
Level of taxation	11%	19%	5%	8%	7%	17%	11%	9%	17%	10%	13%	4%	9%	12%	13%	11%	13%
Supporting people in old age	9%	8%	7%	8%	8%	10%	7%	10%	17%	10%	10%	12%	10%	9%	10%	9%	5%
Quality / cost of public transport	6%	5%	7%	5%	4%	6%	7%	6%	5%	6%	7%	0%	7%	5%	4%	7%	6%
Number of people on welfare	6%	5%	3%	4%	5%	8%	9%	7%	10%	5%	7%	17%	5%	7%	6%	8%	5%
Threat of terrorism	5%	5%	7%	5%	3%	0%	5%	8%	7%	3%	3%	4%	4%	4%	7%	6%	3%
Quality of and access to schools / colleges / universities	4%	3%	2%	4%	0%	9%	8%	3%	7%	4%	4%	2%	3%	5%	4%	3%	5%
State of Britain's Armed Forces	3%	4%	3%	1%	1%	5%	4%	4%	0%	2%	1%	5%	4%	1%	2%	4%	3%
Don't know	1%	1%	2%	3%	0%	0%	0%	0%	0%	0%	0%	1%	2%	0%	1%	0%	0%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Cost of living	76%	72%	79%	67%	72%	78%	82%	82%	73%	69%	77%	75%	82%	76%	73%	78%	74%
State of the economy	48%	48%	48%	36%	40%	45%	50%	53%	56%	50%	50%	50%	41%	45%	48%	55%	44%
Quality of the NHS	45%	37%	52%	33%	35%	38%	44%	56%	56%	49%	40%	49%	41%	44%	40%	52%	41%
Threat of climate change	28%	28%	29%	26%	25%	24%	31%	25%	35%	31%	30%	26%	25%	27%	31%	29%	28%
Levels of immigration	18%	20%	15%	11%	11%	14%	18%	22%	25%	15%	17%	14%	24%	14%	17%	20%	25%
Levels of crime	13%	17%	10%	19%	12%	15%	14%	10%	12%	13%	14%	11%	15%	15%	13%	7%	19%
Availability of housing	12%	11%	13%	18%	19%	16%	12%	7%	5%	14%	11%	10%	12%	14%	13%	9%	10%
Level of taxation	11%	13%	9%	16%	22%	15%	12%	3%	2%	11%	12%	12%	9%	13%	10%	8%	11%
Supporting people in old age	9%	8%	10%	5%	6%	9%	7%	11%	13%	11%	6%	9%	10%	8%	10%	8%	11%
Quality / cost of public transport	6%	5%	6%	7%	9%	7%	4%	6%	2%	5%	8%	4%	6%	7%	7%	4%	4%
Number of people on welfare	6%	6%	6%	9%	5%	7%	5%	8%	5%	5%	6%	8%	6%	6%	7%	7%	5%
Threat of terrorism	5%	6%	4%	7%	6%	3%	6%	4%	4%	5%	6%	5%	4%	5%	4%	2%	9%
Quality of and access to schools / colleges / universities	4%	4%	3%	11%	7%	5%	2%	1%	1%	4%	3%	7%	2%	5%	4%	2%	5%
State of Britain's Armed Forces	3%	4%	2%	7%	3%	2%	1%	1%	4%	3%	3%	3%	3%	2%	4%	3%	2%
Don't know	1%	0%	1%	2%	1%	1%	1%	1%	0%	0%	0%	2%	1%	1%	1%	1%	0%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Cost of living	76%	48%	71%	83%	85%	84%	75%	75%	82%	74%	77%	68%	68%	87%	71%	80%	71%
State of the economy	48%	38%	51%	47%	51%	36%	50%	47%	45%	54%	42%	48%	33%	48%	51%	48%	51%
Quality of the NHS	45%	38%	46%	49%	43%	26%	43%	50%	38%	43%	50%	40%	32%	41%	44%	51%	37%
Threat of climate change	28%	27%	34%	26%	24%	10%	20%	39%	27%	24%	30%	43%	14%	27%	23%	29%	47%
Levels of immigration	18%	19%	16%	17%	21%	22%	31%	6%	14%	27%	8%	7%	51%	18%	29%	8%	9%
Levels of crime	13%	14%	14%	12%	12%	19%	15%	11%	12%	14%	12%	13%	31%	10%	14%	12%	13%
Availability of housing	12%	10%	11%	12%	14%	20%	8%	14%	16%	6%	18%	17%	20%	9%	7%	17%	9%
Level of taxation	11%	17%	8%	11%	11%	13%	10%	11%	12%	10%	10%	13%	12%	13%	10%	11%	13%
Supporting people in old age	9%	14%	11%	7%	7%	11%	11%	8%	6%	11%	9%	1%	12%	11%	10%	8%	4%
Quality / cost of public transport	6%	3%	5%	5%	7%	14%	4%	6%	10%	3%	7%	14%	0%	5%	4%	6%	9%
Number of people on welfare	6%	9%	5%	7%	6%	7%	7%	5%	6%	9%	5%	5%	0%	5%	12%	4%	5%
Threat of terrorism	5%	5%	5%	5%	2%	12%	6%	4%	3%	6%	4%	3%	0%	2%	6%	3%	4%
Quality of and access to schools / colleges / universities	4%	12%	3%	2%	5%	2%	2%	4%	4%	3%	5%	3%	18%	2%	3%	5%	4%
State of Britain's Armed Forces	3%	12%	3%	1%	2%	0%	3%	3%	1%	4%	3%	2%	0%	0%	5%	2%	2%
Don't know	1%	2%	0%	1%	1%	2%	1%	1%	0%	0%	1%	0%	0%	2%	0%	1%	0%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
I would have voted to Leave knowing what I do now	37%	31%	41%	40%	34%	32%	45%	42%	36%	37%	32%	43%	40%	41%	41%	36%	31%
I would have voted to Remain knowing what I do now	49%	59%	43%	45%	50%	51%	43%	39%	48%	50%	59%	39%	41%	46%	49%	52%	60%
I would not have voted	5%	3%	5%	3%	4%	7%	6%	6%	9%	7%	3%	9%	10%	4%	3%	4%	4%
Don't Know	9%	6%	10%	12%	12%	9%	6%	13%	7%	5%	6%	9%	10%	9%	8%	9%	5%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
I would have voted to Leave knowing what I do now	37%	45%	30%	25%	23%	25%	37%	55%	50%	35%	36%	33%	45%	31%	42%	40%	44%
I would have voted to Remain knowing what I do now	49%	46%	51%	53%	63%	57%	47%	36%	40%	53%	53%	49%	39%	53%	45%	46%	46%
I would not have voted	5%	5%	6%	12%	4%	9%	5%	3%	3%	4%	4%	7%	7%	7%	3%	4%	5%
Don't Know	9%	4%	13%	10%	10%	9%	11%	6%	8%	8%	8%	11%	9%	9%	10%	9%	5%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
I would have voted to Leave knowing what I do now	37%	42%	39%	35%	35%	45%	71%	9%	13%	63%	18%	16%	87%	21%	66%	19%	18%
I would have voted to Remain knowing what I do now	49%	45%	51%	49%	46%	40%	18%	87%	40%	29%	73%	76%	13%	34%	25%	71%	74%
I would not have voted	5%	5%	4%	6%	8%	10%	2%	0%	30%	2%	4%	2%	0%	23%	2%	3%	3%
Don't Know	9%	7%	7%	10%	12%	5%	8%	4%	18%	6%	6%	6%	0%	21%	6%	7%	4%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Very optimistic	7%	18%	3%	2%	1%	5%	5%	7%	16%	5%	3%	10%	4%	7%	3%	8%	13%
Quite optimistic	15%	19%	11%	15%	8%	9%	18%	18%	24%	14%	14%	26%	14%	11%	20%	14%	21%
Neither optimistic nor pessimistic	23%	14%	31%	22%	25%	24%	27%	27%	11%	19%	30%	24%	27%	25%	26%	17%	14%
Quite pessimistic	30%	23%	36%	32%	35%	38%	32%	22%	24%	35%	22%	13%	23%	32%	26%	37%	29%
Very pessimistic	24%	25%	18%	24%	29%	23%	16%	25%	20%	23%	31%	25%	29%	23%	23%	22%	22%
Don't know	2%	1%	1%	5%	2%	0%	1%	1%	5%	3%	0%	1%	3%	3%	0%	1%	1%
Total Optimistic:	22%	37%	14%	18%	9%	14%	23%	26%	40%	19%	17%	36%	18%	18%	24%	23%	34%
Total Pessimistic:	53%	49%	54%	55%	64%	62%	49%	46%	44%	59%	53%	38%	51%	54%	50%	59%	51%
Net:	-31%	-12%	-40%	-38%	-55%	-48%	-26%	-21%	-4%	-39%	-36%	-2%	-33%	-36%	-26%	-37%	-18%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Very optimistic	7%	9%	4%	17%	13%	9%	4%	1%	1%	9%	4%	9%	4%	6%	7%	8%	5%
Quite optimistic	15%	20%	11%	24%	13%	13%	14%	16%	14%	14%	16%	17%	14%	14%	19%	11%	19%
Neither optimistic nor pessimistic	23%	21%	26%	18%	19%	23%	20%	29%	29%	19%	21%	28%	27%	24%	25%	23%	21%
Quite pessimistic	30%	28%	31%	25%	34%	29%	27%	27%	32%	38%	36%	18%	25%	30%	27%	31%	30%
Very pessimistic	24%	21%	25%	12%	21%	25%	33%	25%	22%	20%	21%	26%	27%	23%	20%	25%	25%
Don't know	2%	1%	2%	3%	1%	2%	3%	1%	1%	1%	1%	2%	3%	2%	2%	2%	0%
Total Optimistic:	22%	29%	15%	42%	26%	22%	18%	17%	15%	23%	20%	26%	18%	20%	27%	19%	24%
Total Pessimistic:	53%	49%	57%	38%	54%	54%	60%	52%	55%	57%	57%	44%	53%	53%	47%	56%	55%
Net:	-31%	-21%	-41%	4%	-29%	-32%	-42%	-35%	-39%	-34%	-37%	-18%	-35%	-33%	-21%	-37%	-30%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Very optimistic	7%	38%	5%	3%	1%	4%	5%	10%	2%	7%	8%	9%	0%	3%	8%	7%	6%
Quite optimistic	15%	27%	22%	9%	10%	3%	19%	12%	15%	19%	13%	19%	13%	8%	22%	13%	17%
Neither optimistic nor pessimistic	23%	11%	26%	26%	23%	12%	29%	15%	24%	26%	16%	22%	30%	28%	28%	14%	31%
Quite pessimistic	30%	15%	30%	36%	30%	11%	26%	33%	35%	31%	29%	26%	20%	29%	30%	32%	23%
Very pessimistic	24%	7%	15%	25%	37%	65%	20%	29%	21%	16%	33%	24%	36%	28%	11%	33%	22%
Don't know	2%	2%	2%	2%	0%	5%	2%	1%	3%	1%	1%	0%	0%	4%	0%	2%	0%
Total Optimistic:	22%	65%	27%	11%	10%	7%	23%	22%	17%	26%	20%	28%	13%	11%	31%	20%	24%
Total Pessimistic:	53%	22%	46%	61%	67%	76%	46%	63%	55%	46%	62%	50%	57%	58%	41%	64%	45%
Net:	-31%	43%	-19%	-49%	-56%	-70%	-23%	-41%	-38%	-20%	-42%	-22%	-43%	-47%	-10%	-45%	-21%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
War in Ukraine	57%	45%	64%	54%	65%	61%	63%	55%	47%	60%	53%	51%	51%	59%	62%	59%	55%
Prices rising globally as supply chains continue to struggle post-Covid	41%	37%	46%	48%	47%	36%	41%	44%	33%	37%	43%	35%	44%	46%	43%	37%	39%
Businesses "profiteering" and raising prices more than they need to	31%	24%	32%	32%	32%	45%	25%	34%	29%	33%	24%	29%	32%	26%	31%	35%	29%
Brexit raising costs	30%	36%	27%	30%	28%	31%	31%	27%	22%	26%	37%	29%	26%	25%	28%	36%	34%
Lack of planning by Government to store energy sufficiently	30%	38%	25%	27%	31%	29%	22%	28%	16%	38%	34%	39%	30%	28%	27%	33%	35%
Debts incurred during the Covid crisis	27%	27%	33%	30%	22%	23%	34%	24%	30%	26%	22%	24%	25%	30%	30%	26%	26%
Mistakes made by Boris Johnson's Government	23%	25%	22%	18%	20%	20%	22%	22%	23%	30%	27%	22%	22%	23%	22%	25%	22%
Government raising taxes	16%	19%	11%	12%	18%	13%	22%	13%	20%	17%	18%	11%	16%	16%	15%	19%	15%
The Bank of England raising interest rates too slowly	9%	13%	5%	3%	10%	11%	7%	12%	10%	10%	8%	14%	9%	7%	6%	10%	12%
None of the above - there is no increase in the cost of living	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Other (Please Specify)	2%	1%	2%	1%	2%	0%	1%	1%	3%	1%	3%	2%	1%	3%	1%	1%	2%
Don't Know	3%	4%	5%	6%	3%	3%	1%	0%	7%	1%	2%	1%	4%	3%	3%	1%	1%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
War in Ukraine	57%	58%	57%	38%	39%	48%	62%	67%	75%	58%	59%	56%	54%	52%	59%	62%	61%
Prices rising globally as supply chains continue to struggle post-Covid	41%	41%	42%	29%	34%	38%	45%	39%	53%	43%	44%	37%	41%	38%	44%	44%	42%
Businesses "profiteering" and raising prices more than they need to	31%	31%	30%	20%	28%	39%	27%	37%	29%	30%	30%	30%	33%	27%	35%	31%	34%
Brexit raising costs	30%	28%	31%	32%	36%	31%	28%	29%	24%	32%	30%	32%	26%	35%	25%	26%	29%
Lack of planning by Government to store energy sufficiently	30%	33%	28%	19%	30%	31%	34%	31%	32%	41%	29%	24%	26%	28%	29%	37%	28%
Debts incurred during the Covid crisis	27%	25%	29%	28%	25%	25%	23%	27%	32%	26%	28%	28%	27%	25%	28%	26%	32%
Mistakes made by Boris Johnson's Government	23%	21%	24%	26%	27%	24%	20%	25%	19%	25%	19%	27%	22%	26%	19%	22%	22%
Government raising taxes	16%	15%	17%	29%	23%	24%	13%	9%	5%	10%	17%	21%	17%	17%	20%	13%	14%
The Bank of England raising interest rates too slowly	9%	11%	7%	18%	9%	8%	5%	8%	8%	11%	8%	8%	8%	9%	10%	9%	9%
None of the above - there is no increase in the cost of living	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other (Please Specify)	2%	1%	2%	0%	1%	0%	2%	1%	3%	2%	1%	1%	1%	2%	2%	2%	1%
Don't Know	3%	2%	4%	10%	3%	2%	4%	0%	0%	2%	2%	2%	6%	4%	1%	2%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
War in Ukraine	57%	44%	64%	57%	51%	44%	66%	51%	48%	72%	45%	53%	57%	54%	77%	46%	49%
Prices rising globally as supply chains continue to struggle post-Covid	41%	46%	43%	38%	46%	25%	47%	36%	44%	49%	29%	44%	43%	42%	50%	31%	42%
Businesses "profiteering" and raising prices more than they need to	31%	26%	27%	36%	30%	31%	31%	31%	34%	30%	33%	28%	50%	33%	27%	33%	31%
Brexit raising costs	30%	23%	31%	30%	29%	30%	15%	43%	38%	19%	40%	45%	0%	30%	18%	41%	38%
Lack of planning by Government to store energy sufficiently	30%	24%	30%	30%	35%	30%	32%	31%	22%	27%	34%	30%	38%	28%	20%	33%	38%
Debts incurred during the Covid crisis	27%	24%	28%	30%	22%	19%	32%	21%	31%	35%	20%	19%	26%	28%	36%	21%	24%
Mistakes made by Boris Johnson's Government	23%	21%	23%	23%	27%	18%	16%	30%	19%	10%	36%	25%	14%	23%	7%	36%	20%
Government raising taxes	16%	25%	13%	15%	16%	25%	13%	15%	23%	13%	17%	11%	12%	18%	14%	16%	14%
The Bank of England raising interest rates too slowly	9%	16%	10%	9%	3%	11%	10%	9%	5%	12%	8%	8%	5%	3%	13%	9%	5%
None of the above - there is no increase in the cost of living	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
Other (Please Specify)	2%	0%	2%	1%	3%	4%	2%	1%	3%	1%	2%	2%	27%	1%	1%	1%	0%
Don't Know	3%	2%	2%	2%	4%	11%	2%	3%	2%	1%	4%	3%	0%	5%	2%	4%	3%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Not been able to pay for things like clothes	16%	13%	13%	20%	14%	14%	17%	22%	27%	19%	9%	17%	24%	19%	13%	14%	10%
Cancelled a holiday plan because it was too expensive	14%	20%	12%	4%	14%	18%	15%	9%	20%	15%	13%	20%	16%	17%	12%	12%	16%
Not been able to pay energy bills	11%	10%	8%	11%	5%	10%	13%	7%	22%	12%	11%	23%	17%	15%	6%	11%	5%
Not been able to pay for petrol	11%	10%	6%	15%	8%	8%	14%	10%	27%	12%	9%	12%	13%	14%	8%	11%	9%
Had my hours at work cut	5%	10%	3%	2%	4%	7%	7%	7%	9%	4%	3%	6%	5%	6%	5%	7%	6%
Not been able to pay my rent	5%	8%	5%	1%	3%	7%	9%	5%	13%	3%	0%	10%	10%	4%	1%	7%	4%
Lost my job	4%	9%	3%	1%	1%	6%	4%	3%	2%	2%	1%	6%	7%	4%	2%	2%	3%
Not been able to pay for childcare	4%	11%	1%	1%	2%	2%	4%	5%	5%	5%	1%	7%	4%	5%	3%	5%	4%
Defaulted on my mortgage payments	3%	8%	2%	1%	0%	2%	2%	3%	2%	3%	0%	5%	2%	2%	2%	4%	6%
Don't Know	2%	2%	1%	3%	3%	2%	1%	1%	3%	1%	2%	0%	3%	1%	4%	1%	1%
None of the above	62%	50%	70%	65%	68%	62%	60%	62%	41%	63%	69%	48%	51%	59%	66%	63%	63%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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.

	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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Not been able to pay for things like clothes	16%	12%	20%	23%	21%	17%	25%	11%	6%	13%	14%	11%	26%	14%	17%	14%	24%
Cancelled a holiday plan because it was too expensive	14%	15%	14%	23%	23%	19%	14%	7%	6%	14%	14%	14%	14%	12%	20%	11%	17%
Not been able to pay energy bills	11%	12%	10%	14%	19%	16%	13%	7%	2%	8%	7%	13%	16%	10%	12%	9%	16%
Not been able to pay for petrol	11%	10%	12%	20%	20%	12%	12%	5%	2%	8%	10%	11%	14%	9%	14%	8%	17%
Had my hours at work cut	5%	6%	5%	12%	9%	5%	5%	4%	2%	7%	5%	6%	4%	6%	7%	3%	6%
Not been able to pay my rent	5%	5%	5%	14%	9%	8%	4%	3%	0%	4%	5%	5%	8%	5%	7%	4%	6%
Lost my job	4%	4%	3%	8%	6%	4%	4%	1%	1%	3%	4%	5%	3%	4%	4%	3%	4%
Not been able to pay for childcare	4%	6%	3%	10%	8%	5%	4%	1%	0%	4%	4%	5%	3%	4%	7%	3%	4%
Defaulted on my mortgage payments	3%	4%	1%	7%	5%	3%	3%	0%	0%	2%	2%	4%	3%	3%	4%	2%	1%
Don't Know	2%	2%	2%	6%	2%	2%	1%	1%	1%	2%	1%	1%	3%	3%	0%	1%	2%
None of the above	62%	61%	62%	33%	38%	54%	58%	77%	88%	66%	63%	66%	52%	63%	56%	67%	56%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Not been able to pay for things like clothes	16%	13%	4%	15%	35%	65%	15%	15%	20%	12%	23%	6%	6%	19%	11%	21%	11%
Cancelled a holiday plan because it was too expensive	14%	18%	7%	16%	20%	25%	11%	16%	18%	13%	17%	8%	19%	14%	10%	18%	13%
Not been able to pay energy bills	11%	8%	5%	7%	23%	52%	12%	10%	11%	7%	16%	6%	25%	16%	8%	14%	7%
Not been able to pay for petrol	11%	15%	4%	8%	22%	36%	10%	10%	15%	8%	13%	8%	25%	14%	6%	15%	6%
Had my hours at work cut	5%	12%	4%	5%	5%	9%	4%	7%	7%	4%	7%	9%	7%	4%	5%	6%	8%
Not been able to pay my rent	5%	8%	3%	3%	10%	22%	4%	6%	6%	3%	9%	5%	0%	6%	4%	9%	4%
Lost my job	4%	10%	3%	2%	4%	8%	3%	4%	3%	3%	4%	3%	5%	3%	3%	4%	5%
Not been able to pay for childcare	4%	14%	3%	2%	5%	8%	4%	5%	3%	4%	5%	4%	0%	1%	5%	5%	1%
Defaulted on my mortgage payments	3%	10%	3%	1%	0%	4%	2%	4%	0%	2%	4%	4%	5%	0%	3%	4%	1%
Don't Know	2%	2%	1%	2%	2%	7%	1%	2%	1%	1%	3%	2%	0%	2%	0%	3%	1%
None of the above	62%	46%	80%	63%	39%	10%	68%	59%	53%	70%	50%	70%	63%	62%	70%	51%	63%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Not being able to pay energy bills	35%	28%	33%	37%	37%	35%	27%	33%	40%	45%	32%	46%	45%	39%	33%	35%	21%
Not being able to afford a holiday	30%	23%	28%	29%	31%	35%	25%	30%	36%	36%	32%	31%	33%	31%	29%	34%	25%
Not being able to pay for a nice Christmas	28%	24%	29%	26%	24%	26%	29%	24%	40%	37%	29%	31%	36%	30%	26%	32%	16%
My family is not at risk of any of the above	28%	25%	32%	32%	26%	34%	33%	30%	21%	26%	25%	22%	17%	24%	33%	31%	37%
Not being able to pay for things like clothes	22%	18%	22%	23%	19%	22%	23%	24%	23%	22%	20%	29%	33%	25%	18%	18%	12%
Not being able to pay for petrol	18%	17%	13%	19%	15%	20%	20%	15%	33%	20%	19%	25%	23%	19%	17%	20%	13%
Not being able to pay my rent	11%	12%	9%	9%	11%	11%	13%	9%	26%	15%	4%	12%	18%	11%	12%	9%	5%
Losing my job	8%	17%	8%	3%	6%	5%	3%	9%	7%	3%	11%	11%	9%	7%	6%	7%	11%
Having my hours at work cut	8%	10%	9%	5%	9%	4%	9%	6%	14%	7%	5%	11%	7%	12%	7%	6%	6%
Defaulting on my mortgage payments	5%	10%	2%	9%	2%	5%	2%	5%	2%	5%	5%	10%	4%	5%	4%	7%	7%
Not being able to pay for childcare	4%	6%	4%	6%	2%	6%	4%	1%	2%	2%	2%	2%	3%	5%	2%	4%	4%
Don't Know	11%	10%	13%	10%	18%	6%	19%	11%	3%	8%	12%	11%	12%	13%	10%	6%	11%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Not being able to pay energy bills	35%	30%	39%	34%	33%	42%	45%	32%	26%	26%	33%	33%	48%	29%	39%	35%	46%
Not being able to afford a holiday	30%	26%	33%	26%	35%	33%	39%	25%	22%	27%	28%	33%	33%	27%	30%	31%	35%
Not being able to pay for a nice Christmas	28%	22%	34%	36%	29%	34%	40%	25%	14%	20%	28%	30%	37%	25%	30%	30%	32%
My family is not at risk of any of the above	28%	31%	26%	12%	17%	22%	19%	31%	53%	40%	29%	26%	17%	28%	26%	32%	24%
Not being able to pay for things like clothes	22%	16%	27%	23%	23%	25%	33%	24%	9%	14%	20%	21%	32%	22%	23%	19%	26%
Not being able to pay for petrol	18%	14%	22%	27%	21%	24%	20%	15%	9%	14%	15%	22%	23%	14%	22%	17%	28%
Not being able to pay my rent	11%	11%	11%	26%	17%	12%	13%	8%	1%	9%	9%	10%	17%	12%	10%	8%	16%
Losing my job	8%	10%	6%	15%	11%	11%	10%	3%	1%	9%	6%	8%	8%	9%	8%	5%	6%
Having my hours at work cut	8%	7%	8%	17%	12%	9%	10%	4%	1%	6%	7%	12%	7%	11%	9%	3%	8%
Defaulting on my mortgage payments	5%	6%	4%	11%	11%	6%	4%	2%	0%	6%	5%	6%	4%	5%	5%	5%	5%
Not being able to pay for childcare	4%	4%	3%	7%	10%	4%	3%	0%	0%	3%	4%	4%	3%	2%	7%	3%	3%
Don't Know	11%	11%	12%	8%	9%	10%	10%	19%	11%	9%	15%	7%	15%	13%	10%	12%	8%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Not being able to pay energy bills	35%	17%	15%	41%	67%	75%	36%	35%	28%	30%	44%	24%	43%	41%	24%	44%	26%
Not being able to afford a holiday	30%	9%	16%	39%	50%	38%	29%	30%	30%	27%	37%	13%	36%	27%	25%	37%	23%
Not being able to pay for a nice Christmas	28%	9%	13%	35%	50%	66%	29%	27%	28%	25%	34%	17%	43%	31%	18%	38%	23%
My family is not at risk of any of the above	28%	38%	50%	18%	2%	2%	32%	26%	24%	36%	18%	41%	14%	28%	39%	19%	38%
Not being able to pay for things like clothes	22%	9%	6%	25%	51%	55%	20%	22%	25%	19%	28%	12%	19%	25%	13%	29%	20%
Not being able to pay for petrol	18%	15%	6%	19%	40%	41%	19%	16%	20%	15%	24%	7%	36%	20%	12%	25%	11%
Not being able to pay my rent	11%	12%	4%	9%	23%	46%	9%	10%	15%	7%	16%	9%	12%	13%	6%	17%	6%
Losing my job	8%	15%	4%	6%	14%	14%	7%	9%	6%	6%	9%	11%	12%	7%	4%	10%	8%
Having my hours at work cut	8%	10%	5%	7%	12%	12%	6%	9%	9%	6%	11%	4%	14%	8%	6%	10%	2%
Defaulting on my mortgage payments	5%	10%	4%	4%	5%	12%	4%	7%	3%	5%	8%	1%	0%	1%	6%	8%	2%
Not being able to pay for childcare	4%	7%	3%	2%	6%	5%	3%	4%	5%	3%	4%	7%	0%	3%	3%	4%	4%
Don't Know	11%	8%	13%	13%	7%	8%	11%	11%	13%	12%	9%	11%	5%	14%	12%	8%	10%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	652	113	98	47	45	48	66	49	31	64	56	35	109	127	118	142	128
Weighted	637	108	94	50	47	48	62	47	30	66	51	33	103	123	118	140	127
Yes	32%	41%	22%	40%	11%	36%	35%	32%	27%	36%	41%	25%	16%	35%	31%	35%	43%
No	54%	51%	63%	45%	69%	58%	45%	58%	63%	46%	44%	63%	68%	52%	54%	54%	46%
Don't know	14%	8%	15%	15%	20%	6%	20%	10%	10%	18%	15%	12%	15%	13%	15%	11%	11%

*Note:*

BASE: Workers

Fieldwork: 2nd Sep - 5th Sep 2022

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

(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	652	332	317	90	157	159	128	87	31	153	207	154	136	291	133	141	86
Weighted	637	325	309	72	157	147	133	94	34	166	190	148	131	278	130	142	87
Yes	32%	38%	25%	38%	37%	32%	28%	29%	22%	44%	30%	33%	19%	30%	34%	37%	28%
No	54%	48%	61%	51%	54%	54%	56%	54%	62%	45%	57%	51%	67%	56%	53%	51%	58%
Don't know	14%	13%	14%	11%	10%	14%	16%	17%	16%	11%	14%	16%	14%	14%	13%	12%	15%

Note:

BASE: Workers

Fieldwork: 2nd Sep - 5th Sep 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	652	75	231	213	107	26	254	282	85	213	220	45	10	75	131	259	52
Weighted	637	69	228	209	105	25	256	273	82	215	211	43	10	73	130	252	51
Yes	32%	56%	40%	27%	14%	16%	28%	38%	27%	38%	30%	40%	31%	21%	36%	32%	36%
No	54%	38%	43%	61%	73%	70%	59%	49%	54%	49%	61%	41%	37%	62%	52%	58%	48%
Don't know	14%	6%	17%	13%	13%	14%	13%	12%	19%	13%	9%	18%	31%	17%	12%	10%	15%

Note:

BASE: Workers

Fieldwork: 2nd Sep - 5th Sep 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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	652	113	98	47	45	48	66	49	31	64	56	35	109	127	118	142	128
Weighted	637	108	94	50	47	48	62	47	30	66	51	33	103	123	118	140	127
Very likely	9%	20%	2%	12%	0%	2%	7%	6%	8%	11%	7%	11%	4%	6%	6%	12%	15%
Somewhat likely	13%	14%	9%	9%	7%	20%	13%	16%	28%	3%	14%	23%	12%	14%	16%	12%	12%
Neither likely nor unlikely	14%	16%	10%	13%	4%	12%	17%	23%	9%	14%	22%	5%	17%	19%	12%	9%	13%
Somewhat unlikely	15%	15%	14%	11%	18%	18%	18%	11%	12%	17%	16%	17%	15%	13%	14%	17%	17%
Very unlikely	46%	32%	60%	49%	67%	46%	38%	40%	39%	52%	42%	41%	48%	44%	48%	47%	42%
Don't Know	4%	2%	5%	6%	4%	2%	7%	4%	3%	3%	0%	2%	4%	4%	5%	4%	2%
Total Likely:	21%	34%	11%	21%	7%	22%	21%	21%	36%	14%	20%	34%	16%	20%	22%	24%	26%
Total Unlikely:	61%	48%	74%	60%	85%	64%	56%	52%	51%	69%	58%	58%	63%	57%	62%	63%	59%
Net:	-40%	-14%	-63%	-39%	-78%	-42%	-35%	-30%	-15%	-55%	-37%	-24%	-47%	-38%	-39%	-39%	-33%

Note:

BASE: Workers

Fieldwork: 2nd Sep - 5th Sep 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	652	332	317	90	157	159	128	87	31	153	207	154	136	291	133	141	86
Weighted	637	325	309	72	157	147	133	94	34	166	190	148	131	278	130	142	87
Very likely	9%	13%	4%	18%	13%	10%	4%	1%	0%	14%	4%	9%	7%	7%	9%	12%	7%
Somewhat likely	13%	15%	10%	16%	19%	10%	9%	10%	11%	14%	15%	13%	8%	10%	21%	9%	15%
Neither likely nor unlikely	14%	15%	13%	18%	13%	11%	15%	13%	16%	9%	14%	17%	14%	16%	15%	11%	10%
Somewhat unlikely	15%	13%	17%	22%	13%	15%	13%	17%	12%	12%	18%	16%	14%	16%	15%	13%	16%
Very unlikely	46%	42%	51%	22%	37%	50%	56%	56%	54%	47%	45%	40%	53%	47%	36%	50%	51%
Don't Know	4%	2%	5%	3%	4%	3%	4%	2%	7%	3%	3%	5%	4%	4%	4%	4%	1%
Total Likely:	21%	28%	14%	34%	32%	20%	13%	11%	11%	29%	19%	22%	15%	17%	30%	21%	21%
Total Unlikely:	61%	55%	68%	45%	51%	65%	69%	73%	66%	59%	63%	56%	67%	63%	51%	64%	67%
Net:	-40%	-27%	-54%	-11%	-19%	-45%	-56%	-62%	-56%	-30%	-44%	-34%	-53%	-46%	-21%	-42%	-46%

*Note:*

BASE: Workers

Fieldwork: 2nd Sep - 5th Sep 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	652	75	231	213	107	26	254	282	85	213	220	45	10	75	131	259	52
Weighted	637	69	228	209	105	25	256	273	82	215	211	43	10	73	130	252	51
Very likely	9%	41%	9%	2%	0%	4%	7%	11%	6%	10%	10%	11%	0%	4%	11%	11%	8%
Somewhat likely	13%	25%	16%	9%	7%	5%	13%	15%	7%	13%	15%	13%	11%	2%	18%	10%	19%
Neither likely nor unlikely	14%	15%	15%	14%	13%	3%	12%	12%	17%	9%	16%	17%	31%	19%	12%	15%	16%
Somewhat unlikely	15%	4%	16%	18%	20%	0%	15%	14%	16%	14%	15%	17%	0%	13%	11%	17%	17%
Very unlikely	46%	11%	40%	55%	56%	81%	49%	45%	50%	52%	40%	43%	51%	56%	45%	44%	40%
Don't Know	4%	4%	5%	1%	4%	7%	4%	3%	4%	3%	4%	0%	8%	5%	3%	3%	0%
Total Likely:	21%	66%	25%	12%	7%	9%	20%	27%	13%	23%	25%	24%	11%	7%	29%	21%	27%
Total Unlikely:	61%	15%	56%	73%	76%	81%	64%	59%	66%	65%	55%	59%	51%	69%	56%	61%	57%
Net:	-40%	51%	-31%	-61%	-69%	-72%	-44%	-32%	-53%	-43%	-31%	-36%	-40%	-63%	-27%	-40%	-30%

Note:

BASE: Workers

Fieldwork: 2nd Sep - 5th Sep 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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Strongly Agree	38%	39%	34%	29%	32%	38%	37%	45%	46%	42%	38%	48%	36%	37%	37%	41%	38%
Agree	33%	35%	32%	37%	38%	30%	29%	30%	31%	29%	36%	34%	39%	31%	35%	30%	33%
Neither Agree nor Disagree	16%	15%	14%	19%	18%	19%	23%	6%	16%	19%	12%	10%	18%	18%	13%	11%	16%
Disagree	8%	7%	11%	7%	6%	13%	5%	12%	5%	6%	6%	6%	3%	8%	8%	11%	10%
Strongly Disagree	3%	3%	3%	4%	3%	0%	5%	5%	0%	4%	7%	2%	2%	4%	6%	3%	2%
Don't Know	2%	1%	5%	3%	2%	0%	2%	2%	3%	0%	1%	0%	2%	2%	1%	3%	1%
Total Agree:	71%	74%	67%	66%	70%	68%	66%	75%	77%	71%	74%	82%	74%	68%	72%	71%	71%
Total Disagree:	11%	10%	14%	11%	9%	13%	9%	17%	5%	10%	13%	8%	6%	12%	14%	14%	12%
Net:	60%	64%	53%	55%	61%	56%	56%	58%	72%	61%	61%	74%	68%	56%	58%	57%	60%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Strongly Agree	38%	34%	41%	46%	53%	46%	38%	37%	19%	34%	29%	50%	41%	39%	35%	39%	37%
Agree	33%	33%	33%	32%	34%	35%	33%	30%	33%	33%	37%	26%	35%	32%	39%	32%	30%
Neither Agree nor Disagree	16%	16%	16%	16%	9%	11%	18%	17%	21%	13%	21%	13%	16%	16%	15%	15%	18%
Disagree	8%	10%	6%	4%	3%	3%	8%	7%	17%	11%	9%	7%	4%	8%	7%	7%	10%
Strongly Disagree	3%	4%	3%	0%	1%	2%	1%	6%	8%	5%	4%	2%	2%	2%	3%	5%	5%
Don't Know	2%	2%	2%	2%	1%	3%	2%	2%	1%	2%	1%	2%	2%	3%	2%	2%	1%
Total Agree:	71%	68%	74%	78%	87%	81%	71%	67%	52%	68%	66%	76%	76%	71%	74%	71%	66%
Total Disagree:	11%	15%	8%	4%	3%	5%	9%	13%	25%	17%	12%	9%	6%	10%	10%	12%	15%
Net:	60%	53%	66%	74%	84%	76%	62%	54%	27%	51%	53%	67%	70%	61%	64%	59%	52%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Strongly Agree	38%	42%	28%	41%	46%	63%	35%	40%	37%	28%	50%	26%	39%	43%	26%	50%	25%
Agree	33%	35%	33%	32%	38%	17%	32%	33%	42%	29%	36%	39%	37%	29%	31%	36%	30%
Neither Agree nor Disagree	16%	13%	18%	18%	10%	9%	17%	15%	12%	21%	9%	19%	12%	16%	18%	10%	25%
Disagree	8%	5%	14%	5%	3%	0%	10%	8%	3%	15%	2%	14%	12%	3%	14%	3%	18%
Strongly Disagree	3%	3%	5%	2%	3%	6%	5%	2%	5%	6%	1%	1%	0%	5%	9%	1%	0%
Don't Know	2%	2%	2%	2%	0%	4%	2%	2%	2%	1%	2%	1%	0%	4%	2%	1%	1%
Total Agree:	71%	77%	61%	73%	84%	81%	66%	74%	79%	57%	86%	65%	76%	72%	58%	86%	55%
Total Disagree:	11%	8%	18%	8%	6%	6%	15%	9%	7%	20%	3%	15%	12%	8%	23%	3%	18%
Net:	60%	69%	43%	65%	78%	75%	51%	64%	72%	37%	83%	50%	64%	64%	35%	83%	36%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Strongly Agree	54%	48%	52%	55%	56%	55%	46%	57%	62%	62%	56%	60%	57%	62%	52%	53%	48%
Agree	30%	37%	28%	30%	25%	31%	36%	32%	19%	25%	31%	31%	28%	24%	30%	34%	37%
Neither Agree nor Disagree	11%	12%	15%	9%	12%	10%	14%	10%	7%	9%	11%	4%	11%	10%	12%	9%	12%
Disagree	2%	1%	3%	4%	4%	3%	2%	0%	2%	2%	2%	4%	2%	2%	3%	2%	3%
Strongly Disagree	0%	0%	1%	0%	0%	0%	0%	0%	5%	1%	0%	0%	0%	0%	0%	0%	1%
Don't Know	2%	1%	1%	3%	4%	1%	2%	1%	5%	1%	0%	2%	2%	2%	3%	2%	0%
Total Agree:	84%	85%	80%	85%	80%	86%	82%	89%	81%	87%	87%	91%	85%	86%	82%	87%	84%
Total Disagree:	3%	1%	3%	4%	4%	3%	2%	0%	7%	3%	2%	4%	2%	3%	3%	3%	4%
Net:	82%	83%	77%	81%	77%	83%	80%	89%	74%	84%	84%	88%	83%	83%	79%	84%	81%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Strongly Agree	54%	55%	54%	54%	58%	58%	57%	55%	47%	51%	48%	61%	59%	56%	49%	57%	52%
Agree	30%	30%	30%	32%	31%	28%	30%	26%	33%	32%	33%	27%	26%	28%	33%	31%	30%
Neither Agree nor Disagree	11%	11%	12%	12%	7%	10%	9%	12%	15%	12%	12%	8%	12%	11%	12%	9%	14%
Disagree	2%	3%	2%	1%	1%	1%	2%	6%	3%	2%	4%	2%	1%	2%	5%	1%	2%
Strongly Disagree	0%	0%	0%	1%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
Don't Know	2%	1%	2%	1%	3%	2%	1%	2%	2%	2%	2%	1%	2%	2%	1%	3%	1%
Total Agree:	84%	85%	84%	86%	89%	86%	87%	81%	80%	84%	82%	88%	85%	84%	82%	87%	82%
Total Disagree:	3%	3%	2%	1%	2%	2%	2%	6%	3%	2%	4%	3%	1%	2%	5%	1%	3%
Net:	82%	81%	82%	85%	87%	83%	85%	75%	78%	81%	78%	84%	84%	82%	77%	86%	78%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Strongly Agree	54%	47%	47%	53%	72%	78%	50%	61%	49%	43%	67%	47%	88%	55%	33%	69%	50%
Agree	30%	35%	31%	34%	19%	16%	31%	27%	36%	33%	25%	33%	12%	33%	36%	24%	29%
Neither Agree nor Disagree	11%	11%	16%	10%	6%	2%	13%	9%	10%	16%	6%	16%	0%	12%	21%	5%	14%
Disagree	2%	3%	4%	2%	1%	0%	3%	1%	3%	5%	1%	3%	0%	1%	6%	0%	4%
Strongly Disagree	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
Don't Know	2%	3%	2%	2%	1%	4%	3%	1%	1%	3%	1%	1%	0%	0%	4%	1%	3%
Total Agree:	84%	82%	79%	87%	91%	94%	81%	88%	85%	76%	92%	80%	100%	88%	69%	93%	79%
Total Disagree:	3%	4%	4%	2%	1%	0%	3%	2%	4%	5%	1%	3%	0%	1%	7%	1%	4%
Net:	82%	77%	74%	85%	90%	94%	78%	86%	80%	71%	91%	77%	100%	87%	63%	93%	75%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Strongly Agree	17%	25%	10%	17%	9%	11%	19%	15%	13%	23%	27%	16%	16%	19%	15%	20%	21%
Agree	25%	29%	23%	19%	22%	28%	20%	23%	26%	33%	27%	29%	26%	21%	25%	25%	36%
Neither Agree nor Disagree	25%	21%	28%	31%	27%	23%	26%	31%	23%	12%	30%	23%	27%	26%	24%	25%	17%
Disagree	16%	17%	18%	11%	23%	21%	20%	11%	12%	15%	7%	22%	16%	17%	14%	18%	15%
Strongly Disagree	14%	5%	20%	18%	13%	14%	11%	20%	21%	17%	9%	8%	13%	16%	19%	11%	11%
Don't Know	2%	3%	1%	3%	5%	3%	4%	0%	5%	0%	0%	2%	3%	2%	3%	1%	1%
Total Agree:	43%	55%	33%	37%	32%	39%	39%	38%	40%	56%	53%	45%	42%	39%	40%	45%	57%
Total Disagree:	30%	22%	38%	29%	36%	35%	31%	31%	32%	32%	17%	30%	29%	33%	33%	29%	26%
Net:	13%	33%	-6%	8%	-4%	4%	8%	8%	8%	24%	37%	15%	13%	6%	7%	16%	30%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Strongly Agree	17%	21%	14%	25%	23%	23%	21%	16%	5%	17%	12%	24%	16%	20%	15%	18%	13%
Agree	25%	30%	22%	27%	37%	29%	25%	19%	19%	25%	29%	25%	23%	26%	30%	25%	18%
Neither Agree nor Disagree	25%	20%	29%	31%	21%	25%	27%	23%	25%	21%	24%	25%	30%	26%	25%	20%	32%
Disagree	16%	13%	19%	11%	14%	14%	10%	24%	21%	17%	19%	13%	16%	15%	14%	17%	22%
Strongly Disagree	14%	15%	13%	3%	4%	7%	15%	14%	30%	19%	13%	11%	12%	11%	14%	18%	15%
Don't Know	2%	1%	3%	4%	2%	2%	2%	3%	0%	1%	2%	2%	3%	3%	2%	2%	1%
Total Agree:	43%	50%	36%	51%	59%	51%	46%	35%	24%	42%	41%	49%	39%	45%	45%	43%	30%
Total Disagree:	30%	28%	32%	14%	18%	22%	25%	39%	51%	36%	32%	24%	28%	26%	28%	35%	36%
Net:	13%	22%	4%	37%	42%	30%	22%	-4%	-27%	6%	9%	25%	11%	19%	17%	8%	-6%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Strongly Agree	17%	34%	14%	15%	16%	35%	12%	26%	9%	11%	28%	14%	19%	13%	8%	27%	9%
Agree	25%	26%	29%	23%	28%	9%	21%	31%	26%	18%	36%	30%	11%	21%	19%	35%	29%
Neither Agree nor Disagree	25%	12%	22%	32%	27%	15%	24%	21%	36%	20%	25%	31%	32%	31%	20%	22%	29%
Disagree	16%	10%	17%	19%	12%	19%	21%	11%	18%	24%	5%	14%	13%	22%	21%	9%	19%
Strongly Disagree	14%	17%	17%	11%	12%	14%	21%	9%	10%	27%	5%	10%	25%	8%	30%	5%	12%
Don't Know	2%	2%	1%	1%	5%	7%	2%	2%	1%	2%	2%	1%	0%	4%	2%	2%	1%
Total Agree:	43%	60%	43%	37%	44%	45%	33%	57%	35%	28%	63%	44%	31%	35%	27%	62%	38%
Total Disagree:	30%	26%	34%	30%	23%	33%	42%	20%	28%	50%	10%	24%	38%	30%	51%	14%	31%
Net:	13%	33%	9%	7%	21%	12%	-9%	37%	7%	-22%	54%	20%	-7%	5%	-24%	48%	7%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Workers who do not receive a pay rise in line with inflation are justified in striking	53%	61%	41%	52%	49%	53%	49%	53%	37%	59%	64%	55%	49%	51%	52%	59%	56%
Workers who do not receive a pay rise in line with inflation are not justified in striking	31%	27%	34%	29%	35%	35%	28%	38%	37%	27%	24%	32%	31%	32%	33%	28%	31%
Don't Know	17%	12%	26%	20%	17%	12%	23%	9%	26%	14%	12%	14%	20%	17%	15%	13%	14%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Workers who do not receive a pay rise in line with inflation are justified in striking	53%	54%	51%	67%	66%	55%	54%	49%	36%	53%	50%	55%	53%	53%	52%	55%	48%
Workers who do not receive a pay rise in line with inflation are not justified in striking	31%	34%	28%	20%	22%	24%	31%	31%	46%	35%	37%	25%	25%	30%	33%	30%	33%
Don't Know	17%	12%	21%	12%	12%	21%	15%	20%	17%	12%	14%	20%	22%	17%	15%	16%	19%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Workers who do not receive a pay rise in line with inflation are justified in striking	53%	53%	49%	51%	62%	62%	41%	63%	55%	34%	75%	50%	49%	51%	31%	73%	49%
Workers who do not receive a pay rise in line with inflation are not justified in striking	31%	36%	35%	30%	22%	23%	40%	24%	23%	49%	14%	32%	32%	26%	52%	15%	33%
Don't Know	17%	11%	16%	19%	15%	15%	18%	13%	21%	17%	11%	18%	19%	24%	16%	12%	18%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(13.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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Less than £0 - I spend more than I earn in an average month	9%	6%	6%	11%	14%	4%	6%	9%	14%	18%	9%	12%	19%	11%	6%	7%	3%
£0 - nothing	11%	9%	12%	12%	12%	12%	13%	10%	9%	6%	11%	11%	21%	11%	11%	5%	2%
Less than £50	13%	10%	13%	9%	12%	16%	9%	14%	19%	18%	11%	11%	20%	14%	10%	10%	6%
£50 - £99	11%	13%	10%	9%	12%	15%	9%	11%	12%	13%	13%	8%	11%	14%	9%	11%	13%
£100 - £149	11%	9%	12%	16%	11%	11%	15%	11%	18%	6%	9%	14%	12%	12%	17%	11%	7%
£150 - £199	7%	8%	7%	5%	9%	5%	7%	7%	2%	7%	6%	9%	3%	7%	9%	10%	5%
£200 - £249	8%	9%	9%	9%	6%	10%	8%	9%	5%	5%	7%	4%	3%	6%	8%	15%	7%
£250 - £499	8%	10%	8%	8%	3%	10%	5%	13%	0%	7%	11%	11%	4%	11%	9%	8%	10%
£500 - £749	6%	7%	4%	5%	4%	5%	12%	4%	10%	4%	6%	8%	1%	5%	5%	8%	11%
£750 - £999	2%	5%	4%	3%	2%	0%	2%	0%	4%	2%	2%	0%	0%	1%	3%	1%	10%
£1000 or more	6%	9%	7%	5%	6%	5%	5%	1%	3%	7%	5%	6%	0%	2%	5%	9%	19%
Don't Know	8%	6%	8%	11%	11%	7%	10%	11%	3%	9%	9%	6%	6%	6%	9%	4%	7%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(13.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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Less than £0 - I spend more than I earn in an average month	9%	7%	12%	7%	12%	11%	12%	10%	5%	4%	8%	12%	15%	8%	12%	9%	11%
£0 - nothing	11%	9%	12%	9%	8%	13%	10%	21%	4%	7%	10%	11%	15%	11%	8%	8%	17%
Less than £50	13%	11%	14%	18%	13%	13%	15%	11%	10%	10%	12%	11%	18%	14%	11%	13%	11%
£50 - £99	11%	9%	13%	11%	15%	14%	13%	8%	9%	9%	12%	13%	11%	10%	11%	14%	11%
£100 - £149	11%	12%	11%	13%	10%	13%	14%	9%	9%	6%	13%	14%	13%	12%	15%	7%	12%
£150 - £199	7%	8%	6%	10%	10%	4%	4%	7%	7%	7%	8%	8%	4%	8%	7%	6%	5%
£200 - £249	8%	8%	7%	6%	13%	7%	5%	6%	8%	11%	8%	6%	5%	8%	8%	6%	7%
£250 - £499	8%	10%	7%	5%	6%	6%	6%	9%	13%	11%	8%	5%	8%	7%	7%	12%	8%
£500 - £749	6%	7%	5%	5%	4%	5%	6%	4%	9%	11%	6%	5%	1%	5%	7%	7%	4%
£750 - £999	2%	3%	2%	2%	2%	3%	3%	1%	2%	5%	2%	2%	1%	2%	2%	3%	1%
£1000 or more	6%	8%	3%	4%	4%	5%	1%	6%	11%	12%	4%	4%	2%	5%	6%	6%	9%
Don't Know	8%	8%	9%	8%	3%	6%	11%	9%	12%	7%	8%	10%	8%	10%	7%	9%	4%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(13.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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Less than £0 - I spend more than I earn in an average month	9%	2%	1%	6%	24%	64%	10%	8%	13%	9%	11%	2%	19%	15%	9%	11%	4%
£0 - nothing	11%	6%	3%	10%	28%	21%	13%	8%	10%	9%	13%	9%	19%	9%	8%	12%	9%
Less than £50	13%	6%	6%	19%	21%	5%	12%	10%	17%	9%	17%	5%	11%	11%	9%	15%	13%
£50 - £99	11%	10%	8%	18%	11%	0%	11%	12%	12%	10%	13%	12%	14%	13%	8%	13%	14%
£100 - £149	11%	6%	12%	17%	4%	0%	11%	11%	11%	12%	9%	10%	7%	13%	12%	10%	12%
£150 - £199	7%	8%	8%	7%	4%	2%	7%	7%	6%	9%	7%	4%	0%	3%	9%	7%	3%
£200 - £249	8%	14%	12%	5%	2%	3%	6%	10%	7%	8%	7%	14%	0%	5%	9%	7%	11%
£250 - £499	8%	9%	13%	6%	2%	0%	8%	9%	6%	8%	8%	8%	0%	7%	9%	9%	6%
£500 - £749	6%	5%	11%	3%	1%	0%	5%	7%	6%	7%	4%	10%	0%	5%	8%	5%	3%
£750 - £999	2%	9%	3%	1%	0%	0%	2%	3%	1%	3%	1%	6%	0%	2%	4%	2%	4%
£1000 or more	6%	19%	10%	1%	0%	0%	5%	7%	2%	8%	4%	11%	0%	2%	8%	5%	11%
Don't Know	8%	7%	12%	8%	4%	4%	9%	7%	8%	7%	6%	9%	32%	14%	7%	5%	9%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(14.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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Not at all difficult	58%	54%	71%	58%	60%	53%	68%	53%	38%	59%	58%	46%	36%	56%	65%	66%	73%
Somewhat difficult	23%	25%	22%	18%	21%	31%	21%	27%	33%	20%	24%	24%	33%	28%	20%	21%	13%
Very difficult	10%	10%	5%	13%	13%	10%	5%	7%	23%	11%	9%	15%	18%	10%	8%	7%	6%
Impossible	6%	9%	2%	7%	2%	4%	4%	7%	3%	9%	4%	11%	10%	4%	4%	6%	5%
Don't Know	3%	3%	1%	4%	4%	2%	2%	6%	3%	2%	5%	4%	4%	3%	2%	1%	3%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(14.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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Not at all difficult	58%	63%	54%	35%	41%	51%	58%	66%	81%	72%	63%	55%	41%	56%	60%	65%	50%
Somewhat difficult	23%	20%	26%	32%	35%	28%	21%	20%	12%	15%	23%	24%	32%	26%	19%	22%	25%
Very difficult	10%	9%	11%	16%	15%	11%	12%	8%	3%	7%	9%	9%	14%	9%	13%	8%	11%
Impossible	6%	6%	5%	13%	5%	9%	6%	3%	1%	4%	3%	8%	8%	5%	5%	3%	11%
Don't Know	3%	3%	3%	4%	3%	2%	3%	2%	3%	2%	2%	3%	6%	4%	3%	2%	2%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(14.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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Not at all difficult	58%	48%	79%	61%	25%	7%	61%	59%	53%	69%	44%	70%	51%	59%	69%	50%	67%
Somewhat difficult	23%	15%	13%	29%	43%	19%	21%	23%	28%	18%	31%	15%	13%	25%	14%	30%	19%
Very difficult	10%	12%	4%	7%	24%	27%	10%	8%	14%	6%	15%	10%	25%	11%	10%	11%	5%
Impossible	6%	18%	2%	1%	7%	39%	5%	7%	3%	5%	7%	6%	5%	3%	5%	6%	7%
Don't Know	3%	7%	2%	3%	1%	8%	2%	3%	2%	2%	4%	0%	5%	3%	3%	3%	1%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(15.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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Not at all difficult	46%	46%	54%	49%	42%	43%	49%	46%	32%	45%	48%	36%	23%	40%	52%	54%	67%
Somewhat difficult	28%	28%	32%	26%	33%	32%	32%	23%	26%	25%	29%	23%	35%	33%	26%	27%	19%
Very difficult	16%	16%	12%	12%	18%	18%	10%	16%	29%	17%	14%	22%	25%	17%	15%	12%	7%
Impossible	7%	10%	2%	7%	3%	4%	7%	8%	11%	12%	4%	17%	12%	9%	5%	5%	5%
Don't Know	3%	1%	1%	5%	4%	2%	3%	7%	3%	2%	5%	2%	5%	1%	2%	1%	2%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(15.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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Not at all difficult	46%	52%	41%	27%	33%	39%	43%	55%	66%	60%	52%	46%	25%	45%	47%	53%	36%
Somewhat difficult	28%	25%	32%	34%	35%	32%	27%	27%	21%	23%	27%	26%	38%	30%	29%	24%	29%
Very difficult	16%	15%	16%	24%	20%	18%	19%	11%	7%	9%	16%	16%	22%	15%	13%	15%	20%
Impossible	7%	6%	8%	12%	9%	9%	7%	6%	2%	7%	3%	8%	10%	6%	8%	5%	12%
Don't Know	3%	2%	3%	3%	3%	2%	4%	1%	3%	1%	1%	4%	6%	3%	3%	2%	3%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(15.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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Not at all difficult	46%	46%	73%	40%	10%	0%	48%	47%	38%	59%	30%	58%	33%	44%	58%	35%	56%
Somewhat difficult	28%	18%	16%	42%	39%	15%	26%	28%	41%	23%	36%	24%	31%	30%	23%	36%	24%
Very difficult	16%	15%	7%	13%	37%	30%	16%	14%	14%	11%	21%	12%	13%	15%	10%	19%	13%
Impossible	7%	16%	1%	2%	14%	50%	7%	8%	5%	6%	9%	4%	18%	6%	7%	8%	4%
Don't Know	3%	6%	3%	3%	0%	4%	3%	3%	2%	1%	4%	1%	5%	5%	2%	2%	3%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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?: £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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Not at all difficult	32%	34%	42%	35%	23%	29%	35%	34%	21%	29%	33%	20%	14%	26%	33%	39%	55%
Somewhat difficult	30%	32%	29%	26%	38%	36%	31%	25%	25%	27%	27%	29%	27%	30%	37%	30%	23%
Very difficult	23%	22%	21%	20%	22%	17%	19%	22%	32%	26%	30%	22%	33%	24%	21%	18%	15%
Impossible	13%	12%	6%	14%	13%	16%	13%	16%	19%	15%	6%	25%	21%	18%	8%	11%	4%
Don't Know	3%	1%	1%	5%	4%	2%	2%	3%	3%	2%	5%	4%	4%	1%	1%	1%	2%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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?: £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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Not at all difficult	32%	38%	26%	14%	21%	24%	27%	40%	52%	48%	34%	29%	15%	30%	31%	37%	30%
Somewhat difficult	30%	28%	31%	34%	36%	31%	29%	25%	27%	26%	33%	31%	31%	32%	32%	27%	25%
Very difficult	23%	20%	25%	29%	25%	28%	26%	22%	12%	16%	22%	22%	30%	24%	21%	22%	23%
Impossible	13%	11%	14%	19%	15%	16%	15%	10%	7%	9%	9%	15%	19%	11%	13%	12%	20%
Don't Know	3%	2%	3%	4%	3%	2%	2%	3%	3%	1%	1%	3%	5%	3%	3%	2%	2%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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?: £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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Not at all difficult	32%	44%	57%	18%	4%	2%	32%	35%	30%	42%	21%	45%	20%	27%	43%	24%	34%
Somewhat difficult	30%	17%	25%	47%	20%	4%	30%	29%	29%	32%	27%	31%	39%	28%	32%	30%	38%
Very difficult	23%	19%	11%	26%	43%	27%	20%	23%	27%	14%	32%	17%	18%	25%	13%	27%	20%
Impossible	13%	14%	4%	7%	33%	63%	15%	11%	12%	11%	17%	7%	18%	14%	10%	17%	5%
Don't Know	3%	6%	2%	3%	1%	4%	3%	2%	2%	2%	3%	0%	5%	5%	2%	3%	2%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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?: £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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Not at all difficult	20%	21%	27%	24%	15%	17%	20%	23%	12%	21%	16%	15%	9%	15%	21%	26%	36%
Somewhat difficult	26%	36%	28%	23%	21%	23%	30%	24%	22%	21%	24%	16%	19%	23%	24%	25%	38%
Very difficult	28%	23%	25%	28%	36%	32%	28%	23%	27%	25%	31%	34%	28%	31%	32%	30%	16%
Impossible	24%	20%	19%	19%	25%	24%	20%	27%	36%	30%	24%	32%	40%	29%	21%	17%	8%
Don't Know	3%	1%	1%	5%	4%	4%	2%	3%	3%	4%	6%	2%	4%	2%	2%	3%	2%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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?: £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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Not at all difficult	20%	26%	15%	9%	12%	15%	18%	24%	34%	33%	22%	17%	8%	20%	14%	24%	24%
Somewhat difficult	26%	27%	24%	27%	30%	22%	22%	27%	26%	28%	26%	26%	23%	27%	27%	27%	15%
Very difficult	28%	26%	29%	32%	27%	35%	27%	28%	21%	22%	30%	29%	29%	26%	32%	25%	31%
Impossible	24%	19%	29%	29%	28%	27%	30%	18%	16%	15%	22%	25%	35%	23%	25%	22%	27%
Don't Know	3%	3%	3%	3%	3%	2%	4%	3%	3%	2%	1%	3%	5%	3%	3%	2%	3%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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?: £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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Not at all difficult	20%	40%	38%	7%	1%	2%	21%	21%	16%	26%	15%	24%	20%	18%	25%	16%	24%
Somewhat difficult	26%	17%	33%	29%	13%	4%	24%	26%	26%	29%	18%	33%	14%	24%	30%	21%	28%
Very difficult	28%	19%	18%	40%	32%	21%	25%	30%	28%	25%	30%	31%	37%	26%	26%	28%	31%
Impossible	24%	18%	7%	23%	55%	69%	27%	20%	27%	18%	34%	10%	25%	27%	15%	32%	14%
Don't Know	3%	5%	4%	3%	0%	4%	3%	3%	2%	2%	3%	2%	5%	5%	3%	3%	3%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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?: £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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Not at all difficult	7%	10%	7%	6%	4%	6%	10%	7%	10%	5%	5%	4%	5%	3%	5%	11%	12%
Somewhat difficult	16%	22%	24%	11%	12%	11%	17%	12%	12%	19%	14%	8%	8%	16%	15%	20%	25%
Very difficult	26%	34%	27%	23%	26%	27%	24%	26%	13%	22%	25%	23%	18%	20%	28%	26%	38%
Impossible	48%	31%	43%	56%	54%	51%	46%	52%	64%	52%	49%	60%	66%	58%	50%	41%	22%
Don't Know	3%	3%	0%	5%	3%	5%	3%	3%	0%	2%	8%	5%	3%	3%	2%	2%	3%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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?: £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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Not at all difficult	7%	8%	6%	8%	5%	5%	6%	7%	9%	12%	3%	7%	5%	8%	2%	8%	7%
Somewhat difficult	16%	20%	13%	12%	14%	10%	14%	20%	23%	25%	17%	14%	8%	16%	15%	16%	17%
Very difficult	26%	28%	23%	29%	24%	30%	23%	22%	26%	29%	30%	26%	17%	25%	27%	29%	20%
Impossible	48%	40%	56%	47%	52%	52%	55%	48%	38%	32%	47%	50%	65%	48%	51%	45%	51%
Don't Know	3%	3%	3%	4%	5%	3%	2%	2%	3%	2%	2%	4%	5%	3%	4%	2%	4%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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?: £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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Not at all difficult	7%	24%	8%	2%	3%	4%	6%	7%	6%	7%	6%	8%	7%	7%	8%	6%	7%
Somewhat difficult	16%	21%	31%	7%	3%	7%	17%	18%	11%	21%	14%	18%	13%	9%	24%	13%	21%
Very difficult	26%	25%	35%	25%	9%	7%	24%	26%	24%	26%	20%	35%	26%	25%	27%	21%	28%
Impossible	48%	22%	23%	63%	85%	75%	50%	46%	54%	44%	57%	33%	50%	56%	40%	57%	38%
Don't Know	3%	8%	3%	3%	0%	6%	3%	3%	4%	2%	3%	5%	5%	3%	2%	2%	7%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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?: £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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Not at all difficult	5%	9%	3%	6%	2%	7%	7%	5%	10%	5%	3%	2%	7%	4%	3%	6%	8%
Somewhat difficult	8%	11%	9%	7%	6%	2%	9%	6%	2%	11%	11%	6%	4%	6%	7%	12%	13%
Very difficult	18%	27%	23%	13%	18%	15%	20%	15%	19%	13%	17%	9%	12%	13%	17%	18%	33%
Impossible	66%	52%	65%	70%	71%	71%	62%	72%	69%	69%	63%	81%	74%	74%	71%	62%	44%
Don't Know	2%	1%	0%	5%	2%	5%	2%	2%	0%	2%	7%	2%	3%	2%	2%	2%	2%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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?: £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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Not at all difficult	5%	7%	4%	11%	8%	3%	5%	5%	3%	6%	4%	5%	6%	7%	4%	4%	5%
Somewhat difficult	8%	10%	6%	9%	7%	6%	6%	9%	10%	12%	7%	9%	3%	9%	5%	9%	7%
Very difficult	18%	21%	16%	19%	16%	12%	18%	19%	23%	26%	20%	15%	11%	18%	18%	18%	21%
Impossible	66%	60%	72%	58%	66%	76%	69%	65%	62%	55%	67%	68%	76%	64%	70%	68%	65%
Don't Know	2%	2%	3%	4%	3%	3%	2%	2%	2%	1%	2%	3%	3%	3%	3%	1%	3%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 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?: £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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Not at all difficult	5%	24%	4%	2%	4%	9%	4%	6%	5%	4%	6%	3%	7%	6%	5%	5%	2%
Somewhat difficult	8%	16%	14%	2%	1%	4%	9%	9%	2%	10%	8%	9%	6%	3%	10%	7%	9%
Very difficult	18%	20%	31%	12%	3%	8%	15%	20%	18%	21%	15%	25%	7%	15%	25%	15%	26%
Impossible	66%	36%	49%	81%	91%	75%	70%	62%	74%	64%	69%	58%	75%	74%	58%	71%	59%
Don't Know	2%	5%	3%	2%	0%	4%	2%	3%	2%	1%	3%	5%	5%	2%	2%	2%	5%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(20.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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
N/A - I do not pay energy bills	5%	5%	5%	5%	5%	7%	6%	4%	0%	3%	6%	3%	5%	3%	3%	4%	6%
Impossible, I have not been able to pay them	3%	7%	2%	3%	1%	4%	5%	4%	2%	5%	1%	4%	4%	7%	2%	3%	3%
Very difficult	18%	18%	16%	17%	17%	20%	16%	15%	31%	20%	14%	30%	29%	18%	14%	18%	9%
Difficult	38%	31%	35%	42%	45%	40%	27%	44%	55%	38%	42%	35%	42%	39%	39%	40%	32%
Easy	29%	28%	36%	21%	29%	27%	40%	29%	10%	28%	32%	24%	17%	30%	33%	28%	40%
Very easy	6%	11%	6%	12%	3%	3%	7%	4%	2%	6%	5%	4%	4%	3%	9%	7%	11%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

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

	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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
N/A - I do not pay energy bills	5%	4%	5%	20%	9%	1%	3%	1%	1%	4%	4%	5%	5%	9%	2%	3%	1%
Impossible, I have not been able to pay them	3%	4%	3%	5%	5%	6%	5%	1%	0%	2%	2%	5%	5%	3%	5%	1%	7%
Very difficult	18%	18%	19%	23%	22%	23%	22%	21%	6%	13%	16%	20%	24%	18%	17%	15%	26%
Difficult	38%	35%	41%	30%	42%	39%	41%	38%	37%	31%	41%	39%	42%	34%	43%	40%	39%
Easy	29%	31%	28%	18%	18%	27%	20%	36%	46%	40%	30%	25%	20%	29%	28%	33%	23%
Very easy	6%	9%	4%	5%	4%	4%	9%	4%	10%	9%	6%	6%	3%	7%	7%	8%	3%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(20.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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
N/A - I do not pay energy bills	5%	8%	6%	4%	2%	2%	3%	3%	6%	2%	4%	5%	6%	7%	3%	4%	5%
Impossible, I have not been able to pay them	3%	3%	2%	1%	5%	26%	4%	3%	3%	3%	6%	5%	5%	3%	3%	4%	5%
Very difficult	18%	15%	7%	17%	39%	56%	20%	16%	19%	16%	24%	9%	25%	16%	15%	24%	11%
Difficult	38%	19%	27%	54%	49%	15%	38%	40%	35%	33%	46%	30%	36%	38%	35%	43%	34%
Easy	29%	26%	50%	23%	4%	0%	29%	30%	33%	37%	16%	40%	28%	30%	37%	22%	34%
Very easy	6%	29%	9%	1%	0%	0%	7%	7%	4%	8%	4%	10%	0%	7%	7%	4%	11%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(21.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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Large protests about the cost of energy bills	64%	61%	64%	68%	64%	65%	64%	65%	55%	61%	66%	68%	65%	60%	65%	64%	63%
Large numbers of people default on their bills and have their energy cut off	49%	52%	46%	45%	52%	38%	58%	49%	40%	56%	40%	55%	50%	46%	51%	51%	48%
Large numbers of people default on their bills but the their energy is kept on	44%	37%	42%	54%	43%	48%	35%	52%	42%	48%	40%	44%	41%	49%	43%	42%	39%
Large numbers of people boycott their energy suppliers	42%	38%	33%	40%	39%	50%	50%	49%	37%	45%	43%	45%	44%	43%	39%	41%	43%
People will find a way to pay their energy bills	16%	28%	16%	13%	16%	10%	20%	17%	26%	10%	9%	17%	13%	16%	13%	20%	24%
Don't Know	6%	6%	8%	8%	5%	6%	8%	3%	8%	6%	8%	2%	6%	8%	7%	6%	3%
None of the above	2%	1%	1%	0%	1%	4%	2%	0%	8%	1%	3%	2%	2%	3%	2%	1%	2%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(21.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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Large protests about the cost of energy bills	64%	64%	62%	60%	61%	61%	70%	64%	64%	67%	64%	58%	65%	63%	66%	62%	65%
Large numbers of people default on their bills and have their energy cut off	49%	47%	50%	44%	55%	50%	52%	50%	43%	50%	48%	48%	50%	49%	48%	46%	55%
Large numbers of people default on their bills but the their energy is kept on	44%	44%	44%	28%	27%	46%	49%	45%	57%	47%	48%	39%	39%	38%	48%	47%	48%
Large numbers of people boycott their energy suppliers	42%	42%	42%	46%	50%	53%	46%	33%	31%	43%	40%	43%	41%	43%	48%	43%	29%
People will find a way to pay their energy bills	16%	22%	12%	25%	20%	16%	11%	20%	13%	17%	16%	18%	14%	16%	18%	15%	19%
Don't Know	6%	4%	8%	5%	8%	5%	6%	7%	6%	4%	6%	8%	8%	7%	4%	7%	6%
None of the above	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	3%	1%	2%	3%	1%	0%	1%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(21.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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Large protests about the cost of energy bills	64%	46%	60%	69%	70%	63%	60%	68%	63%	62%	65%	63%	68%	63%	57%	71%	65%
Large numbers of people default on their bills and have their energy cut off	49%	36%	43%	55%	54%	60%	50%	50%	46%	44%	55%	47%	64%	45%	40%	55%	45%
Large numbers of people default on their bills but the their energy is kept on	44%	35%	46%	43%	45%	41%	49%	43%	34%	49%	42%	33%	50%	40%	48%	44%	44%
Large numbers of people boycott their energy suppliers	42%	35%	37%	44%	53%	45%	37%	44%	54%	33%	51%	35%	48%	54%	32%	52%	35%
People will find a way to pay their energy bills	16%	27%	22%	12%	8%	9%	16%	17%	12%	21%	16%	17%	19%	7%	23%	15%	17%
Don't Know	6%	7%	7%	6%	5%	9%	6%	6%	7%	6%	7%	6%	6%	7%	5%	6%	6%
None of the above	2%	5%	1%	2%	1%	0%	1%	2%	1%	2%	2%	3%	0%	1%	2%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(22.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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Yes	70%	71%	66%	66%	70%	77%	61%	77%	76%	70%	76%	68%	68%	77%	63%	75%	69%
No	24%	22%	28%	28%	24%	19%	31%	20%	19%	28%	20%	24%	25%	18%	31%	21%	28%
Don't know	5%	6%	6%	6%	7%	4%	8%	4%	5%	2%	5%	8%	7%	4%	7%	4%	2%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

### (22.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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Yes	70%	63%	76%	61%	73%	74%	71%	71%	68%	70%	68%	72%	71%	65%	73%	77%	67%
No	24%	32%	17%	29%	21%	19%	24%	24%	30%	27%	26%	23%	22%	29%	22%	18%	27%
Don't know	5%	4%	7%	10%	6%	7%	5%	6%	2%	4%	6%	5%	7%	6%	5%	4%	6%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

### (22.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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Yes	70%	59%	67%	70%	83%	71%	69%	76%	57%	70%	75%	78%	57%	57%	65%	78%	65%
No	24%	39%	30%	22%	12%	15%	26%	20%	32%	25%	22%	19%	32%	29%	30%	19%	31%
Don't know	5%	2%	3%	8%	5%	14%	5%	4%	11%	4%	3%	3%	11%	13%	4%	3%	3%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(23.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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	702	102	97	51	62	55	58	67	32	75	69	34	157	164	102	139	102
Weighted	704	97	95	58	68	58	56	65	31	79	64	32	155	167	104	140	101
Cutting back on all non-essential purchases	68%	56%	71%	74%	76%	71%	73%	74%	50%	68%	62%	72%	78%	72%	70%	61%	52%
Buying cheaper food brands	61%	43%	55%	69%	72%	65%	65%	62%	53%	64%	64%	71%	71%	69%	52%	55%	46%
Cutting back on going out, e.g. for dinner or to pubs and cafes	61%	55%	66%	69%	61%	72%	59%	52%	55%	67%	50%	60%	59%	68%	68%	56%	50%
Turning off lights at home when you would normally have them on	58%	44%	60%	57%	57%	61%	54%	65%	45%	68%	60%	67%	65%	59%	62%	53%	43%
Turning off heating at home when you would normally have it on	51%	35%	57%	59%	60%	45%	50%	57%	35%	56%	51%	60%	63%	54%	46%	49%	39%
Cutting back on entertainment such as cinemas or theatre	49%	55%	52%	53%	48%	58%	36%	47%	39%	49%	48%	51%	48%	52%	60%	45%	43%
Driving less	39%	29%	39%	45%	44%	43%	45%	41%	29%	35%	38%	52%	37%	43%	44%	42%	33%
Buying less meat	28%	27%	28%	24%	33%	26%	36%	31%	16%	23%	27%	33%	37%	31%	17%	29%	22%
Eating less in general	28%	26%	29%	30%	29%	30%	28%	26%	36%	28%	26%	31%	43%	25%	30%	25%	19%
Driving differently (e.g. slower, turning off the engine when stopped) to conserve petrol	22%	13%	30%	27%	24%	18%	14%	23%	18%	15%	30%	39%	20%	25%	22%	20%	28%
Moving my savings into higher interest accounts	15%	20%	10%	15%	15%	18%	17%	13%	19%	13%	16%	12%	11%	13%	19%	19%	15%
Going on cheaper holidays	13%	22%	12%	10%	9%	17%	16%	7%	12%	13%	11%	16%	9%	12%	10%	13%	23%
Reducing my savings so they don't get reduced by inflation	12%	12%	16%	10%	13%	14%	7%	15%	12%	3%	9%	19%	8%	12%	7%	19%	13%
Borrowing more money	10%	13%	7%	11%	10%	4%	10%	8%	12%	10%	14%	11%	14%	9%	7%	12%	8%
Moving to a more affordable house e.g. with a lower rent or mortgage	4%	6%	3%	6%	3%	0%	3%	1%	3%	6%	5%	6%	4%	4%	2%	2%	8%
Don't Know	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%
None of the above	1%	0%	2%	0%	0%	0%	4%	0%	6%	4%	2%	0%	1%	1%	2%	1%	2%

*Note:*

BASE: Are taking steps to deal with rising cost of living

Fieldwork: 2nd Sep - 5th Sep 2022

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

(23.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	702	312	387	82	124	131	115	104	146	167	191	163	177	276	143	192	91
Weighted	704	307	394	65	125	122	118	113	161	189	176	159	177	267	143	200	94
Cutting back on all non-essential purchases	68%	58%	76%	52%	58%	65%	71%	78%	75%	58%	68%	66%	80%	66%	67%	69%	74%
Buying cheaper food brands	61%	51%	68%	58%	49%	65%	72%	66%	55%	50%	63%	61%	72%	62%	57%	62%	62%
Cutting back on going out, e.g. for dinner or to pubs and cafes	61%	52%	67%	45%	55%	61%	72%	67%	59%	55%	61%	65%	63%	60%	67%	55%	65%
Turning off lights at home when you would normally have them on	58%	52%	63%	38%	45%	52%	62%	68%	70%	49%	58%	60%	65%	53%	53%	64%	65%
Turning off heating at home when you would normally have it on	51%	45%	57%	32%	42%	50%	59%	59%	57%	45%	53%	50%	57%	48%	49%	54%	59%
Cutting back on entertainment such as cinemas or theatre	49%	43%	54%	36%	44%	51%	60%	53%	48%	48%	49%	49%	52%	47%	54%	46%	58%
Driving less	39%	36%	42%	27%	29%	33%	40%	43%	53%	42%	39%	36%	41%	30%	44%	43%	49%
Buying less meat	28%	23%	32%	25%	30%	25%	27%	31%	28%	31%	25%	25%	30%	24%	32%	29%	31%
Eating less in general	28%	25%	31%	36%	26%	31%	35%	31%	19%	24%	26%	26%	39%	28%	28%	27%	34%
Driving differently (e.g. slower, turning off the engine when stopped) to conserve petrol	22%	18%	25%	23%	19%	23%	18%	22%	26%	27%	21%	18%	21%	17%	24%	26%	26%
Moving my savings into higher interest accounts	15%	16%	15%	10%	15%	16%	12%	10%	22%	22%	17%	14%	8%	17%	16%	13%	14%
Going on cheaper holidays	13%	14%	13%	21%	17%	15%	13%	7%	11%	17%	12%	8%	14%	14%	13%	13%	13%
Reducing my savings so they don't get reduced by inflation	12%	15%	9%	20%	12%	13%	10%	9%	10%	16%	12%	10%	9%	11%	15%	11%	10%
Borrowing more money	10%	10%	10%	16%	20%	16%	8%	1%	3%	11%	8%	12%	9%	10%	12%	10%	10%
Moving to a more affordable house e.g. with a lower rent or mortgage	4%	4%	4%	8%	6%	5%	3%	2%	2%	6%	3%	3%	3%	4%	5%	3%	4%
Don't Know	0%	0%	1%	3%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%
None of the above	1%	2%	1%	0%	1%	4%	1%	1%	1%	3%	0%	2%	1%	1%	1%	3%	1%

Note:

BASE: Are taking steps to deal with rising cost of living

Fieldwork: 2nd Sep - 5th Sep 2022

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

(23.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	702	58	248	233	131	32	299	292	70	256	227	57	9	67	161	268	57
Weighted	704	54	251	233	134	32	309	292	69	266	222	57	10	67	165	266	56
Cutting back on all non-essential purchases	68%	32%	52%	80%	90%	75%	70%	64%	76%	66%	68%	60%	88%	79%	64%	67%	65%
Buying cheaper food brands	61%	30%	47%	69%	80%	82%	64%	55%	68%	59%	62%	44%	44%	77%	57%	62%	54%
Cutting back on going out, e.g. for dinner or to pubs and cafes	61%	27%	48%	72%	78%	63%	61%	61%	63%	61%	61%	52%	77%	69%	63%	64%	56%
Turning off lights at home when you would normally have them on	58%	32%	50%	65%	67%	71%	63%	54%	55%	59%	59%	46%	67%	60%	57%	59%	51%
Turning off heating at home when you would normally have it on	51%	26%	39%	62%	66%	54%	52%	50%	56%	50%	52%	50%	36%	54%	52%	53%	42%
Cutting back on entertainment such as cinemas or theatre	49%	33%	36%	61%	62%	47%	50%	49%	52%	50%	48%	40%	65%	54%	43%	51%	47%
Driving less	39%	31%	38%	38%	46%	45%	43%	38%	33%	43%	34%	37%	44%	39%	48%	35%	33%
Buying less meat	28%	21%	19%	26%	46%	48%	27%	30%	26%	22%	31%	30%	22%	29%	18%	30%	28%
Eating less in general	28%	18%	13%	29%	51%	73%	29%	25%	35%	22%	33%	21%	34%	44%	20%	34%	23%
Driving differently (e.g. slower, turning off the engine when stopped) to conserve petrol	22%	23%	19%	21%	28%	28%	21%	24%	20%	24%	15%	37%	21%	19%	28%	20%	22%
Moving my savings into higher interest accounts	15%	17%	21%	14%	7%	8%	18%	14%	11%	21%	8%	19%	20%	14%	20%	10%	14%
Going on cheaper holidays	13%	21%	15%	12%	10%	10%	11%	16%	11%	16%	12%	16%	22%	5%	19%	14%	12%
Reducing my savings so they don't get reduced by inflation	12%	16%	12%	9%	14%	6%	12%	12%	9%	10%	10%	16%	43%	9%	14%	10%	16%
Borrowing more money	10%	20%	4%	7%	18%	31%	9%	9%	17%	9%	13%	7%	10%	7%	8%	14%	3%
Moving to a more affordable house e.g. with a lower rent or mortgage	4%	8%	4%	2%	5%	3%	3%	5%	1%	4%	4%	9%	0%	3%	5%	4%	3%
Don't Know	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	1%	0%
None of the above	1%	2%	3%	0%	1%	3%	1%	2%	0%	1%	3%	1%	0%	0%	1%	2%	1%

Note:

BASE: Are taking steps to deal with rising cost of living

Fieldwork: 2nd Sep - 5th Sep 2022

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

(24.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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Continued higher inflation	46%	45%	51%	47%	47%	44%	47%	45%	30%	45%	47%	45%	45%	41%	50%	48%	49%
Higher interest rates	11%	17%	6%	9%	6%	14%	12%	9%	17%	14%	9%	19%	6%	16%	11%	12%	16%
They would be both bad	27%	27%	30%	23%	30%	26%	26%	28%	29%	29%	28%	24%	30%	25%	22%	31%	29%
Don't know	15%	11%	13%	21%	18%	16%	15%	17%	23%	12%	16%	13%	19%	18%	18%	9%	6%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(24.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?

	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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Continued higher inflation	46%	50%	42%	27%	36%	35%	44%	53%	66%	53%	48%	42%	39%	44%	45%	48%	49%
Higher interest rates	11%	15%	8%	25%	17%	17%	9%	6%	2%	12%	12%	12%	9%	11%	16%	9%	10%
They would be both bad	27%	25%	30%	29%	34%	30%	27%	27%	21%	26%	28%	27%	29%	29%	24%	28%	27%
Don't know	15%	10%	20%	18%	14%	18%	20%	13%	11%	8%	12%	19%	23%	16%	15%	15%	13%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(24.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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Continued higher inflation	46%	43%	55%	43%	37%	28%	53%	46%	33%	57%	42%	49%	33%	35%	55%	43%	59%
Higher interest rates	11%	27%	11%	9%	7%	14%	8%	14%	12%	12%	12%	11%	7%	8%	14%	11%	11%
They would be both bad	27%	17%	22%	32%	34%	31%	26%	26%	31%	22%	29%	32%	36%	32%	21%	29%	24%
Don't know	15%	13%	11%	16%	22%	26%	13%	14%	23%	9%	18%	7%	25%	25%	10%	17%	7%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(25.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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Energy bills	66%	53%	64%	74%	72%	72%	62%	63%	84%	71%	66%	69%	75%	71%	65%	68%	55%
Grocery payments	36%	32%	29%	34%	38%	38%	35%	36%	41%	41%	37%	49%	42%	42%	36%	35%	27%
Council tax	31%	25%	27%	33%	44%	28%	22%	28%	22%	36%	32%	43%	38%	33%	32%	29%	19%
Rent / mortgage payments	23%	28%	23%	21%	19%	28%	28%	18%	26%	24%	18%	22%	21%	25%	24%	25%	24%
Water bills	14%	14%	14%	16%	16%	15%	15%	12%	19%	11%	4%	21%	19%	16%	13%	12%	10%
Car payments	9%	11%	6%	7%	7%	16%	11%	6%	7%	11%	12%	8%	5%	7%	11%	12%	16%
TV Licence fee	6%	9%	6%	7%	3%	5%	7%	4%	2%	4%	9%	4%	7%	6%	4%	7%	5%
Mobile / phone payments	5%	12%	3%	6%	4%	4%	4%	8%	7%	5%	1%	1%	5%	5%	5%	6%	6%
Entertainment subscriptions (Netflix etc)	4%	7%	3%	1%	1%	4%	5%	2%	12%	4%	2%	3%	3%	6%	3%	4%	4%
Childcare payments	4%	6%	4%	5%	1%	4%	3%	2%	7%	4%	2%	5%	2%	2%	1%	6%	9%
Don't know	13%	9%	20%	16%	14%	7%	17%	13%	5%	13%	19%	6%	8%	11%	15%	13%	15%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(25.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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Energy bills	66%	64%	69%	50%	60%	69%	68%	77%	69%	62%	64%	67%	74%	59%	72%	73%	70%
Grocery payments	36%	31%	41%	40%	35%	35%	39%	39%	31%	27%	35%	40%	44%	33%	36%	38%	43%
Council tax	31%	28%	33%	19%	26%	31%	36%	37%	31%	24%	29%	32%	39%	27%	33%	32%	35%
Rent / mortgage payments	23%	25%	21%	27%	31%	41%	30%	14%	6%	24%	23%	22%	25%	24%	27%	21%	21%
Water bills	14%	13%	14%	22%	19%	13%	12%	10%	10%	11%	12%	14%	18%	12%	17%	11%	17%
Car payments	9%	10%	9%	13%	19%	15%	7%	4%	2%	11%	11%	10%	5%	9%	12%	9%	5%
TV Licence fee	6%	7%	5%	10%	8%	6%	6%	4%	3%	4%	7%	6%	7%	5%	6%	6%	5%
Mobile / phone payments	5%	5%	6%	15%	12%	6%	3%	1%	0%	5%	6%	5%	4%	6%	6%	2%	6%
Entertainment subscriptions (Netflix etc)	4%	4%	4%	13%	4%	5%	4%	0%	1%	6%	4%	2%	3%	4%	3%	4%	4%
Childcare payments	4%	5%	3%	7%	12%	6%	1%	0%	0%	5%	4%	4%	2%	2%	5%	4%	4%
Don't know	13%	14%	13%	12%	7%	6%	13%	13%	25%	17%	14%	15%	8%	17%	9%	12%	12%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(25.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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Energy bills	66%	35%	54%	78%	89%	72%	71%	65%	61%	67%	68%	69%	93%	63%	68%	70%	63%
Grocery payments	36%	20%	26%	43%	48%	54%	37%	35%	33%	33%	40%	31%	58%	36%	32%	38%	36%
Council tax	31%	20%	21%	35%	44%	51%	35%	28%	29%	30%	34%	27%	31%	35%	28%	35%	26%
Rent / mortgage payments	23%	18%	17%	24%	37%	38%	19%	26%	30%	19%	30%	21%	12%	25%	18%	33%	16%
Water bills	14%	15%	9%	15%	20%	18%	15%	11%	16%	11%	15%	12%	43%	13%	11%	13%	12%
Car payments	9%	14%	8%	10%	11%	4%	7%	11%	11%	9%	14%	8%	12%	5%	8%	13%	5%
TV Licence fee	6%	11%	5%	5%	5%	10%	7%	6%	4%	7%	4%	10%	0%	2%	9%	5%	8%
Mobile / phone payments	5%	14%	4%	4%	5%	10%	2%	7%	10%	3%	6%	9%	7%	5%	4%	6%	10%
Entertainment subscriptions (Netflix etc)	4%	12%	5%	1%	3%	4%	2%	6%	4%	3%	6%	5%	0%	1%	3%	4%	8%
Childcare payments	4%	11%	3%	3%	3%	2%	3%	5%	3%	3%	4%	4%	0%	3%	4%	4%	3%
Don't know	13%	24%	24%	6%	1%	4%	14%	13%	11%	16%	9%	7%	7%	19%	15%	7%	13%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(26.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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Capping energy bills	72%	59%	69%	74%	80%	76%	76%	76%	63%	78%	71%	78%	76%	70%	74%	75%	64%
Cutting fuel duty	36%	30%	30%	31%	39%	41%	41%	40%	58%	35%	30%	41%	33%	39%	32%	37%	37%
Capping council tax	31%	33%	24%	38%	35%	27%	32%	33%	31%	33%	24%	34%	37%	32%	26%	34%	27%
Cutting VAT	29%	31%	29%	26%	28%	35%	23%	27%	26%	29%	38%	30%	29%	27%	32%	24%	34%
Cutting income tax	27%	35%	31%	28%	20%	29%	19%	24%	30%	29%	25%	20%	15%	24%	29%	37%	39%
Raising benefits payments	17%	15%	18%	15%	22%	17%	16%	13%	16%	18%	12%	29%	29%	22%	7%	13%	11%
Cutting National Insurance	15%	17%	15%	20%	10%	10%	20%	12%	19%	15%	17%	13%	6%	17%	18%	20%	20%
Raising interest rates	14%	20%	18%	12%	12%	20%	10%	14%	3%	12%	16%	12%	13%	10%	19%	14%	18%
None of the above would help me	2%	1%	1%	3%	4%	1%	1%	0%	5%	2%	2%	2%	3%	2%	1%	2%	1%
Don't know	5%	5%	8%	8%	2%	3%	6%	2%	2%	3%	6%	0%	4%	6%	7%	2%	2%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(26.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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Capping energy bills	72%	68%	76%	46%	66%	67%	82%	81%	80%	71%	74%	69%	75%	64%	78%	79%	76%
Cutting fuel duty	36%	35%	36%	29%	32%	36%	32%	43%	39%	40%	31%	35%	37%	32%	38%	41%	38%
Capping council tax	31%	30%	32%	26%	25%	29%	34%	40%	31%	27%	33%	31%	34%	29%	32%	33%	29%
Cutting VAT	29%	32%	27%	30%	23%	20%	24%	33%	42%	31%	30%	27%	29%	28%	29%	29%	36%
Cutting income tax	27%	30%	24%	36%	37%	33%	27%	22%	15%	31%	31%	29%	17%	29%	27%	26%	24%
Raising benefits payments	17%	15%	19%	23%	22%	18%	20%	13%	10%	10%	13%	19%	26%	12%	22%	18%	21%
Cutting National Insurance	15%	15%	15%	13%	23%	26%	17%	12%	4%	15%	20%	18%	9%	16%	18%	14%	11%
Raising interest rates	14%	17%	13%	10%	15%	12%	13%	13%	20%	21%	13%	13%	11%	13%	19%	14%	13%
None of the above would help me	2%	2%	2%	2%	3%	1%	0%	1%	3%	3%	0%	2%	2%	2%	2%	2%	2%
Don't know	5%	4%	6%	10%	3%	8%	5%	3%	2%	3%	4%	6%	6%	8%	0%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(26.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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Capping energy bills	72%	48%	69%	78%	78%	80%	76%	71%	68%	74%	73%	71%	57%	74%	69%	77%	71%
Cutting fuel duty	36%	38%	36%	39%	32%	25%	39%	34%	30%	40%	32%	33%	25%	34%	39%	33%	33%
Capping council tax	31%	33%	24%	35%	36%	36%	32%	30%	35%	31%	28%	39%	26%	41%	33%	34%	27%
Cutting VAT	29%	30%	32%	28%	29%	19%	33%	30%	18%	34%	26%	38%	38%	19%	37%	24%	28%
Cutting income tax	27%	29%	31%	27%	22%	11%	23%	30%	34%	27%	26%	25%	26%	25%	29%	26%	27%
Raising benefits payments	17%	15%	9%	17%	29%	46%	15%	19%	16%	11%	25%	11%	37%	18%	12%	22%	18%
Cutting National Insurance	15%	14%	13%	18%	15%	12%	13%	18%	16%	16%	15%	14%	25%	15%	12%	17%	18%
Raising interest rates	14%	26%	20%	10%	6%	6%	15%	17%	10%	18%	13%	14%	6%	9%	19%	14%	14%
None of the above would help me	2%	3%	1%	2%	3%	2%	2%	1%	4%	1%	2%	1%	5%	4%	1%	1%	2%
Don't know	5%	3%	6%	3%	6%	6%	4%	4%	6%	3%	5%	2%	6%	8%	2%	4%	4%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(27.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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Old people	65%	56%	65%	70%	70%	66%	57%	66%	56%	69%	70%	65%	69%	68%	64%	63%	54%
Families with young children	58%	53%	57%	62%	60%	56%	60%	58%	53%	63%	57%	61%	62%	63%	55%	57%	47%
Those on benefits	54%	42%	50%	53%	52%	63%	64%	54%	47%	63%	59%	50%	59%	61%	53%	54%	40%
Those with large families	53%	49%	52%	56%	54%	56%	54%	53%	51%	55%	57%	51%	54%	56%	56%	55%	41%
Those with disabilities	50%	40%	43%	53%	61%	57%	52%	48%	50%	51%	54%	51%	57%	55%	46%	45%	42%
Renters	43%	39%	42%	47%	44%	44%	45%	47%	52%	34%	44%	49%	47%	47%	46%	40%	35%
Those with mortgages	42%	38%	39%	48%	45%	40%	38%	41%	45%	40%	49%	48%	37%	43%	45%	39%	42%
Young people	34%	28%	36%	43%	27%	46%	34%	32%	29%	32%	37%	33%	34%	34%	37%	32%	32%
University students	28%	31%	24%	28%	22%	28%	31%	30%	20%	31%	33%	20%	29%	27%	31%	27%	25%
Home-owners	28%	24%	24%	31%	29%	27%	23%	30%	27%	32%	27%	36%	24%	30%	29%	30%	25%
None of the above will struggle most	1%	3%	1%	0%	2%	0%	1%	2%	0%	2%	1%	0%	1%	1%	1%	1%	2%
Don't know	5%	3%	6%	6%	6%	1%	3%	4%	7%	6%	8%	6%	4%	4%	5%	6%	4%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(27.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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Old people	65%	62%	67%	42%	56%	65%	64%	73%	76%	64%	62%	63%	69%	60%	68%	67%	69%
Families with young children	58%	50%	66%	42%	43%	58%	64%	64%	68%	54%	56%	61%	61%	48%	63%	66%	65%
Those on benefits	54%	53%	54%	47%	50%	49%	62%	53%	59%	54%	46%	57%	59%	54%	53%	52%	60%
Those with large families	53%	49%	58%	48%	51%	55%	45%	58%	60%	56%	51%	53%	53%	50%	56%	57%	54%
Those with disabilities	50%	43%	56%	35%	42%	47%	58%	50%	60%	50%	46%	51%	52%	47%	54%	54%	45%
Renters	43%	40%	46%	41%	43%	41%	45%	44%	44%	39%	40%	47%	48%	45%	46%	36%	46%
Those with mortgages	42%	38%	46%	26%	35%	41%	43%	48%	50%	41%	42%	44%	41%	37%	47%	47%	40%
Young people	34%	32%	36%	44%	38%	35%	32%	30%	31%	36%	31%	37%	33%	38%	33%	33%	26%
University students	28%	25%	31%	42%	28%	33%	26%	20%	24%	27%	26%	33%	26%	30%	28%	27%	21%
Home-owners	28%	23%	32%	25%	24%	33%	30%	31%	24%	24%	27%	31%	29%	25%	34%	30%	23%
None of the above will struggle most	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	1%	2%	3%	0%	0%
Don't know	5%	4%	6%	4%	6%	6%	4%	5%	4%	5%	5%	5%	5%	7%	4%	5%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(27.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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Old people	65%	46%	61%	70%	73%	65%	69%	61%	64%	65%	64%	59%	69%	69%	63%	68%	56%
Families with young children	58%	40%	55%	65%	63%	58%	57%	62%	54%	55%	63%	60%	65%	59%	55%	63%	61%
Those on benefits	54%	40%	52%	52%	65%	75%	52%	57%	51%	45%	62%	52%	75%	57%	43%	61%	52%
Those with large families	53%	42%	55%	52%	61%	43%	49%	58%	53%	47%	60%	50%	69%	54%	49%	58%	56%
Those with disabilities	50%	34%	48%	51%	63%	47%	49%	52%	46%	44%	55%	51%	75%	49%	40%	56%	51%
Renters	43%	39%	40%	44%	50%	44%	41%	45%	41%	38%	47%	42%	65%	46%	35%	48%	42%
Those with mortgages	42%	29%	42%	49%	39%	28%	42%	42%	45%	42%	40%	46%	59%	42%	37%	41%	46%
Young people	34%	35%	30%	34%	43%	32%	27%	39%	38%	25%	42%	36%	38%	35%	26%	43%	32%
University students	28%	23%	28%	28%	33%	20%	22%	31%	28%	19%	34%	28%	25%	33%	19%	35%	31%
Home-owners	28%	20%	26%	31%	29%	24%	29%	26%	25%	28%	30%	16%	39%	26%	27%	28%	24%
None of the above will struggle most	1%	1%	2%	1%	1%	0%	2%	1%	2%	2%	1%	0%	0%	2%	1%	1%	0%
Don't know	5%	2%	5%	6%	2%	11%	4%	5%	7%	5%	5%	2%	5%	9%	5%	4%	4%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(28.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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
People refusing to pay bills and taxes	57%	43%	54%	63%	56%	66%	64%	67%	45%	57%	63%	51%	53%	60%	58%	60%	54%
People having utilities cut off	55%	45%	54%	64%	58%	51%	60%	62%	56%	51%	54%	63%	58%	59%	60%	53%	45%
More people shoplifting	55%	47%	55%	58%	63%	49%	56%	64%	51%	53%	55%	54%	57%	59%	57%	55%	45%
More homelessness / rough sleeping	54%	45%	52%	58%	62%	47%	54%	63%	40%	59%	48%	59%	58%	58%	57%	50%	46%
Large numbers of homes repossessed as people can't pay mortgages	52%	43%	52%	59%	56%	44%	49%	61%	45%	55%	51%	59%	55%	53%	51%	51%	46%
People joining movements to boycott bill payments	49%	46%	45%	57%	49%	56%	47%	56%	42%	40%	57%	51%	48%	52%	52%	45%	50%
Large numbers of people being evicted from their rented homes	49%	45%	47%	54%	57%	39%	53%	53%	38%	52%	39%	60%	55%	47%	49%	47%	45%
More burglaries / robberies	49%	47%	42%	53%	59%	41%	54%	55%	48%	51%	43%	49%	48%	52%	50%	51%	42%
General rise in anti-social behaviour	48%	42%	49%	51%	55%	52%	44%	50%	36%	56%	44%	47%	48%	52%	49%	48%	41%
More begging	38%	34%	39%	37%	43%	37%	36%	50%	18%	38%	38%	47%	42%	42%	38%	37%	29%
General disorder on the streets	37%	33%	32%	37%	42%	37%	35%	47%	31%	35%	39%	33%	39%	40%	41%	30%	34%
Mass unemployment	32%	35%	25%	26%	40%	35%	42%	31%	26%	28%	29%	32%	38%	30%	31%	28%	30%
None of the above	2%	4%	1%	2%	0%	2%	0%	1%	2%	2%	2%	0%	1%	2%	1%	0%	3%
Don't Know	5%	5%	9%	5%	3%	6%	5%	1%	5%	3%	6%	2%	5%	4%	4%	3%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(28.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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
People refusing to pay bills and taxes	57%	52%	61%	48%	54%	56%	63%	62%	56%	55%	57%	57%	59%	55%	62%	57%	55%
People having utilities cut off	55%	50%	60%	44%	54%	58%	59%	64%	50%	52%	52%	59%	60%	53%	56%	55%	60%
More people shoplifting	55%	52%	58%	36%	45%	50%	63%	62%	64%	53%	51%	57%	60%	50%	52%	59%	64%
More homelessness / rough sleeping	54%	48%	59%	45%	48%	52%	55%	57%	60%	52%	49%	54%	59%	53%	53%	53%	59%
Large numbers of homes repossessed as people can't pay mortgages	52%	43%	60%	32%	45%	56%	55%	57%	57%	48%	52%	54%	54%	46%	53%	55%	60%
People joining movements to boycott bill payments	49%	49%	49%	39%	48%	53%	53%	57%	44%	50%	45%	49%	53%	49%	50%	50%	47%
Large numbers of people being evicted from their rented homes	49%	41%	56%	39%	42%	56%	58%	49%	48%	47%	46%	52%	52%	46%	51%	49%	54%
More burglaries / robberies	49%	43%	54%	31%	38%	44%	54%	54%	62%	49%	45%	52%	50%	45%	48%	54%	51%
General rise in anti-social behaviour	48%	45%	51%	35%	36%	43%	49%	57%	61%	50%	46%	46%	51%	42%	49%	56%	52%
More begging	38%	35%	41%	28%	39%	36%	36%	39%	45%	38%	36%	37%	41%	39%	37%	36%	43%
General disorder on the streets	37%	36%	37%	29%	32%	30%	40%	43%	42%	34%	32%	40%	41%	35%	39%	39%	34%
Mass unemployment	32%	30%	33%	41%	37%	37%	30%	29%	24%	29%	32%	32%	34%	35%	32%	30%	26%
None of the above	2%	2%	2%	1%	3%	1%	2%	0%	3%	1%	2%	2%	2%	2%	3%	1%	1%
Don't Know	5%	5%	5%	6%	3%	4%	5%	6%	5%	4%	6%	4%	5%	7%	3%	4%	2%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(28.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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
People refusing to pay bills and taxes	57%	39%	52%	61%	69%	62%	58%	55%	58%	57%	59%	52%	82%	57%	53%	62%	55%
People having utilities cut off	55%	33%	48%	61%	68%	64%	57%	53%	55%	50%	59%	43%	100%	61%	41%	60%	52%
More people shoplifting	55%	37%	53%	58%	60%	70%	61%	52%	46%	58%	53%	43%	81%	54%	52%	56%	47%
More homelessness / rough sleeping	54%	40%	47%	59%	66%	57%	54%	54%	55%	49%	56%	55%	81%	57%	43%	61%	54%
Large numbers of homes repossessed as people can't pay mortgages	52%	45%	45%	54%	65%	55%	53%	53%	53%	49%	51%	54%	89%	61%	46%	54%	50%
People joining movements to boycott bill payments	49%	29%	43%	55%	62%	51%	48%	51%	49%	47%	50%	49%	87%	46%	42%	57%	43%
Large numbers of people being evicted from their rented homes	49%	40%	40%	52%	65%	63%	49%	49%	50%	43%	53%	43%	77%	56%	40%	52%	49%
More burglaries / robberies	49%	38%	46%	50%	58%	50%	52%	50%	42%	51%	47%	46%	76%	50%	46%	50%	45%
General rise in anti-social behaviour	48%	30%	46%	54%	52%	51%	52%	47%	38%	52%	44%	42%	89%	47%	49%	47%	46%
More begging	38%	29%	35%	40%	46%	47%	42%	36%	30%	38%	39%	34%	63%	37%	34%	41%	39%
General disorder on the streets	37%	31%	31%	37%	49%	45%	40%	37%	23%	38%	37%	31%	82%	27%	33%	38%	32%
Mass unemployment	32%	30%	28%	34%	34%	40%	28%	34%	32%	25%	37%	31%	32%	36%	20%	38%	26%
None of the above	2%	3%	2%	1%	1%	0%	1%	2%	3%	2%	3%	0%	0%	1%	2%	1%	1%
Don't Know	5%	1%	6%	5%	4%	9%	5%	4%	7%	4%	4%	4%	0%	8%	5%	4%	6%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(29.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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Very seriously	11%	20%	7%	14%	10%	9%	10%	15%	16%	4%	7%	16%	10%	9%	10%	13%	15%
Quite seriously	20%	17%	24%	20%	16%	29%	17%	22%	14%	18%	23%	16%	20%	18%	25%	21%	19%
Neither seriously, nor not seriously	16%	14%	15%	11%	21%	16%	15%	15%	18%	21%	18%	14%	16%	17%	12%	16%	20%
Not very seriously	28%	22%	29%	29%	29%	22%	36%	28%	23%	29%	26%	32%	25%	34%	27%	28%	23%
Not at all seriously	23%	24%	21%	21%	23%	25%	19%	19%	24%	27%	24%	18%	25%	20%	24%	20%	20%
Don't know	3%	3%	3%	5%	2%	0%	2%	1%	5%	1%	2%	4%	4%	3%	2%	1%	2%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(29.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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Very seriously	11%	13%	9%	11%	8%	10%	12%	14%	12%	13%	7%	11%	12%	7%	10%	15%	18%
Quite seriously	20%	22%	18%	18%	15%	21%	18%	20%	26%	19%	21%	22%	18%	19%	24%	20%	18%
Neither seriously, nor not seriously	16%	16%	16%	20%	14%	18%	18%	17%	12%	12%	16%	16%	21%	13%	22%	15%	17%
Not very seriously	28%	26%	30%	26%	35%	25%	29%	19%	31%	34%	31%	25%	20%	29%	26%	29%	24%
Not at all seriously	23%	20%	24%	23%	26%	24%	22%	28%	16%	18%	23%	23%	26%	29%	16%	18%	23%
Don't know	3%	2%	3%	3%	2%	3%	1%	3%	3%	3%	1%	2%	3%	3%	2%	3%	1%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(29.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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Very seriously	11%	39%	11%	7%	4%	12%	12%	12%	8%	17%	10%	9%	0%	5%	21%	10%	5%
Quite seriously	20%	18%	27%	16%	14%	12%	25%	18%	15%	29%	13%	18%	13%	14%	32%	12%	22%
Neither seriously, nor not seriously	16%	15%	16%	18%	14%	14%	15%	13%	29%	15%	16%	18%	13%	22%	18%	14%	13%
Not very seriously	28%	13%	28%	30%	33%	19%	26%	29%	25%	24%	27%	32%	38%	30%	19%	31%	32%
Not at all seriously	23%	13%	16%	26%	33%	37%	20%	25%	20%	14%	31%	19%	25%	25%	7%	31%	26%
Don't know	3%	3%	3%	2%	1%	7%	2%	3%	2%	1%	2%	4%	11%	5%	3%	3%	1%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(30.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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Investing in green, renewable energy so we are not reliant on foreign energy imports	42%	42%	42%	44%	37%	45%	39%	46%	38%	44%	43%	34%	40%	37%	46%	43%	43%
Increasing the minimum wage	42%	38%	35%	32%	52%	47%	41%	46%	47%	46%	49%	42%	48%	45%	38%	45%	31%
Nationalising energy firms	39%	35%	39%	39%	42%	42%	32%	47%	37%	39%	40%	37%	35%	42%	43%	37%	35%
Capping council tax rises	37%	34%	31%	36%	45%	37%	33%	40%	48%	36%	42%	44%	38%	39%	40%	37%	34%
Increasing taxes on those who can afford it	34%	29%	36%	35%	37%	42%	24%	39%	25%	33%	44%	31%	39%	37%	31%	33%	28%
Increasing pension payments	32%	27%	22%	28%	38%	36%	29%	43%	30%	42%	31%	32%	38%	38%	22%	29%	27%
Putting controls on rent	31%	31%	29%	32%	35%	32%	34%	32%	28%	34%	24%	32%	36%	35%	23%	35%	24%
Keeping personal taxes low	28%	33%	29%	22%	32%	27%	25%	25%	29%	27%	28%	29%	27%	24%	29%	32%	31%
Increasing welfare payments	24%	16%	22%	23%	24%	25%	28%	27%	16%	28%	23%	37%	32%	32%	18%	23%	12%
Increasing taxes on business profits	23%	24%	19%	21%	27%	28%	20%	30%	12%	22%	22%	26%	20%	23%	24%	24%	20%
Allowing "fracking" in the UK, so we can generate domestic shale gas	23%	19%	23%	22%	22%	27%	28%	27%	13%	26%	19%	17%	18%	25%	26%	24%	22%
Keeping taxes on businesses low	15%	15%	14%	15%	8%	20%	18%	13%	16%	18%	13%	10%	10%	21%	13%	13%	16%
Keeping interest rates higher	11%	12%	7%	6%	15%	20%	8%	11%	11%	10%	15%	17%	10%	10%	13%	12%	14%
Encouraging more people to buy electric vehicles	9%	15%	7%	6%	1%	10%	9%	6%	7%	11%	12%	8%	6%	9%	5%	14%	12%
None of the above would help avoid spikes in living costs	3%	2%	3%	1%	3%	4%	3%	1%	2%	3%	6%	2%	4%	4%	2%	2%	2%
Don't know	7%	5%	9%	14%	8%	8%	9%	4%	10%	6%	4%	4%	11%	7%	8%	4%	2%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(30.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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Investing in green, renewable energy so we are not reliant on foreign energy imports	42%	39%	44%	35%	37%	34%	47%	42%	50%	45%	46%	41%	36%	42%	40%	46%	35%
Increasing the minimum wage	42%	37%	47%	37%	41%	51%	45%	47%	35%	36%	37%	48%	50%	41%	46%	38%	48%
Nationalising energy firms	39%	40%	38%	22%	32%	34%	43%	49%	45%	40%	39%	39%	36%	39%	37%	40%	37%
Capping council tax rises	37%	36%	38%	27%	34%	39%	43%	38%	38%	36%	36%	37%	40%	35%	43%	35%	39%
Increasing taxes on those who can afford it	34%	33%	35%	22%	32%	30%	32%	44%	39%	34%	35%	34%	34%	35%	33%	35%	32%
Increasing pension payments	32%	32%	32%	15%	19%	23%	33%	38%	50%	30%	30%	30%	38%	27%	33%	36%	37%
Putting controls on rent	31%	28%	34%	24%	26%	27%	37%	34%	35%	32%	30%	34%	30%	30%	32%	28%	40%
Keeping personal taxes low	28%	25%	31%	24%	36%	34%	25%	25%	24%	28%	27%	31%	27%	28%	27%	27%	31%
Increasing welfare payments	24%	22%	26%	19%	26%	17%	28%	27%	25%	21%	18%	28%	30%	25%	27%	20%	26%
Increasing taxes on business profits	23%	23%	22%	16%	19%	22%	20%	27%	29%	25%	26%	20%	19%	22%	20%	25%	28%
Allowing "fracking" in the UK, so we can generate domestic shale gas	23%	29%	17%	9%	14%	20%	25%	27%	33%	27%	24%	21%	18%	20%	27%	23%	25%
Keeping taxes on businesses low	15%	14%	16%	14%	13%	15%	17%	11%	18%	19%	12%	16%	12%	14%	18%	14%	14%
Keeping interest rates higher	11%	13%	10%	12%	12%	9%	14%	10%	12%	13%	12%	8%	12%	14%	11%	8%	12%
Encouraging more people to buy electric vehicles	9%	10%	7%	12%	11%	17%	6%	5%	6%	10%	8%	11%	6%	8%	8%	9%	11%
None of the above would help avoid spikes in living costs	3%	2%	3%	2%	3%	2%	2%	4%	4%	2%	3%	3%	3%	3%	2%	3%	2%
Don't know	7%	5%	10%	12%	5%	8%	7%	9%	5%	6%	5%	7%	12%	9%	7%	7%	5%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(30.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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Investing in green, renewable energy so we are not reliant on foreign energy imports	42%	29%	47%	44%	35%	32%	37%	48%	41%	40%	41%	54%	51%	40%	36%	42%	57%
Increasing the minimum wage	42%	30%	33%	46%	59%	55%	37%	45%	51%	30%	51%	45%	33%	51%	34%	51%	41%
Nationalising energy firms	39%	20%	40%	42%	39%	38%	38%	44%	27%	36%	43%	44%	51%	30%	29%	44%	44%
Capping council tax rises	37%	31%	31%	41%	45%	51%	40%	34%	37%	40%	36%	32%	39%	44%	37%	40%	21%
Increasing taxes on those who can afford it	34%	24%	31%	40%	35%	36%	32%	37%	35%	30%	39%	31%	45%	29%	24%	40%	30%
Increasing pension payments	32%	28%	28%	36%	33%	34%	35%	31%	28%	35%	29%	25%	50%	32%	35%	28%	28%
Putting controls on rent	31%	23%	28%	32%	39%	44%	32%	33%	27%	27%	37%	34%	51%	23%	24%	38%	31%
Keeping personal taxes low	28%	22%	22%	34%	32%	31%	31%	25%	29%	29%	24%	23%	49%	32%	26%	27%	29%
Increasing welfare payments	24%	20%	18%	24%	38%	38%	21%	29%	22%	17%	34%	20%	31%	19%	18%	30%	19%
Increasing taxes on business profits	23%	16%	24%	24%	21%	24%	21%	26%	20%	22%	23%	32%	32%	16%	16%	29%	29%
Allowing "fracking" in the UK, so we can generate domestic shale gas	23%	26%	24%	22%	17%	28%	32%	16%	19%	38%	12%	18%	25%	14%	36%	13%	17%
Keeping taxes on businesses low	15%	16%	15%	15%	14%	10%	18%	13%	9%	20%	10%	11%	13%	16%	18%	11%	15%
Keeping interest rates higher	11%	11%	13%	11%	11%	6%	13%	10%	10%	15%	6%	10%	12%	7%	15%	9%	9%
Encouraging more people to buy electric vehicles	9%	20%	10%	5%	9%	4%	5%	13%	8%	6%	11%	11%	0%	4%	7%	11%	9%
None of the above would help avoid spikes in living costs	3%	3%	2%	2%	2%	10%	4%	2%	2%	3%	2%	0%	0%	4%	3%	2%	0%
Don't know	7%	5%	7%	7%	8%	11%	8%	5%	10%	7%	6%	3%	6%	13%	8%	5%	5%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(31.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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
There is waste in Government spending, and reducing it would make a huge difference to how much tax the Government needs to raise	46%	48%	42%	48%	39%	60%	47%	47%	48%	44%	42%	54%	46%	47%	41%	54%	43%
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	30%	32%	32%	25%	30%	26%	34%	33%	28%	30%	38%	20%	26%	27%	33%	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%	12%	11%	7%	14%	5%	7%	5%	7%	9%	6%	8%	8%	7%	12%	8%	13%
There is no waste in Government spending	1%	2%	2%	0%	0%	0%	0%	2%	2%	1%	1%	5%	1%	2%	0%	1%	2%
Don't Know	13%	6%	13%	21%	17%	9%	12%	13%	15%	16%	13%	12%	19%	16%	14%	7%	3%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(31.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?

	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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
There is waste in Government spending, and reducing it would make a huge difference to how much tax the Government needs to raise	46%	43%	48%	45%	46%	46%	47%	47%	46%	45%	43%	53%	45%	47%	46%	47%	44%
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	30%	36%	25%	29%	36%	32%	28%	25%	31%	35%	36%	23%	26%	30%	31%	30%	31%
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%	7%	10%	5%	11%	8%	7%	12%	12%	8%	7%	7%	8%	9%	8%	11%
There is no waste in Government spending	1%	2%	1%	3%	2%	1%	0%	2%	0%	0%	2%	2%	1%	2%	1%	1%	1%
Don't Know	13%	8%	18%	13%	10%	10%	17%	20%	10%	7%	11%	14%	20%	13%	13%	14%	13%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(31.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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
There is waste in Government spending, and reducing it would make a huge difference to how much tax the Government needs to raise	46%	55%	41%	49%	49%	43%	50%	41%	46%	49%	44%	32%	52%	48%	47%	48%	44%
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	30%	32%	38%	27%	20%	27%	29%	35%	27%	33%	32%	44%	13%	20%	33%	30%	32%
There is waste in Government spending, but reducing it would not make any difference to how much tax the Government needs to raise	9%	7%	10%	8%	9%	9%	7%	11%	8%	8%	10%	12%	12%	7%	9%	9%	13%
There is no waste in Government spending	1%	1%	2%	1%	1%	0%	0%	2%	3%	1%	2%	1%	0%	1%	1%	1%	2%
Don't Know	13%	5%	10%	14%	21%	21%	13%	12%	17%	9%	12%	10%	24%	23%	10%	11%	8%

*Note:*

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(32.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 to £30,000	£30,000 to £40,000	£40,000 to £60,000	£60,000 or more
Unweighted	1005	143	146	79	89	72	96	87	42	109	91	51	231	216	162	186	147
Weighted	1005	136	143	88	98	75	92	85	41	114	85	48	228	216	165	187	146
Eating out at restaurants	51%	52%	44%	51%	48%	50%	47%	50%	63%	57%	55%	50%	49%	55%	52%	48%	49%
Ordering in take-away / delivery food	44%	44%	44%	45%	43%	50%	40%	46%	40%	45%	44%	50%	44%	50%	42%	48%	38%
Doing fun things out of the house such as going to the cinema, or on day-trips	37%	36%	39%	36%	43%	30%	35%	32%	35%	45%	36%	40%	41%	38%	39%	34%	36%
Small purchases from cafes e.g. a morning coffee	36%	31%	32%	44%	34%	33%	32%	37%	42%	39%	38%	40%	40%	37%	35%	36%	30%
Going to the pub	34%	37%	40%	31%	22%	39%	23%	37%	39%	36%	33%	42%	34%	36%	37%	32%	33%
Chocolate and sweets	27%	26%	30%	25%	26%	31%	26%	24%	21%	30%	28%	34%	37%	32%	24%	26%	18%
Entertainment such as streaming subscriptions, DVDs, books	23%	27%	20%	9%	16%	25%	23%	23%	30%	21%	33%	31%	23%	25%	25%	22%	19%
Trips to the barbers or hairdressers	22%	14%	21%	20%	16%	22%	16%	22%	19%	32%	32%	27%	33%	25%	21%	14%	13%
Beauty treatments (e.g. nail treatments, make-up)	20%	21%	21%	20%	14%	21%	16%	24%	21%	18%	26%	23%	18%	25%	20%	20%	20%
Charitable donations	20%	17%	21%	20%	17%	19%	13%	22%	24%	19%	23%	23%	25%	25%	13%	19%	14%
Visiting friends and family	18%	15%	18%	21%	19%	17%	15%	22%	19%	18%	21%	18%	23%	25%	16%	14%	13%
Newspaper deliveries or news subscriptions	11%	12%	14%	11%	4%	9%	6%	15%	7%	9%	15%	18%	15%	12%	8%	8%	12%
Toys for children	11%	12%	8%	15%	10%	12%	11%	9%	13%	11%	18%	8%	11%	14%	14%	10%	10%
Extracurricular activities or clubs for children	8%	13%	7%	7%	7%	15%	8%	7%	7%	10%	3%	6%	9%	6%	10%	10%	9%
None of the above	19%	13%	24%	24%	22%	18%	25%	21%	7%	20%	14%	12%	17%	13%	25%	17%	21%
Don't Know	2%	1%	1%	1%	5%	3%	1%	3%	5%	0%	3%	2%	2%	2%	2%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(32.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	1005	491	510	133	170	177	162	146	217	240	280	225	254	425	195	248	136
Weighted	1005	484	517	107	170	165	167	160	237	270	259	220	250	410	196	259	140
Eating out at restaurants	51%	43%	58%	48%	49%	54%	56%	54%	45%	47%	53%	54%	50%	46%	54%	52%	59%
Ordering in take-away / delivery food	44%	40%	49%	41%	51%	55%	56%	47%	25%	34%	43%	54%	49%	41%	53%	43%	46%
Doing fun things out of the house such as going to the cinema, or on day-trips	37%	31%	44%	33%	36%	46%	44%	39%	29%	31%	39%	39%	41%	32%	42%	38%	46%
Small purchases from cafes e.g. a morning coffee	36%	29%	42%	32%	41%	41%	41%	34%	27%	34%	34%	37%	38%	32%	42%	38%	32%
Going to the pub	34%	34%	34%	29%	36%	42%	39%	45%	19%	29%	28%	40%	40%	33%	38%	32%	36%
Chocolate and sweets	27%	21%	34%	27%	26%	37%	34%	29%	16%	23%	25%	26%	36%	27%	29%	25%	31%
Entertainment such as streaming subscriptions, DVDs, books	23%	21%	24%	26%	31%	31%	25%	18%	10%	22%	21%	23%	24%	22%	26%	20%	25%
Trips to the barbers or hairdressers	22%	15%	28%	26%	21%	24%	24%	20%	17%	14%	17%	25%	31%	21%	21%	22%	23%
Beauty treatments (e.g. nail treatments, make-up)	20%	12%	28%	23%	27%	30%	22%	13%	10%	21%	20%	19%	21%	17%	25%	19%	26%
Charitable donations	20%	17%	22%	15%	19%	22%	25%	18%	17%	13%	19%	22%	25%	16%	24%	22%	19%
Visiting friends and family	18%	15%	21%	21%	20%	21%	22%	18%	11%	16%	16%	16%	24%	16%	24%	16%	20%
Newspaper deliveries or news subscriptions	11%	10%	12%	11%	12%	18%	12%	8%	6%	9%	8%	13%	14%	7%	16%	11%	14%
Toys for children	11%	9%	14%	12%	17%	21%	12%	5%	3%	9%	10%	12%	15%	7%	12%	14%	18%
Extracurricular activities or clubs for children	8%	8%	9%	10%	15%	17%	8%	1%	1%	7%	10%	8%	8%	6%	10%	9%	11%
None of the above	19%	23%	16%	8%	7%	9%	17%	21%	40%	26%	20%	13%	16%	20%	17%	22%	16%
Don't Know	2%	1%	2%	5%	1%	2%	1%	2%	1%	2%	1%	1%	3%	3%	0%	1%	3%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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

(32.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	1005	96	371	331	161	46	431	385	125	365	300	73	16	118	247	343	86
Weighted	1005	91	375	332	162	45	446	385	121	379	294	74	17	117	254	340	86
Eating out at restaurants	51%	29%	38%	61%	71%	55%	50%	52%	52%	46%	59%	39%	61%	55%	43%	58%	42%
Ordering in take-away / delivery food	44%	18%	30%	55%	66%	62%	43%	45%	51%	40%	49%	39%	62%	46%	38%	49%	44%
Doing fun things out of the house such as going to the cinema, or on day-trips	37%	23%	24%	47%	54%	54%	39%	36%	35%	37%	38%	31%	49%	39%	29%	41%	37%
Small purchases from cafes e.g. a morning coffee	36%	16%	22%	44%	55%	56%	33%	38%	40%	30%	42%	27%	56%	36%	28%	41%	30%
Going to the pub	34%	17%	23%	43%	50%	47%	34%	34%	38%	30%	38%	38%	43%	30%	29%	40%	34%
Chocolate and sweets	27%	11%	15%	30%	53%	51%	26%	27%	31%	23%	32%	15%	25%	40%	18%	33%	19%
Entertainment such as streaming subscriptions, DVDs, books	23%	20%	13%	25%	39%	36%	22%	23%	20%	21%	27%	12%	37%	19%	17%	28%	16%
Trips to the barbers or hairdressers	22%	12%	9%	24%	42%	52%	21%	22%	18%	16%	25%	14%	25%	28%	16%	24%	16%
Beauty treatments (e.g. nail treatments, make-up)	20%	15%	14%	21%	30%	46%	19%	21%	25%	18%	22%	16%	6%	23%	18%	22%	19%
Charitable donations	20%	13%	11%	22%	36%	35%	23%	18%	16%	22%	20%	12%	29%	18%	18%	18%	23%
Visiting friends and family	18%	16%	8%	18%	36%	45%	18%	18%	20%	15%	21%	16%	19%	22%	14%	20%	15%
Newspaper deliveries or news subscriptions	11%	16%	5%	10%	19%	28%	10%	13%	9%	11%	12%	11%	17%	8%	12%	11%	11%
Toys for children	11%	13%	7%	10%	17%	37%	11%	10%	15%	10%	14%	8%	11%	11%	8%	14%	12%
Extracurricular activities or clubs for children	8%	11%	4%	8%	13%	26%	7%	9%	12%	7%	11%	1%	6%	10%	7%	10%	2%
None of the above	19%	27%	33%	11%	3%	7%	22%	17%	16%	26%	11%	23%	13%	22%	29%	10%	21%
Don't Know	2%	2%	1%	2%	2%	5%	2%	2%	1%	1%	2%	3%	0%	2%	1%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 2nd Sep - 5th Sep 2022

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