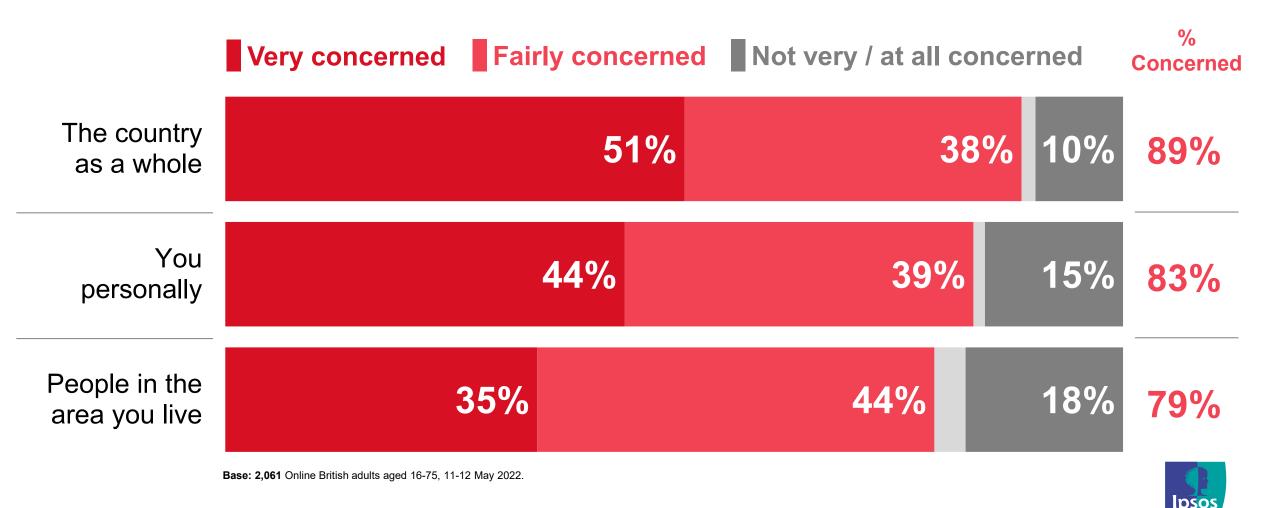
lpsos Cost of living polling

May 2022



The large majority of Britons are concerned about the cost of living

To what extent, if at all, would you say you are concerned about the cost of living over the next six months for each of the following?



Britons expect their household spending to increase over the next six months

Thinking now about your household spend in the next 6 months, for each of the following types of spend, please say whether you expect it to increase, decrease or the stay the same as it is now.

	Saying each will increase	e	Mar-22	Jan-22
The cost of your utilities, e.g. gas, electric, etc.		87%	86%	75%
The cost of your food shopping		86%	84%	70%
The cost of your other household shopping		80%	80%	64%
Your motoring fuel costs, e.g. diesel, petrol, etc.	7:	3%	76%	52%
The overall cost of going out socialising e.g. cinema, cafés, restaurants, pubs, clubs, etc.	64%		66%	46%
The overall cost of your subscriptions, e.g. media, leisure, etc.	56%		54%	36%
Your mortgage/rent	43%		39%	27%
-	Page 2 061 Online British adulta agod 16 75 11 12 May 2022			

Base: 2,061 Online British adults aged 16-75, 11-12 May 2022.



North East / York + Humber and London more likely to expect to be worse affected by rises in the cost of living compared to other parts of the country

Thinking about the cost of living over the next six months, do you think it will be worse in your local area than in other parts of the country, not as bad as in other parts of the country or about the same as other parts of the country?

	Worse than in parts of the co		About the same as other parts of the country		ot as bad as other orts of the country	
GB AVERAGE	19%		50%		22%	
North East / Yorks + Humber	\bigtriangleup	28%	45%		17% 🔽	Statistically
Greater London	\triangle	28%	40%▽		21%	above / below GB average
North West	22%	/ 0	51%		16% 🗸	
Wales	19%		65% 🔺		13% 🛡	
West Midlands	18%		48%	2	5%	
Scotland	18%		55%		21%	
East of England	14%		48%	28%	, 0	
East Midlands	13%		56%		21%	
South East	▽ 13%		51%	30%	<u> </u>	
South West	▽ 12%		58% 🔺	2	24%	lpsos

Base: 2,061 Online British adults aged 16-75, 11-12 May 2022. Including those in North East + Yorkshire (277), North West (246), West Midlands (197), East Midlands (160), East of England (185), South West (186), South East (270), London (251), Wales (113), Scotland (176).

Three in four do not think the UK Government are providing enough support to deal with the rises in cost of living in their local area

Still thinking about the cost of living in your local area, do you think each of the following are providing not enough support, are providing too much support or about the right amount of support?

Not enough support About the right amount of support

Too much support

The UK Government

76%	10%	8%
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Your local council

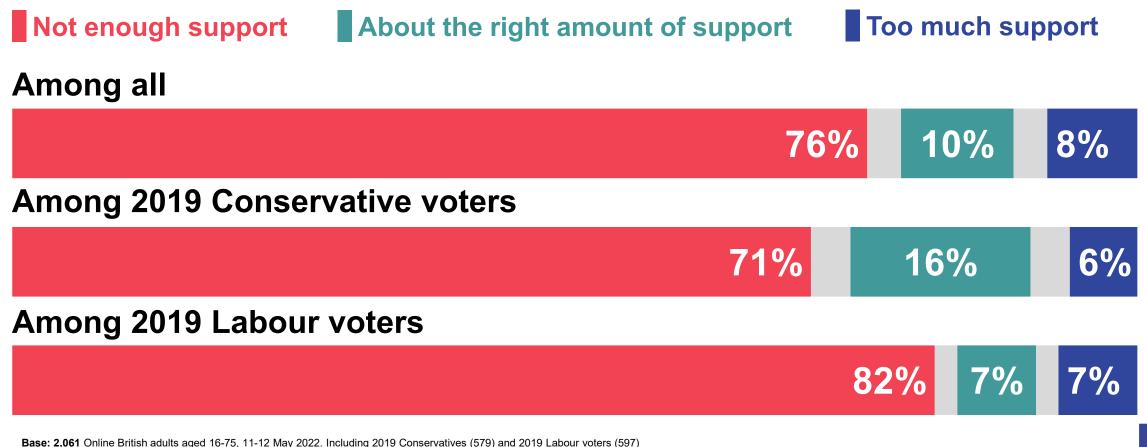
63%	16%	7%
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Base: 2,061 Online British adults aged 16-75, 11-12 May 2022.



Large majorities of both Conservative and Labour voters do not think the UK Government is doing enough in response to rises in the cost of living

Still thinking about the cost of living in your local area, do you think <u>the UK Government</u> are providing not enough support, are providing too much support or about the right amount of support?





Across regions, people think the UK Government are not providing enough support in response to the cost of living, although slightly less in London

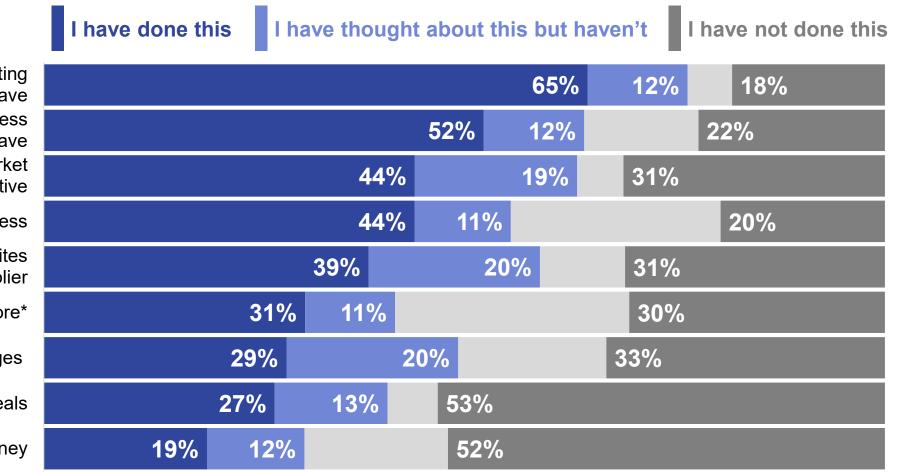
Still thinking about the cost of living in your local area, do you think each of <u>the UK Government</u> are providing not enough support, are providing too much support or about the right amount of support?

	Worse than in other parts of the country	About the same as other parts of the country			d as other ne country	
GB AVERAGE			76%	8%	10%	
South West			819	<mark>⁄₀</mark> 5°	% 7%	Statistically
North East / Yorks + Humber			80%	4%	11%	above / below GB average
East of England			78%	7%	10%	
Scotland			76%	10%	7%	
Wales			76%	8%	10%	
East Midlands			76%	5%	10%	
West Midlands			76%	6%	12%	
South East			76%	8%	10%	
North West			74%	10%	10%	
Greater London		▽ 66%	12%		14%	Ipsos

Base: 2,061 Online British adults aged 16-75, 11-12 May 2022. Including those in North East + Yorkshire (277), North West (246), West Midlands (197), East Midlands (160), East of England (185), South West (186), South East (270), London (251), Wales (113), Scotland (176).

Rises in cost of living have seen 2 in 3 turn down their heating, 2 in 5 driving less or changing supermarkets, whilst 1 in 4 say they have skipped meals

Thinking about since the start of the year, which of the following actions, if any, have you specifically taken in response to rises in the cost of living? Please only choose an action if it is something new you have done since the beginning of the year because of rises in the cost of living.



Not turned on your heating when you usually would have Gone out socialising less than you usually would have Changed your regular supermarket to a cheaper alternative

Driven your car less

Used price comparison websites to look for a cheaper energy supplier

Worked from home more*

Cancelled TV subscription packages

Skipped meals

Borrowed more money

Base: 2,061 Online British adults aged 16-75, 11-12 May 2022. *Only asked to those currently in wok (1428)

psos

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