

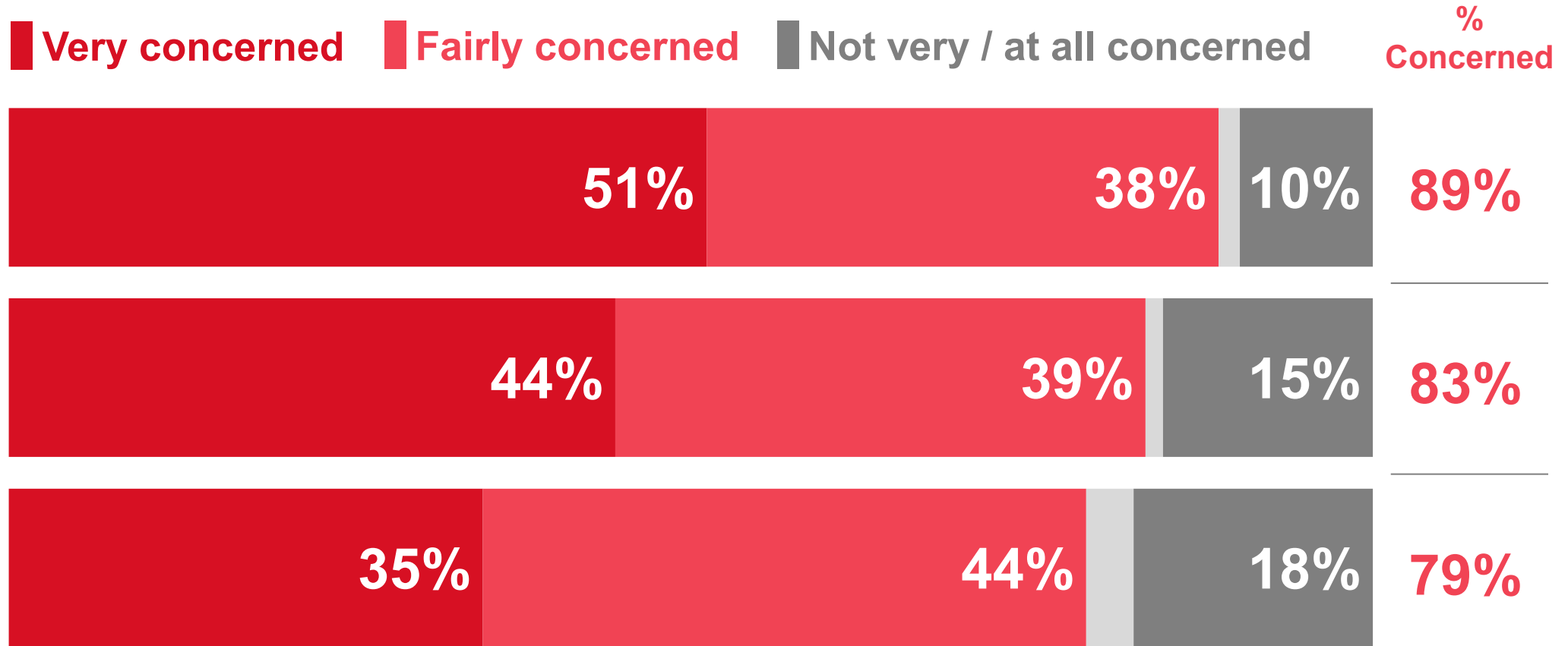
# Ipsos Cost of living polling

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?

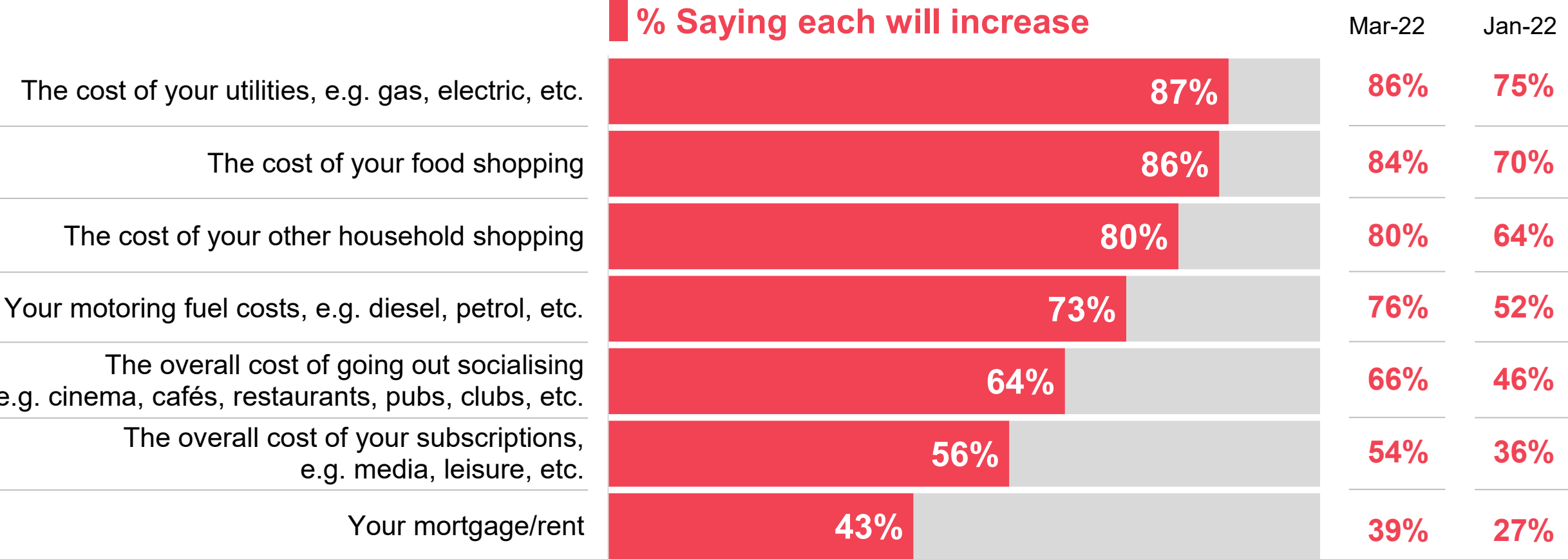


Base: 2,061 Online British adults aged 16-75, 11-12 May 2022.



# 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.

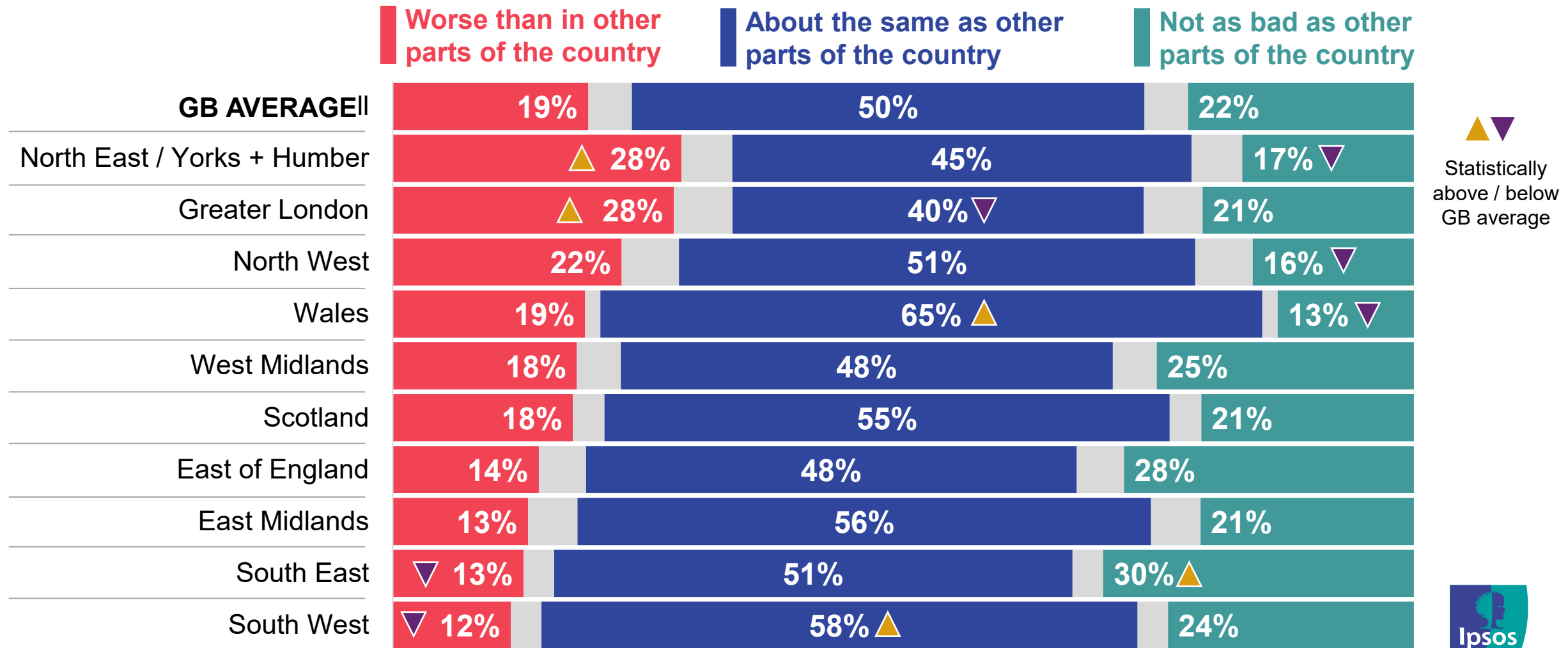


Base: 2,061 Online British adults aged 16-75, 11-12 May 2022.



# 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?

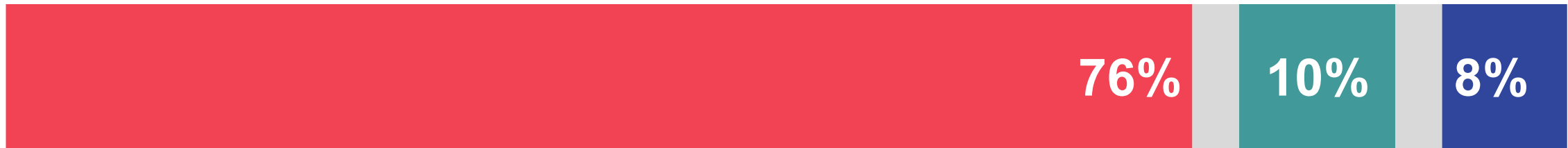


# Three in four do not think the UK Government are providing enough support to deal with the rises in cost of living in their local area

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



## Your local council



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 the UK Government 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**

## Among all



## Among 2019 Conservative voters



## Among 2019 Labour voters



Base: 2,061 Online British adults aged 16-75, 11-12 May 2022. Including 2019 Conservatives (579) and 2019 Labour voters (597)



# 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 the UK Government 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**
■ **Not as bad as other parts of the country**



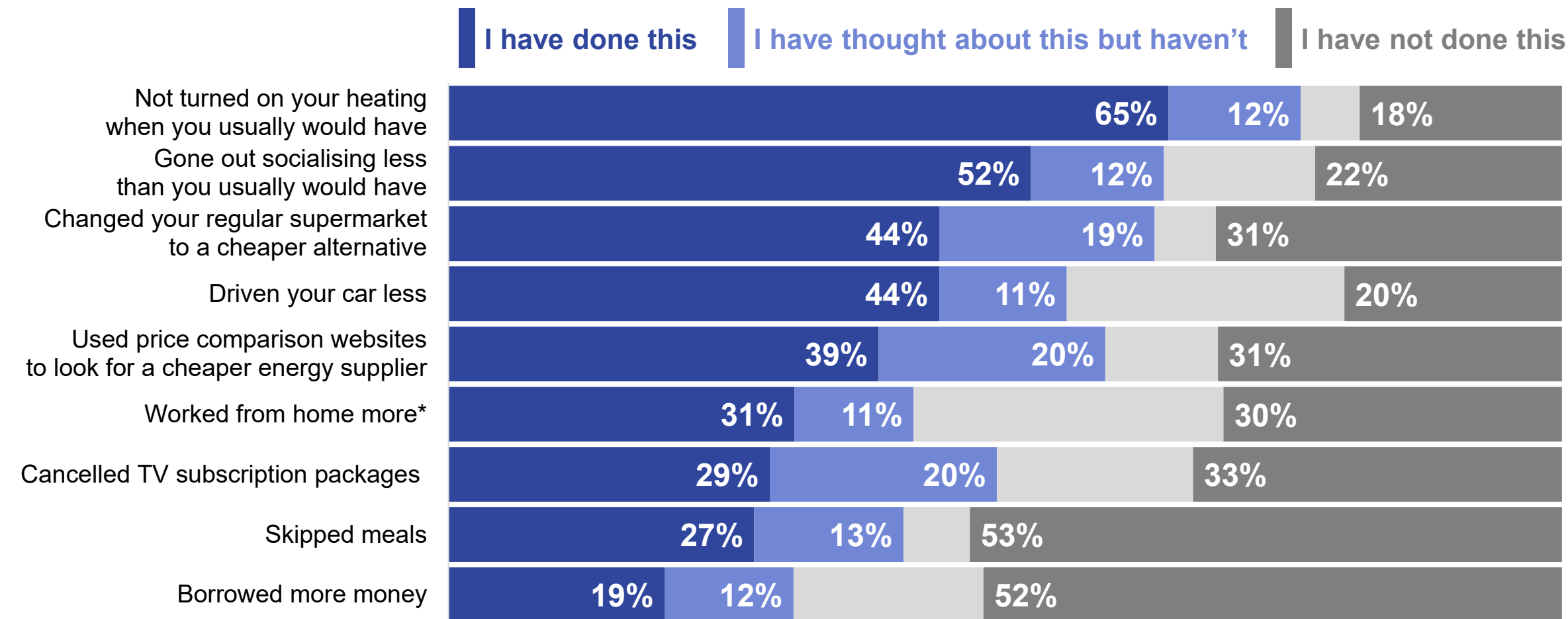
▲ ▼  
 Statistically above / below GB average

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.





# Ipsos

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