

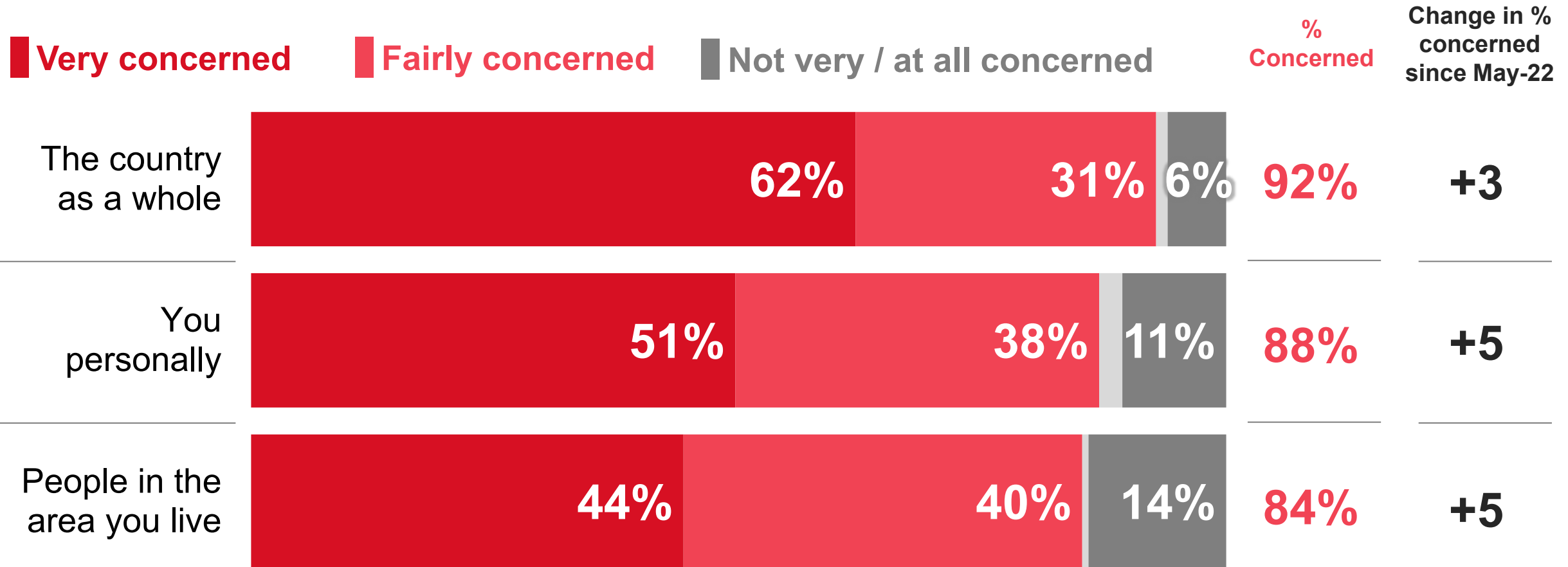
IPSOS UK Cost of living polling

August 2022



Public concern about the cost of living is high and increasing

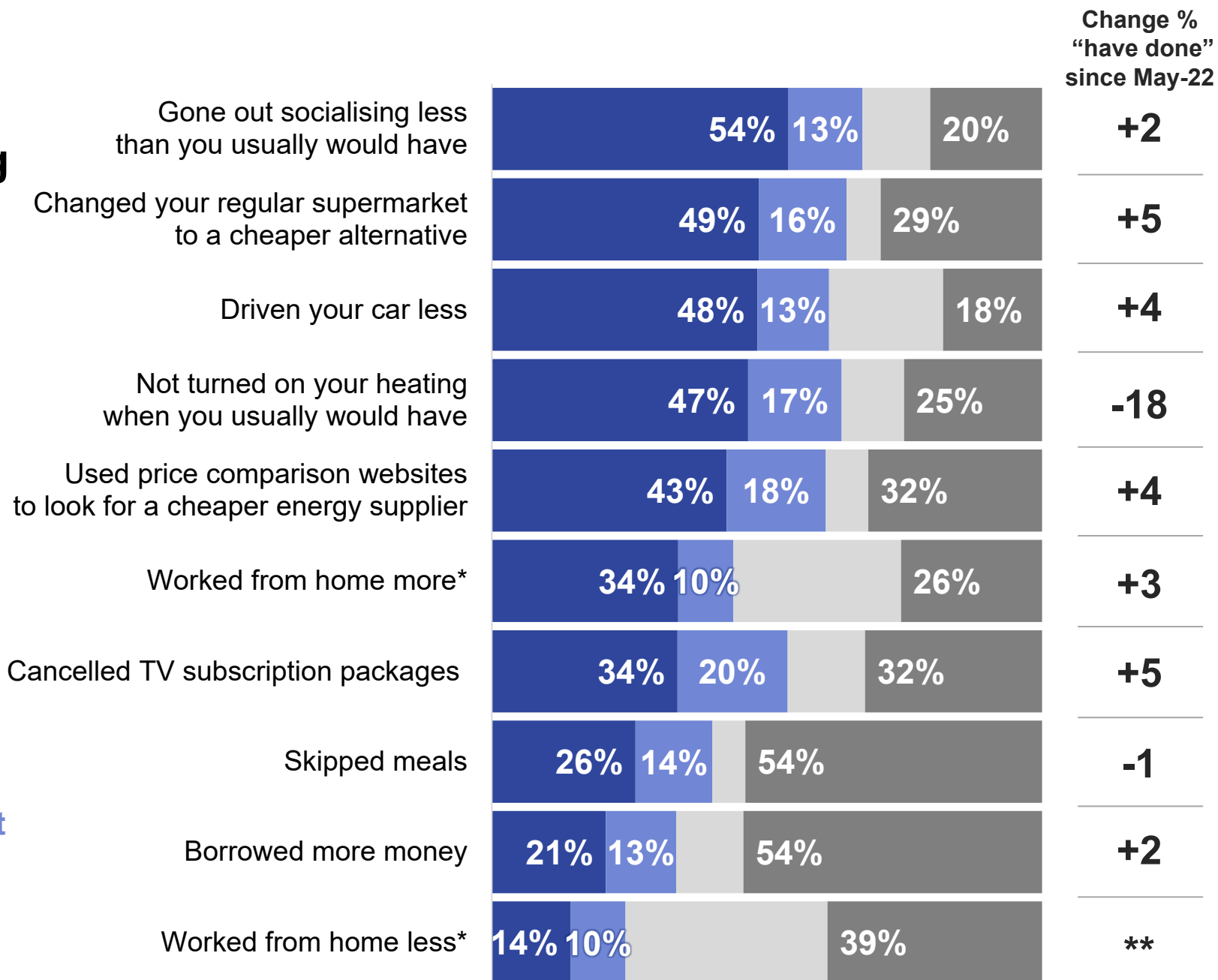
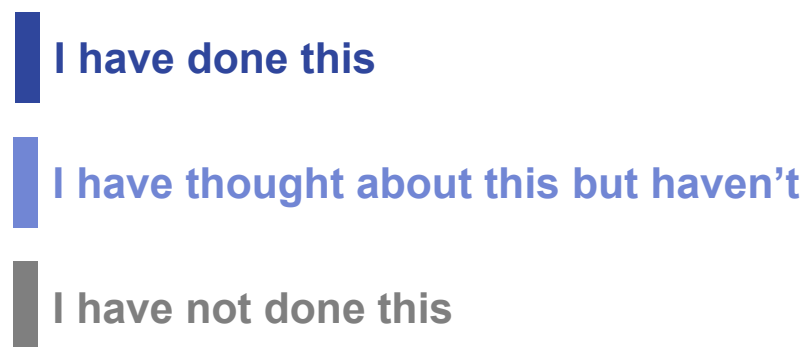
To what extent, if at all, would you say you are concerned about the cost of living over the next six months for each of the following?



Base: 2,000 Online British adults aged 18-75, 22 - 24 August 2022

Common responses to the rise in cost of living are socialising less or shopping around for better deals but some are skipping meals and incurring more debt

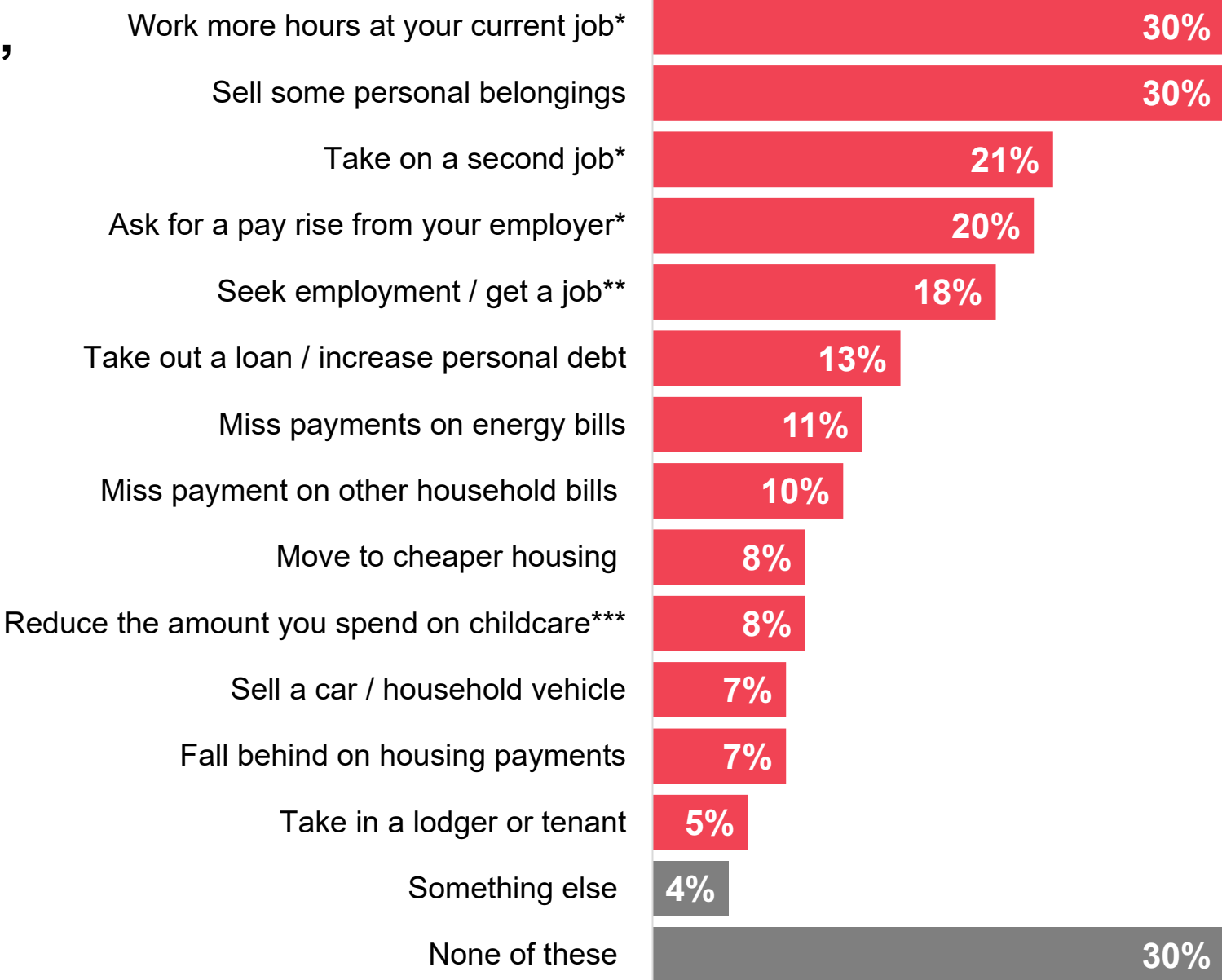
Thinking about since the start of the year, which of the following actions, if any, have you specifically taken in response to rises in the cost of living? Please only choose an action if it is something new you have done since the beginning of the year because of rises in the cost of living.



Base: 2,000 Online British adults aged 18-75, 22-24 August 2022. *Only asked to those currently in wok (1380) ** This code was not asked in May 2022

Over the next six months, three in ten of those in work expect to put in longer hours, and the same proportion of Britons overall expect to sell some personal belongings

In the next six months, which of the following, if any, do you expect to do as a result of the rising cost of living?

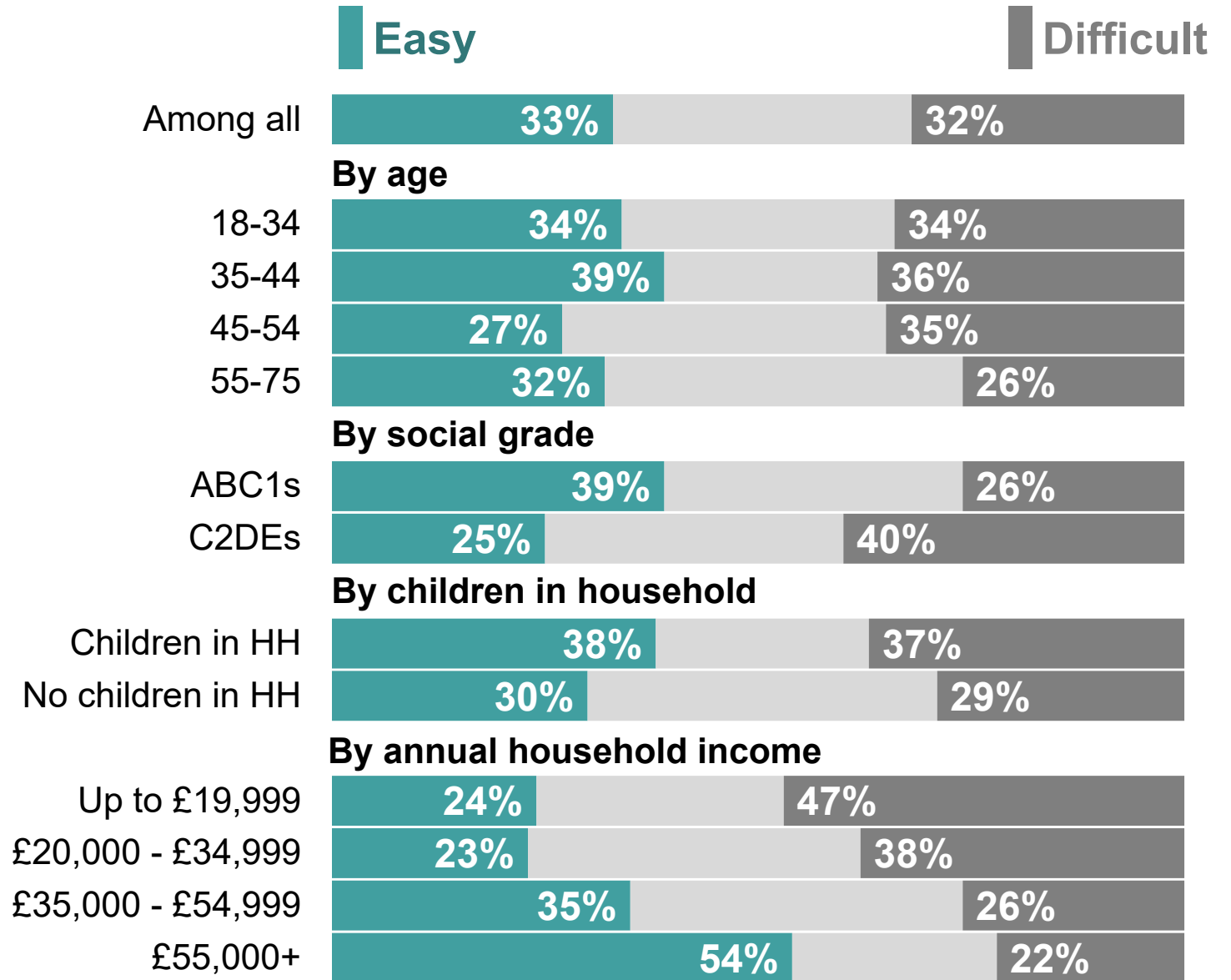


Base: 2,000 Online British adults aged 18-75, 22 - 24 August 2022
 * This code was only shown to those currently working (1380) ** This code was only shown to those currently not working (620) *** This code was only shown to people living with children aged 17 or under (858)



One in three say they have found it difficult to afford their energy bills in the past three months, lower income groups and those living with children particularly impacted

Overall, how easy or difficult would you say your household has found it to afford paying your energy bills in the past three months?

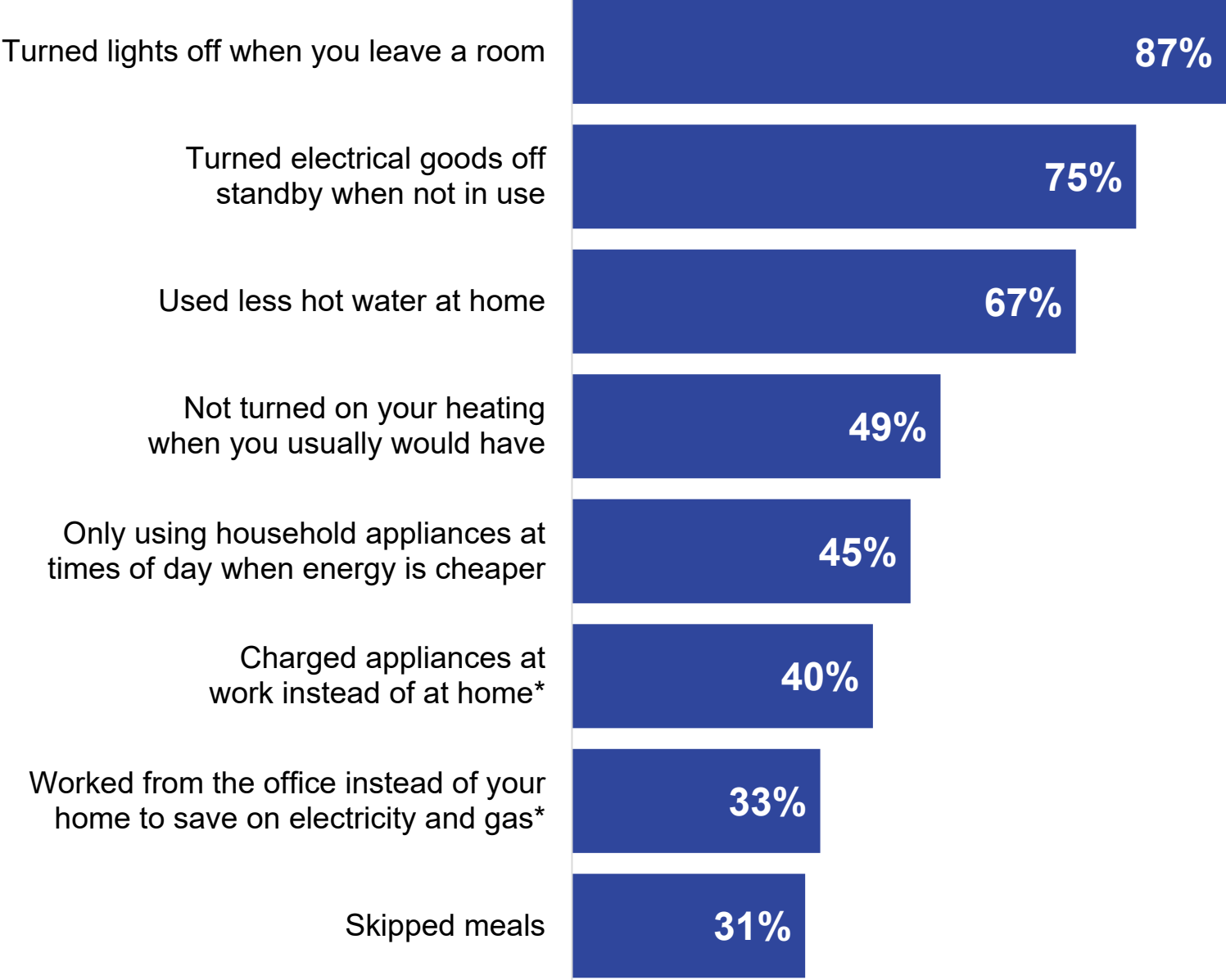


Base: 2,000 Online British adults aged 18-75, 22nd – 23rd August 2022. Including those aged 18-34 (570), 35-44 (403), 45-54 (402), 55-75 (625), ABC1s (1401), C2DEs (599), those with children aged 17 or under in their household (1114), those with no children aged 17 or under in their household (858), HH income up to £19,999 (318), £20,000-£34,999 (418), £35,000-£54,999 (433), £55,000+ (626).

Many are regularly turning lights off or using less hot water to save money. Some are often skipping meals

Now, thinking about your household's energy usage, how often, if at all, have you done the following to reduce your household's energy bill or save money generally in the past three months?

% At least once a week



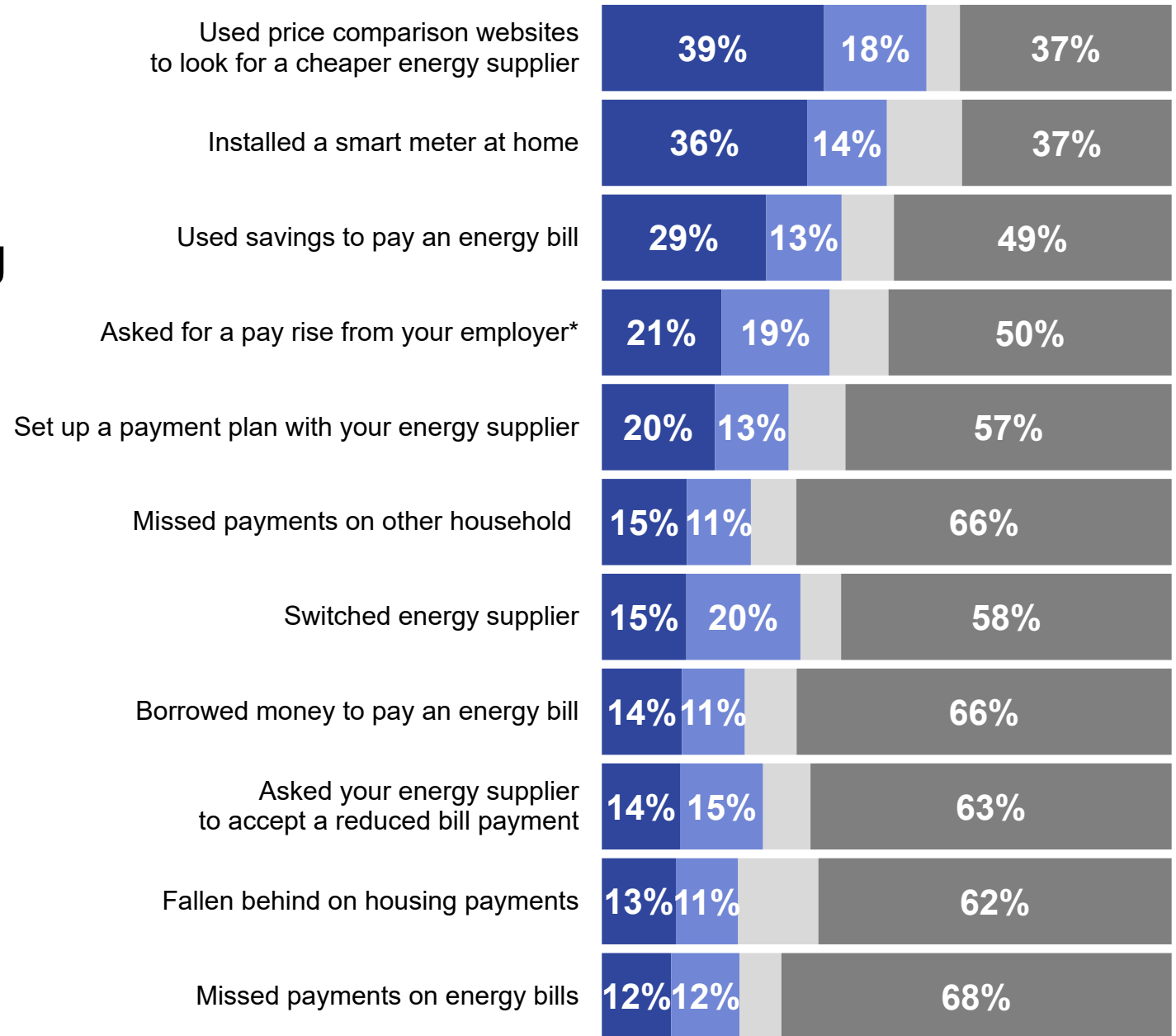
Base: 2,000 Online British adults aged 18-75, 22 - 24 August 2022
* Only asked to those currently working (1,380)



Many are shopping around to look for cheaper energy suppliers or installing smart meters but others are going into debt or using savings to pay their bills

Thinking about your household energy bills, have you or your household done any of the following as a result of rising costs in the past three months? Please only choose an action if it is something new you have done in the last three months because of rises in energy costs.

- I have done this
- I have thought about this but haven't
- I have not done this



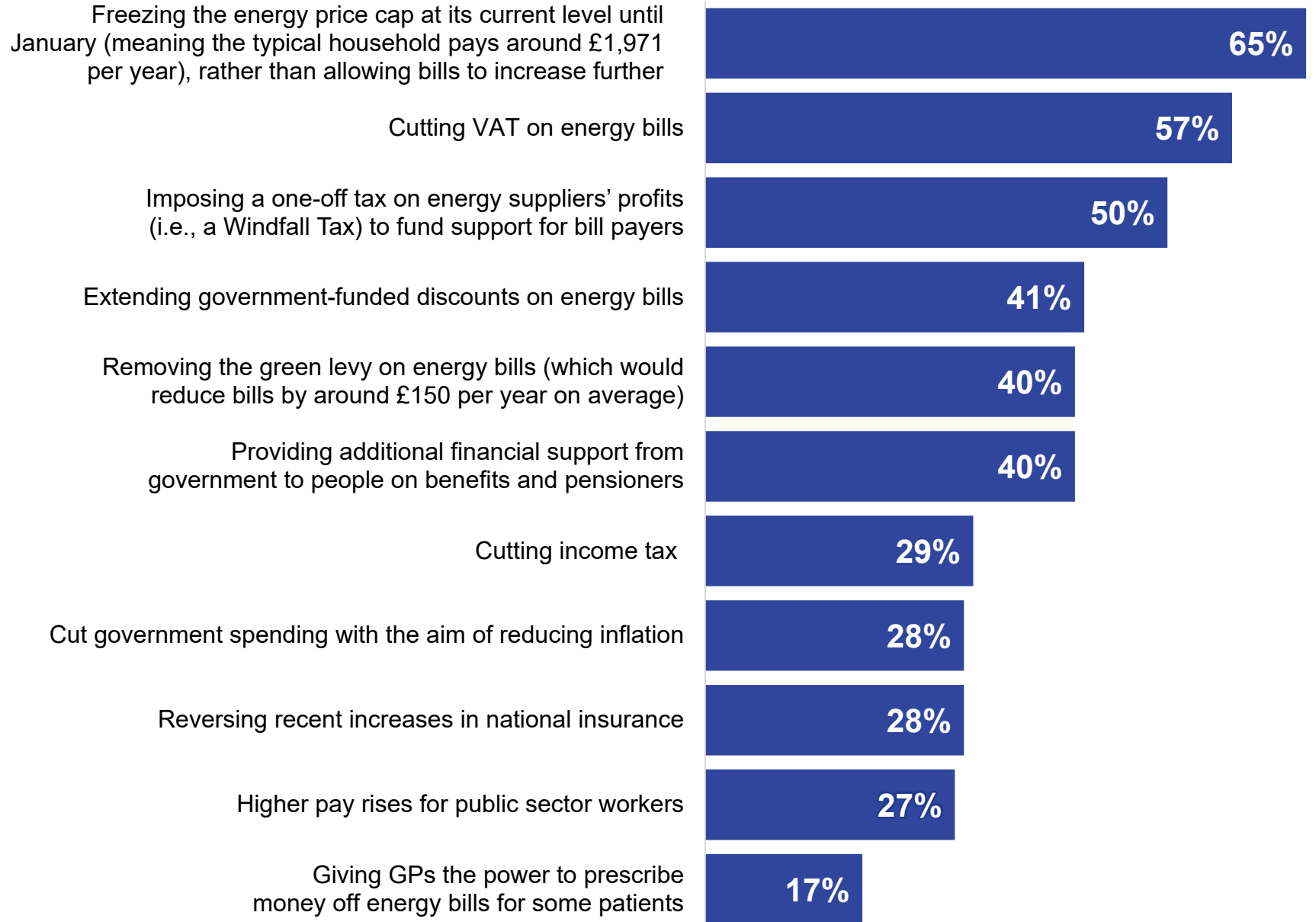
Base: 2,000 Online British adults aged 18-75, 22 - 24 August 2022

* Only asked to those currently working (1,380)



Two in three say freezing the energy price cap at its current level is the best way to help Britain cope with the rising cost of living. Cutting VAT on bills and imposing a ‘windfall tax’ are also well supported.

Which of the following policies, if any, do you think are the best ways to help people in Britain cope with the rising cost of living? Please select all that apply.



Base: 2,000 Online British adults aged 18-75, 22 - 24 August 2022

Who would you trust to reduce the cost of living?

To what extent, if at all, would you trust each of the following to reduce the cost of living if they were Prime Minister? Would you trust them...?

A great deal/ fair amount **Not very much/ at all**

Keir Starmer



Rishi Sunak



Boris Johnson



Liz Truss



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Ipsos UK

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