

Q1. 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?

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

			
	You personally	People in the area you live	The country as a whole
	A	B	C
Unweighted Base	2000	2000	2000
Weighted Base	2000	2000	2000
Very concerned	1015 51% B	880 44%	1237 62% AB
Fairly concerned	753 38% C	793 40% C	612 31%
Not very concerned	184 9% C	222 11% C	94 5%
Not at all concerned	36 2%	56 3% C	34 2%
Very/fairly concerned	1768 88% B	1673 84%	1849 92% AB
Not very/at all concerned	220 11% C	278 14% AC	128 6%
Don't know	12 1%	49 2% AC	23 1%

Overlap formulae used
ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)

Q1. 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?
You personally


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
Very concerned	1015 51%	494 50%	521 52%	304 51%	195 55%	195 51%	320 48%	225 48%	255 49%	228 50%	163 57%	48 51%	95 54%	687 53%	328 47%	572 50%	443 52%	348 52%	667 50%	285 47%	269 56%	103 51%	140 52%	422 52%	381 52%
Fairly concerned	753 38%	353 36%	400 40%	229 38%	126 36%	138 36%	260 39%	175 37%	206 39%	179 39%	90 31%	36 38%	68 39%	473 36%	280 40%	431 38%	322 38%	247 37%	506 38%	229 38%	164 35%	70 34%	106 39%	327 40%	255 35%
Not very concerned	184 9%	118 12%	66 7%	56 9%	24 7%	38 10%	66 10%	56 12%	43 8%	34 7%	31 11%	9 10%	10 6%	114 9%	70 10%	109 10%	74 9%	54 8%	130 10%	65 11%	36 8%	25 12%	23 8%	55 7%	77 10%
Not at all concerned	36 2%	20 2%	16 2%	7 1%	10 3%	4 1%	15 2%	7 2%	16 3%	8 2%	3 1%	2 2%	1 -	24 2%	12 2%	26 2%	10 1%	12 2%	24 2%	14 2%	7 1%	4 2%	1 -	11 1%	14 2%
Very/fairly concerned	1768 88%	847 85%	921 91%	533 89%	322 90%	333 87%	580 87%	400 86%	461 88%	407 90%	253 88%	84 88%	163 93%	1160 89%	608 87%	1003 88%	765 89%	595 89%	1173 88%	514 86%	433 91%	173 85%	246 91%	749 92%	636 87%
Not very/at all concerned	220 11%	138 14%	83 8%	63 10%	34 10%	42 11%	82 12%	63 14%	60 11%	42 9%	34 12%	11 12%	11 6%	138 11%	83 12%	136 12%	85 10%	66 10%	154 12%	79 13%	43 9%	29 14%	23 9%	66 8%	91 12%
Don't know	12 1%	8 1%	4 -	4 1%		6 2%	1 -	3 1%	1 -	6 1%	- -		1 1%	7 1%	5 1%	5 -	8 1%	4 1%	8 1%	7 1%		1 1%	1 1%	2 -	8 1%
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Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

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	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
Very concerned	1015	536	463	442	193	236	244	199	234
	51%	46%	57% A	53%	55%	58% G	50%	47%	50%
Fairly concerned	753	480	259	293	127	130	185	178	176
	38%	41% B	32%	35%	36%	32%	38%	42% E	38%
Not very concerned	184	110	68	77	23	33	45	37	45
	9%	9%	8%	9%	7%	8%	9%	9%	10%
Not at all concerned	36	23	13	18	3	2	13	9	9
	2%	2%	2%	2%	1%	-	3% E	2%	2%
Very/fairly concerned	1768 88%	1016 88%	722 90%	735 88%	320 92%	366 90%	429 88%	377 88%	409 88%
Not very/at all concerned	220 11%	132 11%	81 10%	95 11%	26 8%	35 9%	58 12%	46 11%	54 12%
Don't know	12	10	2	4	2	5	1	3	1
	1%	1%	-	1%	-	1%	-	1%	-

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q1. 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?
People in the area you live

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
Very concerned	880	440	440	249	187	167	277	212	210	174	145	47	92	592	288	526	354	322	558	238	233	90	139	398	306
	44%	44%	44%	41%	53%	44%	42%	45%	40%	38%	50%	50%	53%	45%	41%	46%	41%	48%	42%	40%	49%	44%	51%	49%	42%
Fairly concerned	793	370	423	243	133	150	267	176	213	207	103	35	60	514	279	444	349	257	536	247	179	87	92	326	300
	40%	37%	42%	41%	37%	39%	40%	38%	41%	45%	36%	37%	34%	39%	40%	39%	41%	39%	40%	41%	38%	43%	34%	40%	41%
Not very concerned	222	130	92	72	27	45	78	64	62	54	25	8	10	144	78	120	102	64	158	84	50	21	25	70	93
	11%	13%	9%	12%	8%	12%	12%	14%	12%	12%	9%	8%	6%	11%	11%	10%	12%	10%	12%	14%	11%	10%	9%	9%	13%
Not at all concerned	56	31	26	19	6	9	22	11	16	8	10	5	6	28	28	30	27	14	42	17	6	3	9	13	19
	3%	3%	3%	3%	2%	2%	3%	2%	3%	2%	3%	5%	3%	2%	4%	3%	3%	2%	3%	3%	1%	2%	3%	2%	3%
Very/fairly concerned	1673	810	863	492	320	317	544	388	423	381	247	82	152	1106	567	970	703	578	1095	486	412	177	231	725	606
	84%	82%	86%	82%	90%	83%	82%	83%	81%	84%	86%	87%	87%	85%	82%	85%	82%	87%	82%	81%	87%	87%	85%	89%	82%
Not very/at all concerned	278	161	117	91	33	54	101	75	78	63	34	12	16	173	106	150	129	78	200	102	56	24	34	83	112
	14%	16%	12%	15%	9%	14%	15%	16%	15%	14%	12%	13%	9%	13%	15%	13%	15%	12%	15%	17%	12%	12%	13%	10%	15%
Don't know	49	22	27	17	2	11	19	3	21	11	6		7	26	22	23	25	9	40	13	8	2	6	9	17
	2%	2%	3%	3%	1%	3%	3%	1%	4%	2%	2%		4%	2%	3%	2%	3%	1%	3%	2%	2%	1%	2%	1%	2%

Overlap formulae used
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	Total	A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
Very concerned	880 44%	467 40%	405 50% A	371 44%	175 50%	177 44%	201 41%	179 42%	234 50% FG
Fairly concerned	793 40%	490 42% B	281 35%	340 41%	127 37%	162 40%	192 39%	187 44% H	168 36%
Not very concerned	222 11%	133 12%	89 11%	89 11%	34 10%	36 9%	74 15% EH	46 11%	45 10%
Not at all concerned	56 3%	31 3%	21 3%	17 2%	7 2%	14 3%	18 4%	12 3%	7 2%
Very/fairly concerned	1673 84%	956 83%	685 85%	711 85%	302 87%	338 83%	393 81%	365 86%	402 87% F
Not very/at all concerned	278 14%	165 14%	109 14%	105 13%	41 12%	50 12%	92 19% EH	58 13%	52 11%
Don't know	49 2%	37 3% B	11 1%	18 2%	4 1%	17 4% FG	3 1%	3 1%	10 2%

Overlap formulae used
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Q1. 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?
The country as a whole


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Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
Very concerned	1237 62%	598 60%	639 63%	335 56%	225 63%	245 64% C	431 65% C	286 61%	316 61%	280 62%	181 63%	59 62%	114 66%	798 61%	439 63%	760 66% P	477 56%	427 64%	811 61%	376 63%	313 66%	128 63%	159 59%	543 66% X	425 58%
Fairly concerned	612 31%	309 31%	303 30%	202 34%	105 30%	115 30%	190 29%	151 32%	160 31%	142 31%	83 29%	29 31%	46 26%	413 32%	199 29%	303 27%	309 36% O	196 29%	416 31%	182 30%	133 28%	56 28%	89 33%	234 29%	241 33%
Not very concerned	94 5%	61 6% B	33 3%	46 8% DEF	13 4%	13 3%	22 3%	17 4%	33 6%	17 4%	17 6%	5 5%	5 3%	58 4%	36 5%	47 4%	46 5%	25 4%	68 5%	30 5%	23 5%	10 5%	13 5%	26 3%	44 6% W
Not at all concerned	34 2%	19 2%	15 2%	8 1%	9 3%	5 1%	11 2%	7 2%	9 2%	7 1%	4 2%	2 2%	5 3%	23 2%	11 2%	22 2%	12 1%	12 2%	21 2%	10 2%	3 1%	7 4% T	5 2%	7 1%	18 2% W
Very/fairly concerned	1849 92%	907 91%	942 94%	537 90%	330 93%	360 94% C	621 94% C	437 94%	476 91%	423 93%	265 92%	88 93%	161 92%	1211 93%	639 92%	1063 93%	786 92%	623 94%	1227 92%	557 93%	446 94%	184 90%	248 91%	778 95% X	666 91%
Not very/at all concerned	128 6%	80 8% B	48 5%	54 9% EF	23 6%	18 5%	33 5%	24 5%	42 8%	24 5%	22 7%	7 7%	9 5%	80 6%	47 7%	70 6%	58 7%	38 6%	90 7%	40 7%	26 5%	17 8%	19 7%	32 4%	62 8% W
Don't know	23 1%	6 1%	17 2%	9 1%	3 1%	4 1%	8 1%	5 1%	4 1%	8 2%	1 -		5 3%	14 1%	9 1%	10 1%	13 2%	5 1%	18 1%	2 -	5 1%	2 1%	4 2%	7 1%	7 1%

Overlap formulae used
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The country as a whole

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		Pres of children HH (17 or under)		Employment sector		Household Income			
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	Total	A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
Very concerned	1237 62%	728 63%	491 61%	505 61%	226 65%	242 60%	289 59%	251 59%	319 69% EFG
Fairly concerned	612 31%	362 31%	238 30%	272 33%	99 28%	132 33% H	162 33% H	142 33% H	113 24%
Not very concerned	94 5%	39 3%	51 6% A	36 4%	12 4%	17 4%	28 6%	23 5%	22 5%
Not at all concerned	34 2%	15 1%	18 2%	13 2%	5 2%	7 2%	7 2%	7 2%	6 1%
Very/fairly concerned	1849 92%	1090 94% B	728 90%	777 93%	325 94%	374 92%	451 92%	393 92%	432 93%
Not very/at all concerned	128 6%	54 5%	69 9% A	48 6%	18 5%	24 6%	35 7%	30 7%	28 6%
Don't know	23 1%	14 1%	8 1%	9 1%	5 1%	8 2%	2 -	3 1%	5 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q2. 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.

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

										
	Driven your car less A	Worked from home more B	Worked from home less C	Skipped meals D	Not turned on your heating when you usually would have E	Cancelled TV subscriptio n packages (e.g. Netflix, Disney+, Amazon Prime) F	Borrowed more money G	Gone out socialising less than you usually would have H	Used price compariso n websites to look for a cheaper energy supplier I	Changed your regular supermark et to a cheaper alternative J
Unweighted Base	2000	1380	1380	2000	2000	2000	2000	2000	2000	2000
Weighted Base	2000	1305	1305	2000	2000	2000	2000	2000	2000	2000
I have done this	968 48% BCDFGI	439 34% CDG	182 14% C	526 26% CG	934 47% BCDFGI	682 34% BCDG	417 21% C	1078 54% ABCDEFGIJ	856 43% BCDFG	980 49% BCDFGI
I have thought about this but haven't done it yet	259 13% BC	133 10% AH	136 10% ABEFHIJ	277 14% BC	345 17% ABCDGH	406 20% ABCDEGHJ	252 13% BC	269 13% BC	370 18% ABCDGHJ	311 16% BCG
I have not done this	369 18% DEFGHIJ	339 26% AH	504 39% ABEFHIJ	1080 54% ABCEFHIJ	504 25% AH	642 32% ABEH	1088 54% ABCEFHIJ	406 20% ABEH	638 32% ABEH	584 29% ABEH
Not applicable	381 19% DEFGHIJ	372 28% ADEFBGHIJ	456 35% ABDEFGHIJ	91 5% DEFGHIJ	200 10% DIJ	253 13% DEIJ	227 11% DIJ	225 11% DIJ	124 6% DEIJ	105 5% DEIJ
Don't know	23 1% EGHI	22 2% EGHI	27 2% AEGHI	25 1% AEGHI	16 1% AEGHI	18 1% AEGHI	16 1% AEGHI	21 1% AEGHI	12 1% AEGHI	21 1% AEGHI

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Driven your car less

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I have thought about this but haven't done it yet	259 13%	160 16%	99 10%	124 21%	62 17%	31 8%	42 6%	57 12%	69 13%	33 7%	66 23%	3 3%	32 18%	203 16%	56 8%	151 13%	109 13%	107 16%	152 11%	62 10%	56 12%	46 23%	46 17%	124 15%	94 13%
I have not done this	369 18%	193 19%	176 18%	99 16%	68 19%	69 18%	133 20%	93 20%	96 18%	77 17%	61 21%	22 23%	21 12%	240 18%	129 19%	219 19%	150 17%	129 19%	241 18%	125 21%	73 15%	41 20%	47 17%	146 18%	151 21%
Not applicable	381 19%	159 16%	222 22%	129 21%	47 13%	80 21%	125 19%	91 20%	104 20%	98 22%	40 14%	14 15%	33 19%	203 16%	178 26%	191 17%	189 22%	81 12%	299 22%	98 16%	102 21%	24 12%	35 13%	123 15%	127 17%
Don't know	23 1%	14 1%	9 1%	15 2%	2 1%	3 1%	3 -	5 1%	3 -	8 2%	7 2%		1 1%	12 1%	12 2%	10 1%	13 2%	6 1%	17 1%	7 1%	6 1%	1 1%	1 -	1 -	5 1%

Overlap formulae used
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Driven your car less

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All adults aged 18-75 in Great Britain


	Pres of children HH (17 or under)			Employment sector		Household Income			
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Weighted Base	2000	1158	806	834	347	406	488	426	464
I have done this	968 48%	545 47%	417 52%	427 51%	179 51%	174 43%	247 51%	221 52%	231 50%
I have thought about this but haven't done it yet	259 13%	90 8%	161 20% A	121 14%	58 17%	38 9%	57 12%	51 12%	91 20% EFG
I have not done this	369 18%	228 20%	137 17%	167 20%	55 16%	43 11%	102 21% E	94 22% E	95 21% E
Not applicable	381 19%	286 25% B	82 10%	109 13%	56 16%	139 34% FGH	79 16% H	56 13%	43 9%
Don't know	23 1%	10 1%	8 1%	10 1%	1 -	11 3%	4 1%	4 1%	4 1%

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Worked from home more

Filters: Employment: Working
All adults aged 18-75 in Great Britain

		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	1380	691	689	434	368	320	258	321	347	302	258	50	102	1380		1062	318	928	452	389	345	196	202	699	435
Weighted Base	1305	686	619	425	310	298	273	305	329	288	227	51	104	1305		831	473	539	765	353	318	162	185	578	443
I have done this	439 34%	240 35%	198 32%	163 38% EF	141 45% EF	76 26%	59 22%	93 30%	83 25%	97 34% H	107 47% GHI	21 40%	38 37%	439 34%		341 41% P	98 21%	236 44% R	203 26%	110 31%	98 31%	63 39%	87 47% ST	233 40% X	115 26%
I have thought about this but haven't done it yet	133 10%	96 14% B	37 6%	75 18% EF	48 15% EF	8 3%	3 1%	19 6%	39 12% GI	10 3%	57 25% GHIKL	3 7%	6 6%	133 10%		96 12%	38 8%	71 13% R	62 8%	28 8%	35 11%	33 21% STV	21 11%	65 11%	43 10%
I have not done this	339 26%	177 26% B	162 26%	80 19% EF	68 22% EF	89 30% CD	102 37% CD	97 32% JL	95 29% J	83 29% J	34 15% J	11 21%	19 18%	339 26%		213 26%	126 27%	125 23% R	214 28%	107 30% V	83 26%	42 26%	35 19%	134 23%	137 31% W
Not applicable	372 28%	159 23%	212 34% A	96 23%	51 16% CD	121 41% CD	104 38% CD	89 29% J	104 32% J	98 34% J	25 11%	16 31% J	41 39% J	372 28%		172 21%	199 42% O	101 19%	271 35% Q	104 29% U	93 29% U	23 14%	39 21%	140 24%	142 32% W
Don't know	22 2%	14 2%	9 1%	11 3%	2 1%	4 1%	5 2%	8 2%	8 3%	1 -	5 2%	- 1%	- -	22 2%		10 1%	13 3%	7 1%	16 2%	4 1%	9 3%	1 -	4 2%	7 1%	6 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q2. 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.

Worked from home more

Filters: Employment: Working
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	1380	611	749	844	412	124	246	333	571
Weighted Base	1305	618	666	834	347	164	282	323	424
I have done this	439 34%	159 26%	276 41% A	274 33%	130 37%	33 20%	73 26%	110 34%	189 45% EFG
I have thought about this but haven't done it yet	133 10%	19 3%	111 17% A	94 11%	28 8%	5 3%	25 9%	28 9%	70 16% EFG
I have not done this	339 26%	191 31% B	141 21%	215 26%	88 25%	51 31%	90 32% H	80 25%	93 22%
Not applicable	372 28%	237 38% B	126 19%	234 28%	100 29%	69 42% H	88 31% H	101 31% H	66 16%
Don't know	22 2%	11 2%	11 2%	17 2% D	1 -	6 4%	6 2%	4 1%	6 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q2. 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.

Worked from home less

Filters: Employment: Working
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	1380	691	689	434	368	320	258	321	347	302	258	50	102	1380		1062	318	928	452	389	345	196	202	699	435
Weighted Base	1305	686	619	425	310	298	273	305	329	288	227	51	104	1305		831	473	539	765	353	318	162	185	578	443
I have done this	182	139	43	80	68	18	15	28	36	26	75	3	14	182		133	48	119	62	34	35	39	51	98	59
	14%	20%	7%	19%	22%	6%	5%	9%	11%	9%	33%	6%	13%	14%		16%	10%	22%	8%	10%	11%	24%	28%	17%	13%
		B		EF	EF						GHIKL					P		R				ST	ST		
I have thought about this but haven't done it yet	136	97	39	78	44	7	7	22	32	22	52	4	6	136		83	53	75	61	31	33	36	25	65	54
	10%	14%	6%	18%	14%	2%	2%	7%	10%	8%	23%	7%	5%	10%		10%	11%	14%	8%	9%	10%	22%	13%	11%	12%
		B		EF	EF						GHIKL							R				ST			
I have not done this	504	238	266	143	112	131	117	138	122	125	61	27	31	504		368	136	213	291	164	115	56	54	226	158
	39%	35%	43%	34%	36%	44%	43%	45%	37%	43%	27%	53%	30%	39%		44%	29%	40%	38%	47%	36%	35%	29%	39%	36%
		A				C	C	JL	J	J		JL				P				TUV					
Not applicable	456	194	262	112	77	138	128	111	130	114	32	17	52	456		227	229	127	329	120	123	31	52	179	165
	35%	28%	42%	26%	25%	46%	47%	36%	39%	40%	14%	33%	50%	35%		27%	48%	24%	43%	34%	39%	19%	28%	31%	37%
		A				CD	CD	J	J	J		J	GJ				O		Q	U	UV				
Don't know	27	18	9	11	7	3	6	7	9	1	8	1	1	27		20	8	5	23	5	12	1	3	10	8
	2%	3%	1%	3%	2%	1%	2%	2%	3%	-	3%	2%	1%	2%		2%	2%	1%	3%	1%	4%	-	2%	2%	2%
											I								Q						

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q2. 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.

Worked from home less

Filters: Employment: Working
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	1380	611	749	844	412	124	246	333	571
Weighted Base	1305	618	666	834	347	164	282	323	424
I have done this	182 14%	36 6%	144 22% A	113 14%	57 17%	5 3%	35 12% E	28 9%	107 25% EFG
I have thought about this but haven't done it yet	136 10%	21 3%	111 17% A	93 11%	31 9%	11 7%	24 8%	32 10%	63 15% EF
I have not done this	504 39%	272 44% B	224 34%	311 37%	138 40%	53 32%	109 39%	134 42%	165 39%
Not applicable	456 35%	281 46% B	168 25%	298 36%	118 34%	89 54% FGH	106 38% H	126 39% H	83 20%
Don't know	27 2%	8 1%	19 3%	20 2%	3 1%	6 4%	9 3%	3 1%	6 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q2. 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.

Skipped meals

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain


Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
I have done this	526 26%	264 27%	262 26%	195 33%	116 33%	98 26%	117 18%	111 24%	136 26%	112 25%	93 32%	25 27%	49 28%	356 27%	171 25%	277 24%	249 29%	178 27%	348 26%	127 21%	133 28%	44 22%	96 35%	227 28%	170 23%
I have thought about this but haven't done it yet	277 14%	152 15%	126 12%	122 20%	65 18%	45 12%	45 7%	55 12%	74 14%	43 10%	80 28%	10 11%	15 9%	205 16%	72 10%	161 14%	116 14%	105 16%	172 13%	60 10%	73 15%	49 24%	49 18%	122 15%	107 15%
I have not done this	1080 54%	510 51%	570 57%	241 40%	148 42%	214 56%	477 72%	271 58%	276 53%	281 62%	93 32%	58 62%	102 58%	664 51%	416 60%	651 57%	429 50%	349 52%	731 55%	385 64%	243 51%	104 51%	112 41%	434 53%	423 58%
Not applicable	91 5%	52 5%	39 4%	22 4%	26 7%	22 6%	21 3%	24 5%	26 5%	13 3%	20 7%	1 1%	7 4%	66 5%	25 4%	42 4%	50 6%	29 4%	63 5%	25 4%	22 5%	7 4%	10 4%	29 4%	30 4%
Don't know	25 1%	14 1%	11 1%	19 3%	1 -	3 1%	3 -	6 1%	10 2%	6 1%	2 1%		2 1%	14 1%	11 2%	12 1%	13 2%	5 1%	21 2%	3 -	5 1%		5 2%	5 1%	5 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q2. 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.

Skipped meals

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
I have done this	526 26%	250 22%	268 33% A	210 25%	111 32% C	150 37% FGH	120 25%	93 22%	120 26%
I have thought about this but haven't done it yet	277 14%	99 9%	173 22% A	124 15%	59 17%	45 11%	67 14%	60 14%	83 18% E
I have not done this	1080 54%	748 65% B	310 38%	446 53%	162 47%	180 44%	279 57% E	259 61% EH	236 51%
Not applicable	91 5%	45 4%	45 6%	44 5%	14 4%	18 5%	15 3%	14 3%	22 5%
Don't know	25 1%	16 1%	9 1%	10 1%	1 -	12 3% GH	6 1%		3 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q2. 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


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
I have done this	934 47%	434 44%	500 50% A	269 45%	175 49%	196 51%	294 44%	232 50%	235 45%	196 43%	121 42%	51 53%	99 57% HIJ	630 48%	305 44%	547 48%	387 45%	315 47%	620 46%	246 41%	254 53% SU	77 38%	138 51% SU	404 49% X	301 41%
I have thought about this but haven't done it yet	345 17%	198 20% B	147 15%	160 27% DEF	63 18% F	45 12%	77 12%	71 15% I	105 20% I	46 10%	83 29% GHIKL	10 11%	30 17% I	234 18%	111 16%	192 17%	153 18%	121 18%	224 17%	81 13%	77 16%	66 32% STV	50 19%	161 20%	123 17%
I have not done this	504 25%	268 27%	237 23%	110 18%	82 23%	96 25% C	216 33% CDE	126 27%	115 22%	144 32% HJL	59 21%	26 27%	35 20%	310 24%	194 28%	292 26%	212 25%	172 26%	332 25%	205 34% TUV	96 20%	49 24%	64 23%	188 23%	229 31% W
Not applicable	200 10%	87 9%	113 11%	53 9%	30 8%	42 11%	75 11%	35 7%	62 12% G	67 15% GJL	20 7%	6 6%	11 6%	122 9%	78 11%	100 9%	100 12%	48 7%	152 11% Q	68 11% U	42 9%	10 5%	18 7%	57 7% W	81 11% W
Don't know	16 1%	6 1%	10 1%	7 1%	5 2% F	2 1%	1 -	2 -	5 1%	3 1%	4 1%	2 2%		9 1%	8 1%	11 1%	5 1%	9 1% R	7 1%		6 1% S	1 -	1 -	7 1%	1 -

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q2. 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

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
I have done this	934 47%	525 45%	396 49%	382 46%	187 54% C	208 51%	228 47%	194 45%	216 46%
I have thought about this but haven't done it yet	345 17%	143 12%	192 24% A	148 18%	63 18%	56 14%	93 19%	75 18%	88 19%
I have not done this	504 25%	342 30% B	153 19%	219 26% D	64 18%	95 23%	125 26%	112 26%	118 25%
Not applicable	200 10%	138 12% B	59 7%	81 10%	30 9%	40 10%	41 8%	45 10%	37 8%
Don't know	16 1%	10 1%	6 1%	4 1%	3 1%	7 2%	1 -	1 -	5 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q2. 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.
Cancelled TV subscription packages (e.g. Netflix, Disney+, Amazon Prime)


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
I have done this	682 34%	344 35%	337 33%	247 41%	140 40%	138 36%	156 23%	162 35%	183 35%	137 30%	116 41%	35 37%	48 28%	473 36%	208 30%	388 34%	293 34%	242 36%	439 33%	155 26%	188 40%	74 36%	103 38%	294 36%	217 30%
I have thought about this but haven't done it yet	406 20%	208 21%	198 20%	162 27%	90 25%	75 20%	80 12%	92 20%	87 17%	87 19%	80 28%	16 17%	46 26%	285 22%	122 18%	240 21%	166 19%	145 22%	261 20%	105 18%	100 21%	47 23%	68 25%	195 24%	128 17%
I have not done this	642 32%	316 32%	326 32%	143 24%	102 29%	114 30%	283 43%	153 33%	171 33%	164 36%	68 24%	32 34%	53 31%	387 30%	255 37%	388 34%	254 30%	205 31%	436 33%	246 41%	140 29%	66 33%	65 24%	257 31%	261 36%
Not applicable	253 13%	114 11%	139 14%	37 6%	22 6%	53 14%	141 21%	55 12%	76 14%	62 14%	21 7%	12 12%	27 16%	145 11%	108 15%	121 11%	132 15%	69 10%	183 14%	89 15%	42 9%	16 8%	34 13%	69 8%	123 17%
Don't know	18 1%	10 1%	7 1%	11 2%	2 -	1 -	4 1%	5 1%	5 1%	5 1%	2 1%			15 1%	3 -	5 -	12 1%	3 -	15 1%	5 1%	6 1%	1 -	2 1%	3 -	5 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q2. 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.
Cancelled TV subscription packages (e.g. Netflix, Disney+, Amazon Prime)

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain


	Pres of children HH (17 or under)			Employment sector		Household Income			
		No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	Total	A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
I have done this	682 34%	335 29%	337 42% A	294 35%	145 42%	162 40% F	152 31%	136 32%	177 38%
I have thought about this but haven't done it yet	406 20%	172 15%	224 28% A	179 22%	76 22%	63 16%	93 19%	108 25% E	106 23% E
I have not done this	642 32%	438 38% B	191 24%	260 31%	86 25%	99 24%	158 32% E	155 36% E	159 34% E
Not applicable	253 13%	202 17% B	46 6%	92 11%	40 11%	78 19% GH	81 17% GH	26 6%	19 4%
Don't know	18 1%	10 1%	7 1%	8 1%		5 1%	4 1%	2 -	3 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q2. 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.

Borrowed more money

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

			Gender		Age				Region					Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
I have done this	417 21%	217 22%	200 20%	171 29%	121 34%	80 21%	45 7%	108 23%	105 20%	70 15%	101 35%	13 13%	20 12%	309 24%	109 16%	241 21%	176 21%	169 25%	248 19%	90 15%	125 26%	42 21%	60 22%	166 20%	138 19%
I have thought about this but haven't done it yet	252 13%	157 16%	95 9%	132 22%	59 16%	26 7%	35 5%	39 8%	61 12%	43 10%	69 24%	9 10%	29 17%	191 15%	61 9%	121 11%	131 15%	88 13%	164 12%	47 8%	67 14%	49 24%	41 15%	112 14%	86 12%
I have not done this	1088 54%	492 50%	596 59%	228 38%	147 41%	239 63%	475 72%	279 60%	277 53%	284 63%	85 29%	60 63%	103 59%	670 51%	418 60%	665 58%	423 49%	338 51%	750 56%	386 64%	235 49%	93 46%	145 53%	459 56%	428 58%
Not applicable	227 11%	116 12%	111 11%	58 10%	29 8%	34 9%	105 16%	35 7%	76 15%	53 12%	29 10%	13 14%	21 12%	128 10%	99 14%	110 10%	117 14%	65 10%	162 12%	73 12%	44 9%	20 10%	25 9%	80 10%	80 11%
Don't know	16 1%	11 1%	5 -	10 2%	1 -	3 1%	3 -	5 1%	2 -	4 1%	3 1%		1 1%	8 1%	8 1%	6 -	10 1%	4 1%	11 1%	4 1%	5 1%			1 -	4 -

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q2. 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.

Borrowed more money


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
I have done this	417 21%	168 15%	244 30% A	194 23%	94 27%	105 26% FG	92 19%	71 17%	124 27% FG
I have thought about this but haven't done it yet	252 13%	69 6%	178 22% A	121 14%	46 13%	48 12%	58 12%	60 14%	71 15%
I have not done this	1088 54%	760 66% B	308 38%	429 51%	176 51%	193 47%	289 59% EH	246 58% EH	231 50%
Not applicable	227 11%	151 13% B	71 9%	85 10%	28 8%	56 14% H	44 9%	48 11%	35 8%
Don't know	16 1%	10 1%	5 1%	5 1%	3 1%	4 1%	6 1%	1 -	3 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q2. 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.
Gone out socialising less than you usually would have


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
I have done this	1078 54%	517 52%	561 56%	328 55%	184 52%	217 57%	349 53%	263 56%	290 56%	247 54%	125 43%	56 59%	96 55%	736 56%	342 49%	638 56%	440 51%	361 54%	717 54%	305 51%	297 62%	90 44%	142 52%	464 57%	387 53%
I have thought about this but haven't done it yet	269 13%	169 17%	100 10%	117 20%	60 17%	44 11%	48 7%	53 11%	58 11%	39 8%	87 30%	12 13%	19 11%	187 14%	82 12%	156 14%	113 13%	107 16%	162 12%	76 13%	62 13%	44 22%	42 16%	131 16%	81 11%
I have not done this	406 20%	203 20%	203 20%	92 15%	72 20%	65 17%	177 27%	107 23%	106 20%	103 23%	46 16%	15 16%	31 17%	244 19%	162 23%	250 22%	156 18%	146 22%	260 20%	156 26%	73 15%	50 24%	48 18%	150 18%	171 23%
Not applicable	225 11%	91 9%	135 13%	47 8%	37 10%	55 14%	87 13%	40 9%	62 12%	58 13%	27 9%	11 12%	28 16%	129 10%	96 14%	88 8%	137 16%	47 7%	178 13%	62 10%	38 8%	18 9%	36 13%	68 8%	92 13%
Don't know	21 1%	12 1%	9 1%	15 3%	2 1%	1 -	3 -	4 1%	6 1%	8 2%	2 1%		1 1%	8 1%	13 2%	10 1%	11 1%	5 1%	16 1%	- -	5 1%	2 1%	3 1%	5 1%	4 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q2. 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.
Gone out socialising less than you usually would have

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
I have done this	1078 54%	612 53%	453 56%	456 55%	221 64% C	202 50%	282 58%	240 56%	241 52%
I have thought about this but haven't done it yet	269 13%	110 9%	151 19% A	111 13%	53 15%	51 12%	59 12%	50 12%	91 20% EFG
I have not done this	406 20%	273 24% B	125 15%	173 21% D	50 14%	62 15%	104 21%	101 24% E	99 21%
Not applicable	225 11%	149 13% B	71 9%	87 10%	22 6%	84 21% FGH	37 8%	35 8%	31 7%
Don't know	21 1%	15 1%	6 1%	7 1%	1 -	7 2%	6 1%	1 -	3 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q2. 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.
Used price comparison websites to look for a cheaper energy supplier

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
I have done this	856 43%	424 43%	432 43%	258 43%	174 49%	164 43%	260 39%	197 42%	222 43%	181 40%	141 49%	47 49%	68 39%	585 45%	271 39%	520 46%	335 39%	313 47%	543 41%	265 44%	199 42%	69 34%	137 50%	372 46%	302 41%
I have thought about this but haven't done it yet	370 18%	194 20%	176 17%	148 25%	80 23%	57 15%	85 13%	88 19%	94 18%	63 14%	78 27%	16 17%	32 18%	254 19%	116 17%	210 18%	160 19%	127 19%	243 18%	90 15%	102 22%	65 32%	48 18%	166 20%	127 17%
I have not done this	638 32%	317 32%	322 32%	139 23%	83 23%	129 34%	287 43%	150 32%	166 32%	177 39%	57 20%	26 27%	62 36%	383 29%	255 37%	347 30%	292 34%	182 27%	456 34%	220 37%	143 30%	58 28%	66 24%	229 28%	269 37%
Not applicable	124 6%	51 5%	73 7%	47 8%	18 5%	29 8%	31 5%	28 6%	35 7%	32 7%	9 3%	6 7%	13 8%	75 6%	50 7%	59 5%	65 8%	39 6%	85 6%	24 4%	28 6%	10 5%	19 7%	47 6%	35 5%
Don't know	12 1%	7 1%	5 1%	8 1%	1 -	2 1%	1 -	4 1%	5 1%	2 -	2 1%			8 1%	4 1%	7 1%	5 1%	5 1%	7 1%	2 -	4 1%	1 1%	2 1%	3 -	2 -

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q2. 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.

Used price comparison websites to look for a cheaper energy supplier

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
I have done this	856 43%	442 38%	404 50% A	366 44%	184 53% C	140 35%	221 45% E	195 46% E	223 48% E
I have thought about this but haven't done it yet	370 18%	167 14%	202 25% A	164 20%	58 17%	64 16%	83 17%	74 17%	108 23% EF
I have not done this	638 32%	456 39% B	162 20%	251 30%	87 25%	164 40% H	162 33% H	138 32% H	105 23%
Not applicable	124 6%	89 8% B	30 4%	46 6%	18 5%	33 8% F	18 4%	18 4%	25 5%
Don't know	12 1%	4 -	7 1%	7 1%	1 -	4 1%	4 1%	1 -	3 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q2. 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.

Changed your regular supermarket to a cheaper alternative

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain


Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
I have done this	980 49%	457 46%	523 52%	314 52%	177 50%	179 47%	310 47%	225 48%	263 50%	208 46%	142 49%	57 60%	84 48%	651 50%	329 47%	563 49%	416 49%	308 46%	671 50%	290 48%	261 55%	87 43%	131 48%	426 52%	336 46%
I have thought about this but haven't done it yet	311 16%	165 17%	145 14%	115 19%	75 21%	50 13%	71 11%	67 14%	71 14%	57 13%	75 26%	9 10%	31 18%	228 18%	82 12%	175 15%	136 16%	124 19%	186 14%	64 11%	68 14%	53 26%	60 22%	136 17%	113 15%
I have not done this	584 29%	302 30%	282 28%	114 19%	85 24%	124 32%	261 39%	147 32%	152 29%	166 36%	50 17%	23 24%	45 26%	338 26%	246 35%	339 30%	245 29%	196 29%	388 29%	219 36%	115 24%	54 27%	60 22%	202 25%	253 34%
Not applicable	105 5%	53 5%	51 5%	41 7%	17 5%	27 7%	20 3%	19 4%	31 6%	18 4%	18 6%	5 5%	14 8%	71 5%	34 5%	56 5%	49 6%	34 5%	71 5%	27 4%	21 4%	9 4%	19 7%	46 6%	32 4%
Don't know	21 1%	15 2%	6 1%	16 3%	2 1%	2 1%	1 -	8 2%	5 1%	6 1%	2 1%		1 -	16 1%	4 1%	10 1%	11 1%	3 -	18 1%		11 2%	1 -	2 1%	6 1%	1 -
				F		F															S				

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q2. 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.

Changed your regular supermarket to a cheaper alternative

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
I have done this	980 49%	532 46%	431 54% A	410 49%	186 53%	208 51%	244 50%	214 50%	224 48%
I have thought about this but haven't done it yet	311 16%	152 13%	156 19% A	155 19%	50 14%	54 13%	72 15%	66 15%	93 20% E
I have not done this	584 29%	400 34% B	171 21%	218 26%	91 26%	119 29%	147 30%	123 29%	121 26%
Not applicable	105 5%	68 6%	34 4%	40 5%	17 5%	19 5%	18 4%	21 5%	23 5%
Don't know	21 1%	7 1%	14 2% A	11 1%	4 1%	5 1%	8 2%	3 1%	4 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q6. 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?


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
Sell some personal belongings	608 30%	262 26%	346 34%	193 32%	111 31%	138 36%	165 25%	154 33%	160 31%	151 33%	66 23%	35 36%	43 25%	410 31%	199 29%	326 28%	283 33%	192 29%	416 31%	150 25%	168 35%	52 26%	78 29%	250 31%	203 28%
Work more hours at your current job	396 30%	215 31%	180 29%	150 35%	103 33%	73 24%	70 26%	86 28%	85 26%	75 26%	99 44%	16 30%	34 33%	396 30%		222 27%	173 37%	164 30%	232 30%	103 29%	90 28%	55 34%	60 32%	173 30%	141 32%
Take on a second job	271 21%	141 21%	130 21%	121 29%	63 20%	54 18%	32 12%	65 21%	57 17%	40 14%	67 30%	14 28%	26 25%	271 21%		163 20%	108 23%	135 25%	135 18%	54 15%	72 23%	33 21%	50 27%	125 22%	74 17%
Ask for a pay rise from your employer	257 20%	154 22%	103 17%	98 23%	72 23%	54 18%	33 12%	64 21%	54 16%	58 20%	56 25%	7 14%	18 18%	257 20%		176 21%	80 17%	136 25%	120 16%	74 21%	63 20%	32 20%	47 26%	122 21%	91 21%
Seek employment / get a job	122 18%	48 16%	74 19%	42 24%	11 24%	27 33%	41 11%	28 17%	37 19%	32 19%	12 19%	6 13%	7 10%		122 18%	62 20%	60 16%	25 20%	97 17%	30 12%	32 20%	6 15%	5 5%	43 18%	35 12%
Sell a car / household vehicle	136 7%	84 8%	51 5%	51 8%	43 12%	20 5%	23 3%	27 6%	24 5%	21 5%	47 16%	7 7%	10 6%	104 8%	32 5%	69 6%	67 8%	64 10%	72 5%	27 5%	27 6%	22 11%	31 12%	59 7%	46 6%
Take out a loan / increase personal debt	251 13%	139 14%	112 11%	116 19%	66 18%	37 10%	32 5%	50 11%	63 12%	35 8%	73 25%	8 9%	22 12%	183 14%	68 10%	144 13%	107 12%	93 14%	158 12%	58 10%	63 13%	41 20%	34 13%	105 13%	80 11%
Move to cheaper housing	162 8%	105 11%	57 6%	64 11%	49 14%	23 6%	26 4%	33 7%	35 7%	25 6%	59 21%	6 6%	4 2%	125 10%	37 5%	99 9%	63 7%	82 12%	80 6%	36 6%	32 7%	28 14%	28 10%	72 9%	52 7%
Take in a lodger or tenant	94 5%	70 7%	24 2%	47 8%	32 9%	9 2%	6 1%	14 3%	15 3%	13 3%	48 17%	1 1%	3 2%	82 6%	12 2%	75 7%	19 2%	61 9%	32 2%	25 4%	17 3%	15 7%	22 8%	54 7%	25 3%
Reduce the amount you spend on childcare	150 8%	106 11%	44 4%	70 12%	65 18%	14 4%	1 -	24 5%	31 6%	27 6%	60 21%	2 2%	5 3%	134 10%	16 2%	101 9%	49 6%	80 12%	70 5%	32 5%	33 7%	43 21%	24 9%	62 8%	63 9%
Miss payments on energy bills	221 11%	132 13%	89 9%	72 12%	70 20%	45 12%	34 5%	63 13%	51 10%	29 6%	56 19%	4 5%	18 10%	163 13%	58 8%	122 11%	99 12%	86 13%	136 10%	45 8%	59 12%	24 12%	34 12%	94 11%	78 11%
Miss payment on other household bills	200 10%	113 11%	88 9%	78 13%	51 14%	47 12%	25 4%	52 11%	56 11%	34 7%	40 14%	6 6%	12 7%	141 11%	60 9%	116 10%	85 10%	76 11%	124 9%	41 7%	68 14%	21 10%	23 9%	75 9%	70 10%
Fall behind on housing payments	143 7%	87 9%	56 6%	50 8%	47 13%	26 7%	20 3%	32 7%	41 8%	22 5%	36 12%	4 5%	9 5%	103 8%	40 6%	77 7%	66 8%	55 8%	88 7%	38 6%	42 9%	8 4%	21 8%	59 7%	54 7%
Something else	71 4%	24 2%	47 5%	10 2%	11 3%	21 5%	29 4%	21 5%	16 3%	21 5%	1 -	3 3%	8 5%	41 3%	30 4%	39 3%	32 4%	30 5%	41 3%	21 3%	20 4%	4 2%	6 2%	38 5%	21 3%
None of these	591 30%	287 29%	304 30%	116 19%	56 16%	102 27%	317 48%	144 31%	177 34%	145 32%	43 15%	23 24%	60 34%	287 22%	303 44%	353 31%	237 28%	160 24%	430 32%	228 38%	117 25%	50 24%	62 23%	235 29%	234 32%

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q6. 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?

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
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		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
Sell some personal belongings	608 30%	335 29%	267 33%	250 30%	124 36%	142 35% H	160 33% H	130 31%	118 25%
Work more hours at your current job	396 30%	156 25%	235 35% A	271 32%	95 27%	46 28%	79 28%	110 34%	137 32%
Take on a second job	271 21%	101 16%	168 25% A	168 20%	86 25%	34 21%	71 25%	67 21%	91 21%
Ask for a pay rise from your employer	257 20%	92 15%	162 24% A	176 21%	67 19%	15 9%	59 21% E	72 22% E	94 22% E
Seek employment / get a job	122 18%	87 16%	34 24%			40 17%	32 16%	19 18%	6 16%
Sell a car / household vehicle	136 7%	36 3%	97 12% A	58 7%	35 10%	19 5%	19 4%	42 10% EF	49 11% EF
Take out a loan / increase personal debt	251 13%	92 8%	148 18% A	111 13%	54 15%	52 13%	58 12%	53 13%	72 16%
Move to cheaper housing	162 8%	47 4%	109 14% A	79 10%	32 9%	29 7%	33 7%	35 8%	58 13% EF
Take in a lodger or tenant	94 5%	9 1%	81 10% A	56 7%	21 6%	7 2%	17 3%	24 6% E	39 8% EF
Reduce the amount you spend on childcare	150 8%		150 19% A	89 11%	40 12%	11 3%	21 4%	30 7% E	86 18% EFG
Miss payments on energy bills	221 11%	76 7%	136 17% A	102 12%	47 14%	52 13%	66 14%	45 10%	49 11%
Miss payment on other household bills	200 10%	78 7%	119 15% A	85 10%	46 13%	49 12%	51 10%	42 10%	51 11%
Fall behind on housing payments	143 7%	47 4%	90 11% A	57 7%	36 10%	40 10%	28 6%	30 7%	40 9%
Something else	71 4%	45 4%	25 3%	21 3%	14 4%	11 3%	25 5% H	18 4%	9 2%
None of these	591 30%	475 41% B	112 14%	194 23%	71 20%	122 30%	150 31%	129 30%	118 25%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q3. Overall, how easy or difficult would you say your household has found it to afford paying your energy bills in the past three months?

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
Very easy	253	178	75	71	74	34	73	54	49	42	82	8	17	174	79	189	64	145	108	73	49	57	46	141	78
	13%	18%	7%	12%	21%	9%	11%	12%	9%	9%	29%	8%	10%	13%	11%	16%	7%	22%	8%	12%	10%	28%	17%	17%	11%
		B			CEF						GHIKL					P		R				STV	T	X	
Fairly easy	411	207	204	134	66	69	141	109	104	82	64	15	37	279	132	259	152	154	257	145	103	45	55	177	156
	21%	21%	20%	22%	19%	18%	21%	23%	20%	18%	22%	16%	21%	21%	19%	23%	18%	23%	19%	24%	22%	22%	20%	22%	21%
																P									
Neither easy nor difficult	676	301	375	173	87	141	274	148	181	195	64	36	52	424	252	386	290	189	487	218	125	48	84	244	266
	34%	30%	37%	29%	25%	37%	41%	32%	35%	43%	22%	38%	30%	32%	36%	34%	34%	28%	36%	36%	26%	24%	31%	30%	36%
			A		CD		CD	J	J	GHJL		J							Q		TU				W
Fairly difficult	426	194	232	145	74	88	119	103	122	90	44	26	43	285	141	202	224	120	306	113	145	32	42	181	141
	21%	20%	23%	24%	21%	23%	18%	22%	23%	20%	15%	27%	24%	22%	20%	18%	26%	18%	30%	19%	30%	16%	15%	22%	19%
				F					J			J					O		Q		SUV				
Very difficult	212	103	108	61	54	45	52	50	57	39	31	9	25	136	75	96	116	51	161	44	51	22	44	66	91
	11%	10%	11%	10%	15%	12%	8%	11%	11%	9%	11%	9%	14%	10%	11%	8%	13%	8%	12%	7%	11%	11%	16%	8%	12%
					F												O		Q			S			W
Very/fairly easy	664	384	279	205	140	104	214	164	153	124	147	23	54	452	211	447	216	298	365	218	152	102	101	319	234
	33%	39%	28%	34%	39%	27%	32%	35%	29%	27%	51%	24%	31%	35%	30%	39%	25%	45%	27%	36%	32%	50%	37%	39%	32%
			B		EF			I			GHIKL					P		R				STV		X	
Fairly/very difficult	638	297	341	205	128	134	171	153	179	129	75	34	68	422	216	298	340	171	467	157	196	54	86	247	232
	32%	30%	34%	34%	36%	35%	26%	33%	34%	28%	26%	36%	39%	32%	31%	26%	40%	26%	35%	26%	41%	26%	32%	30%	32%
				F	F	F							IJ				O		Q		SUV				
Don't know	22	10	12	16		3	4	2	9	8	2	1	1	7	15	12	10	7	15	6	3			8	4
	1%	1%	1%	3%		1%	1%	-	2%	2%	1%	2%	-	1%	2%	1%	1%	1%	1%	1%	1%			1%	1%
				DF											M										

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q3. Overall, how easy or difficult would you say your household has found it to afford paying your energy bills in the past three months?


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

		Pres of children HH (17 or under)		Employment sector		Household Income			
		No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	Total	A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
Very easy	253 13%	108 9%	141 18% A	119 14%	44 13%	29 7%	33 7%	55 13% EF	124 27% EFG
Fairly easy	411 21%	234 20%	168 21%	176 21%	78 23%	70 17%	80 16%	96 23%	128 28% EF
Neither easy nor difficult	676 34%	458 40% B	201 25%	277 33%	96 28%	112 28%	186 38% EH	162 38% EH	110 24%
Fairly difficult	426 21%	235 20%	185 23%	179 21%	88 25%	121 30% GH	134 27% GH	78 18%	68 15%
Very difficult	212 11%	101 9%	109 14% A	80 10%	38 11%	70 17% FGH	53 11%	31 7%	33 7%
Very/fairly easy	664 33%	343 30%	309 38% A	294 35%	123 35%	99 24%	113 23%	151 35% EF	252 54% EFG
Fairly/very difficult	638 32%	336 29%	295 37% A	259 31%	126 36%	192 47% FGH	187 38% GH	109 26%	100 22%
Don't know	22 1%	21 2% B	1 -	4 -	3 1%	3 1%	2 -	4 1%	2 -

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q4. 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?

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

								
	Turned lights off when you leave a room	Not turned on your heating when you usually would have	Turned electrical goods off standby when not in use	Skipped meals	Charged appliances at work instead of at home	Used less hot water at home	Worked from the office instead of your home to save on electricity and gas	Only using household appliances at times of day when energy is cheaper
	A	B	C	D	E	F	G	H
Unweighted Base	2000	2000	2000	2000	1380	2000	1380	2000
Weighted Base	2000	2000	2000	2000	1305	2000	1305	2000
Every day	1221 61% BCDEFGH	372 19% DEGH	774 39% BDEFGH	122 6%	129 10% D	514 26% BDEGH	130 10% D	284 14% DEG
Most days	428 21% DEG	396 20% DEG	566 28% ABDEGH	225 11%	231 18% DG	562 28% ABDEGH	174 13%	404 20% DEG
Around once a week	92 5%	210 11% ACG	158 8% A	271 14% ABCEGH	167 13% ACG	271 14% ABCEGH	122 9% A	204 10% ACG
Once or twice a month	81 4%	163 8% ACEG	89 4%	137 7% ACG	96 7% A	135 7% ACG	78 6%	125 6% AC
Less than once a month	56 3%	96 5% AEGH	85 4% AEH	106 5% AEFGH	44 3%	71 4%	43 3%	47 2%
I have not done this	89 4%	689 34% ACF	295 15% A	1108 55% ABCFH	609 47% ABCFH	415 21% AC	698 54% ABCEFH	838 42% ABCF
At least once a week (net)	1742 87% BCDEFGH	978 49% DEGH	1498 75% BDEFGH	618 31% G	528 40% DG	1346 67% BDEGH	426 33%	892 45% DEG
Every / most days (net)	1649 82% BCDEFGH	768 38% DEGH	1340 67% BDEFGH	347 17%	361 28% DG	1076 54% BDEGH	304 23% D	688 34% DEG
Don't know	33 2%	74 4% ACDF	34 2%	31 2%	28 2%	33 2%	60 5% ACDEF	99 5% ACDEF

Overlap formulae used
ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)

Q4. 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?
Turned lights off when you leave a room


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
Every day	1221	552	669	309	181	262	469	286	345	299	107	73	111	750	471	687	534	366	855	396	279	103	153	464	485
	61%	56%	66%	51%	51%	69%	71%	61%	66%	66%	37%	77%	64%	58%	68%	60%	62%	55%	64%	66%	59%	50%	56%	57%	66%
Most days	428	205	223	123	91	74	140	108	89	99	79	13	39	292	137	258	170	162	266	124	113	48	55	202	136
	21%	21%	22%	21%	26%	19%	21%	23%	17%	22%	28%	14%	22%	22%	20%	23%	20%	24%	20%	21%	24%	24%	20%	25%	19%
Around once a week	92	65	27	44	30	7	11	22	22	8	31	5	4	79	13	59	33	49	44	19	21	19	18	44	32
	5%	7%	3%	7%	9%	2%	2%	5%	4%	2%	11%	5%	2%	6%	2%	5%	4%	7%	3%	3%	4%	10%	7%	5%	4%
Once or twice a month	81	58	22	51	20	6	4	16	19	5	28	2	10	62	19	46	34	33	47	10	32	14	13	43	21
	4%	6%	2%	8%	6%	2%	1%	3%	4%	1%	10%	2%	6%	5%	3%	4%	4%	5%	4%	2%	7%	7%	5%	5%	3%
Less than once a month	56	37	18	32	15	5	3	7	11	9	26		2	45	11	27	28	18	38	12	7	11	15	24	20
	3%	4%	2%	5%	4%	1%	1%	2%	2%	2%	9%		1%	3%	2%	2%	3%	3%	3%	2%	2%	5%	6%	3%	3%
I have not done this	89	54	35	20	11	22	35	18	25	24	11	2	8	58	31	52	37	28	61	36	14	6	14	34	34
	4%	5%	3%	3%	3%	6%	5%	4%	5%	5%	4%	2%	5%	4%	5%	5%	4%	4%	5%	6%	3%	3%	5%	4%	5%
At least once a week (net)	1742	822	919	476	303	343	619	416	456	406	218	91	155	1122	620	1004	738	577	1165	538	414	171	226	710	654
	87%	83%	91%	79%	85%	90%	93%	89%	87%	89%	76%	96%	89%	86%	89%	88%	86%	87%	87%	90%	87%	84%	83%	87%	89%
Every / most days (net)	1649	758	892	432	272	337	608	394	434	398	187	86	151	1042	607	945	705	528	1121	520	392	151	208	666	621
	82%	76%	89%	72%	77%	88%	92%	84%	83%	88%	65%	91%	86%	80%	87%	83%	82%	79%	84%	87%	82%	74%	77%	82%	85%
Don't know	33	21	12	20	6	5	2	9	10	10	4			19	14	13	20	10	23	4	8	1	2	7	7
	2%	2%	1%	3%	2%	1%	-	2%	2%	2%	2%			1%	2%	1%	2%	1%	2%	1%	2%	1%	1%	1%	1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q4. 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?
Turned lights off when you leave a room

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

		Pres of children HH (17 or under)		Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
Every day	1221 61%	807 70% B	397 49%	472 57%	204 59%	274 67% H	315 64% H	272 64% H	226 49%
Most days	428 21%	219 19%	207 26% A	188 23%	84 24%	74 18%	93 19%	88 21%	128 28% EFG
Around once a week	92 5%	26 2%	64 8% A	53 6%	19 5%	15 4%	15 3%	19 5%	37 8% EF
Once or twice a month	81 4%	22 2%	57 7% A	40 5%	13 4%	13 3%	22 5%	10 2%	30 7% EG
Less than once a month	56 3%	7 1%	40 5% A	30 4%	13 4%	10 2%	15 3%	10 2%	19 4%
I have not done this	89 4%	60 5%	26 3%	39 5%	10 3%	13 3%	19 4%	23 5%	18 4%
At least once a week (net)	1742 87%	1051 91% B	668 83%	713 85%	307 88%	362 89%	422 87%	379 89%	391 84%
Every / most days (net)	1649 82%	1025 89% B	604 75%	660 79%	288 83%	347 86% H	407 83% H	360 84% H	354 76%
Don't know	33 2%	18 2%	15 2%	13 1%	4 1%	8 2%	8 2%	5 1%	5 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q4. 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?
Not turned on your heating when you usually would have


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
Every day	372 19%	191 19%	181 18%	104 17%	76 21%	64 17%	129 19%	83 18%	94 18%	80 18%	51 18%	18 19%	46 26% I	243 19%	129 19%	208 18%	164 19%	117 18%	256 19%	101 17%	92 19%	34 16%	59 22%	143 17%	148 20%
Most days	396 20%	219 22% B	176 18%	129 22% F	80 22% F	80 21%	107 16%	77 16%	103 20%	68 15%	92 32% GHIL	21 22%	35 20%	274 21%	122 17%	228 20%	168 20%	140 21%	256 19%	106 18%	109 23%	45 22%	63 23%	173 21%	146 20%
Around once a week	210 11%	108 11%	102 10%	94 16% EF	49 14% EF	24 6%	43 7%	60 13% I	50 10%	29 6%	37 13% I	14 15% I	21 12% I	165 13% N	45 7%	122 11%	89 10%	92 14% R	118 9%	43 7%	67 14% S	33 16% S	31 11%	103 13% X	61 8%
Once or twice a month	163 8%	97 10% B	65 6%	73 12% EF	35 10% F	27 7%	27 4%	54 12% HIK	28 5%	28 6%	34 12% HIK	2 2%	16 9%	122 9% N	40 6%	97 8%	66 8%	56 8%	106 8%	39 7%	50 10%	18 9%	25 9%	79 10% X	47 6%
Less than once a month	96 5%	47 5%	49 5%	43 7% F	18 5%	15 4%	20 3%	20 4%	35 7%	16 4%	21 7%	1 1%	4 2%	70 5%	27 4%	71 6% P	25 3%	37 6%	60 4%	26 4%	24 5%	9 5%	12 5%	42 5%	25 3%
I have not done this	689 34%	300 30%	390 39% A	123 21%	90 25%	157 41% CD	319 48% CD	161 35% J	182 35% J	212 47% GHJL	46 16%	38 41% J	50 29% J	392 30%	298 43% M	380 33%	309 36%	208 31%	482 36% Q	263 44% TUV	119 25%	63 31%	77 28%	261 32%	287 39% W
At least once a week (net)	978 49%	518 52% B	460 46%	328 55% EF	204 57% EF	167 44%	279 42%	220 47% I	247 47% I	177 39%	180 62% GHI	53 55% I	102 58% GHI	682 52% N	296 43%	557 49%	421 49%	349 52% R	629 47%	250 42%	268 56% S	111 55% S	153 57% S	418 51%	355 48%
Every / most days (net)	768 38%	410 41% B	358 36%	233 39% EF	156 44% F	143 38%	236 36%	160 34%	197 38%	148 33%	143 50% GHI	39 41%	81 46% GI	517 40%	251 36%	436 38%	332 39%	257 39%	511 38%	208 35%	201 42% S	78 38%	122 45% S	315 39%	294 40%
Don't know	74 4%	31 3%	43 4%	33 6% DF	8 2%	15 4%	18 3%	11 2%	30 6% G	22 5%	7 3%	- -	3 2%	40 3%	34 5%	37 3%	36 4%	15 2%	58 4% Q	21 4%	15 3%	3 1%	4 1%	17 2%	22 3%

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q4. 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?
Not turned on your heating when you usually would have

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

		Pres of children HH (17 or under)		Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
Every day	372 19%	209 18%	160 20%	154 18%	71 21%	83 20%	93 19%	87 20%	79 17%
Most days	396 20%	204 18%	190 24% A	168 20%	75 21%	88 22%	93 19%	70 16%	112 24% G
Around once a week	210 11%	86 7%	115 14% A	94 11%	60 17% C	38 9%	49 10%	45 10%	62 13%
Once or twice a month	163 8%	56 5%	101 13% A	81 10%	31 9%	24 6%	42 9%	34 8%	45 10%
Less than once a month	96 5%	46 4%	43 5%	45 5%	19 5%	23 6%	25 5%	17 4%	23 5%
I have not done this	689 34%	504 44% B	174 22%	266 32% D	87 25%	127 31%	171 35%	164 39% H	133 29%
At least once a week (net)	978 49%	500 43%	465 58% A	415 50%	205 59% C	209 51%	235 48%	202 47%	253 55%
Every / most days (net)	768 38%	414 36%	350 43% A	322 39%	146 42%	171 42%	186 38%	157 37%	191 41%
Don't know	74 4%	51 4%	23 3%	27 3%	5 1%	23 6% GH	14 3%	10 2%	10 2%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q4. 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?
Turned electrical goods off standby when not in use

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

																									
	Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote		
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
Unweighted Base	2000	A 915	B 1085	C 570	D 403	E 402	F 625	G 467	H 530	I 455	J 291	K 87	L 170	M 1380	N 620	O 1401	P 599	Q 1181	R 819	S 609	T 490	U 239	V 276	W 954	X 674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
Every day	774	346	428	195	136	156	287	191	208	178	75	39	83	503	271	441	333	248	527	247	177	63	103	288	314
	39%	35%	42%	32%	38%	41%	43%	41%	40%	39%	26%	41%	48%	39%	39%	39%	39%	37%	39%	41%	37%	31%	38%	35%	43%
Most days	566	272	294	175	119	111	160	132	131	121	107	36	40	390	176	304	262	191	375	154	148	67	76	256	199
	28%	27%	29%	29%	33%	29%	24%	28%	25%	27%	37%	37%	23%	30%	25%	27%	31%	29%	28%	26%	31%	33%	28%	31%	27%
Around once a week	158	97	60	72	28	26	32	30	48	24	36	6	13	104	54	103	54	67	91	48	48	12	27	86	40
	8%	10%	6%	12%	8%	7%	5%	6%	9%	5%	13%	6%	8%	8%	8%	9%	6%	10%	7%	8%	10%	6%	10%	10%	5%
Once or twice a month	89	57	32	41	22	14	12	17	25	9	28	1	9	69	20	59	30	43	45	22	23	11	19	49	27
	4%	6%	3%	7%	6%	4%	2%	4%	5%	2%	10%	1%	5%	5%	3%	5%	3%	7%	3%	4%	5%	5%	7%	6%	4%
Less than once a month	85	55	30	42	16	13	14	19	17	16	23	1	8	58	26	55	29	25	60	16	24	12	11	27	22
	4%	6%	3%	7%	4%	3%	2%	4%	3%	4%	8%	1%	5%	4%	4%	5%	3%	4%	4%	3%	5%	6%	4%	3%	3%
I have not done this	295	145	150	53	31	57	155	75	79	96	13	12	21	166	129	166	129	85	210	113	55	37	30	109	123
	15%	15%	15%	9%	9%	15%	23%	16%	15%	21%	4%	13%	12%	13%	19%	15%	15%	13%	16%	19%	11%	18%	11%	13%	17%
At least once a week (net)	1498	716	782	442	283	294	479	352	388	323	217	81	136	997	501	848	650	505	993	449	373	142	206	629	553
	75%	72%	78%	74%	80%	77%	72%	76%	74%	71%	76%	85%	78%	76%	72%	74%	76%	76%	74%	75%	78%	70%	76%	77%	75%
Every / most days (net)	1340	618	722	370	255	268	447	323	340	299	181	75	123	893	447	745	596	439	902	401	325	130	179	544	513
	67%	62%	72%	62%	72%	70%	67%	69%	65%	66%	63%	79%	71%	68%	64%	65%	70%	66%	68%	67%	68%	64%	66%	67%	70%
Don't know	34	20	14	22	4	4	3	3	13	11	7			15	18	14	19	6	27	-	2	2	6	2	9
	2%	2%	1%	4%	1%	1%	-	1%	2%	2%	2%			1%	3%	1%	2%	1%	2%	-	-	1%	2%	-	1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q4. 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?
Turned electrical goods off standby when not in use


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

		Pres of children HH (17 or under)		Employment sector		Household Income			
		No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	Total	A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
Every day	774 39%	494 43% B	276 34%	317 38%	139 40%	181 45% H	209 43% H	161 38%	148 32%
Most days	566 28%	279 24%	271 34% A	259 31%	106 30%	98 24%	153 31%	124 29%	142 31%
Around once a week	158 8%	86 7%	66 8%	62 7%	30 9%	28 7%	30 6%	40 9%	43 9%
Once or twice a month	89 4%	18 2%	68 8% A	45 5%	21 6%	16 4%	13 3%	14 3%	37 8% EFG
Less than once a month	85 4%	44 4%	36 4%	39 5%	8 2%	19 5%	15 3%	11 3%	26 6% G
I have not done this	295 15%	216 19% B	75 9%	105 13%	43 12%	52 13%	64 13%	72 17%	64 14%
At least once a week (net)	1498 75%	859 74%	613 76%	638 76%	275 79%	307 76%	392 80% H	325 76%	334 72%
Every / most days (net)	1340 67%	773 67%	547 68%	576 69%	244 70%	279 69%	362 74% GH	285 67%	290 63%
Don't know	34 2%	20 2%	13 2%	7 1%	1 -	12 3% F	3 1%	4 1%	4 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q4. 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?
Skipped meals

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

																									
			Gender		Age				Region					Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
Every day	122 6%	83 8% B	39 4%	44 7% EF	45 13% CEF	12 3%	20 3%	23 5% I	35 7% I	9 2%	41 14% GHIK	1 1%	13 8% I	95 7% N	27 4%	65 6%	57 7%	55 8% R	67 5%	21 3%	26 5%	20 10% S	26 10% S	63 8% X	35 5%
Most days	225 11%	130 13% B	94 9%	99 17% EF	48 14% F	38 10% F	39 6%	53 11%	45 9%	39 9%	58 20% GHIL	12 12%	18 10%	153 12%	71 10%	118 10%	106 12%	78 12%	146 11%	46 8%	46 10%	39 19% ST	46 17% ST	90 11%	89 12%
Around once a week	271 14%	121 12%	151 15%	104 17% F	54 15% F	52 14% F	61 9%	66 14%	76 15%	58 13%	44 15%	9 9%	19 11%	188 14%	83 12%	155 14%	116 14%	87 13%	185 14%	74 12%	75 16%	21 10%	43 16%	110 14%	95 13%
Once or twice a month	137 7%	75 8%	62 6%	60 10% EF	41 12% EF	16 4%	19 3%	30 6%	29 6%	20 5%	33 12% GHI	13 13% HI	11 7%	100 8%	37 5%	73 6%	64 7%	54 8%	83 6%	36 6%	46 10%	16 8%	18 7%	61 8%	46 6%
Less than once a month	106 5%	66 7% B	40 4%	50 8% F	18 5%	18 5%	20 3%	15 3%	27 5%	22 5%	31 11% GHIK	1 1%	10 6%	74 6%	33 5%	56 5%	50 6%	39 6%	67 5%	21 3%	32 7% S	16 8% S	16 6%	43 5%	33 4%
I have not done this	1108 55%	503 51%	605 60% A	223 37% A	143 40%	243 64% CD	499 75% CDE	275 59% J	301 58% J	296 65% HJ	74 26% GHIL	60 63% J	103 59% J	677 52% M	431 62% M	661 58% P	447 52%	344 52% Q	764 57% Q	401 67% TUV	247 52%	90 44%	119 44%	442 54%	435 59%
At least once a week (net)	618 31%	334 34% B	284 28%	247 41% EF	147 41% EF	103 27% F	120 18%	142 30% I	156 30% I	106 23%	143 50% GHIKL	22 23%	50 29%	436 33% N	182 26%	338 30%	280 33%	220 33%	398 30%	140 23%	147 31% S	80 39% S	115 42% ST	263 32%	218 30%
Every / most days (net)	347 17%	214 22% B	133 13%	144 24% EF	93 26% EF	51 13%	59 9%	76 16% I	80 15%	48 11%	99 34% GHIKL	13 14%	31 18% I	248 19% N	99 14%	183 16%	164 19%	133 20% R	213 16%	67 11%	71 15%	59 29% ST	72 27% ST	153 19%	124 17%
Don't know	31 2%	14 1%	17 2%	19 3% EF	6 2%	1 -	4 1%	5 1%	9 2%	11 2%	6 2%	-	-	18 1%	13 2%	15 1%	16 2%	8 1%	22 2%	2 -	5 1%	2 1%	3 1%	8 1%	3 -

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q4. 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?
Skipped meals

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

		Pres of children HH (17 or under)		Employment sector		Household Income			
		No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	Total	A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
Every day	122 6%	25 2%	92 11% A	59 7%	28 8%	24 6%	23 5%	23 5%	47 10% FG
Most days	225 11%	95 8%	124 15% A	108 13%	31 9%	58 14% FG	37 8%	35 8%	72 15% FG
Around once a week	271 14%	126 11%	139 17% A	111 13%	56 16%	70 17% H	81 17% H	55 13%	45 10%
Once or twice a month	137 7%	50 4%	80 10% A	57 7%	34 10%	28 7%	26 5%	27 6%	40 9%
Less than once a month	106 5%	58 5%	46 6%	38 5%	27 8%	34 8% F	14 3%	25 6%	22 5%
I have not done this	1108 55%	786 68% B	311 39%	451 54%	169 49%	181 45%	304 62% EH	256 60% EH	233 50%
At least once a week (net)	618 31%	246 21%	356 44% A	278 33%	114 33%	153 38% FG	141 29%	114 27%	164 35% G
Every / most days (net)	347 17%	120 10%	216 27% A	167 20%	59 17%	82 20% FG	60 12%	58 14%	119 26% FG
Don't know	31 2%	17 1%	14 2%	10 1%	3 1%	11 3% F	2 -	4 1%	6 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q4. 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?
Charged appliances at work instead of at home


Filters: Employment: Working
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	1380	691	689	434	368	320	258	321	347	302	258	50	102	1380		1062	318	928	452	389	345	196	202	699	435
Weighted Base	1305	686	619	425	310	298	273	305	329	288	227	51	104	1305		831	473	539	765	353	318	162	185	578	443
Every day	129	87	42	44	41	22	22	28	30	22	34	4	11	129		73	56	61	68	31	34	22	24	60	43
	10%	13%	7%	10%	13%	8%	8%	9%	9%	8%	15%	8%	10%	10%		9%	12%	11%	9%	9%	11%	14%	13%	10%	10%
Most days	231	159	72	112	59	29	31	56	39	46	66	5	18	231		145	86	115	116	55	62	47	43	101	97
	18%	23%	12%	26%	19%	10%	11%	18%	12%	16%	29%	11%	18%	18%		17%	18%	21%	15%	16%	20%	29%	23%	17%	22%
Around once a week	167	90	77	61	52	34	21	32	44	26	39	7	19	167		122	45	79	87	56	41	11	21	86	45
	13%	13%	12%	14%	17%	11%	8%	11%	13%	9%	17%	13%	18%	13%		15%	10%	15%	11%	16%	13%	7%	11%	15%	10%
Once or twice a month	96	55	41	47	27	15	7	22	18	16	30	6	4	96		58	38	37	59	15	24	16	25	49	32
	7%	8%	7%	11%	9%	5%	3%	7%	5%	6%	13%	12%	4%	7%		7%	8%	7%	8%	4%	8%	10%	13%	8%	7%
Less than once a month	44	23	21	14	18	9	3	7	9	7	19	2	1	44		34	10	28	15	6	14	5	7	21	11
	3%	3%	3%	3%	6%	3%	1%	2%	3%	2%	8%	3%	-	3%		4%	2%	5%	2%	2%	4%	3%	4%	4%	2%
I have not done this	609	260	349	135	104	183	187	154	174	167	36	27	52	609		385	224	209	401	189	133	55	64	254	208
	47%	38%	56%	32%	34%	61%	69%	50%	53%	58%	16%	54%	50%	47%		46%	47%	39%	52%	54%	42%	34%	34%	44%	47%
At least once a week (net)	528	337	191	217	152	85	73	116	114	95	139	16	48	528		340	187	256	272	141	137	80	88	248	186
	40%	49%	31%	51%	49%	29%	27%	38%	35%	33%	61%	31%	46%	40%		41%	40%	47%	36%	40%	43%	50%	47%	43%	42%
Every / most days (net)	361	246	114	156	100	52	52	84	70	69	100	9	29	361		219	142	176	185	85	97	69	67	161	140
	28%	36%	18%	37%	32%	17%	19%	27%	21%	24%	44%	19%	28%	28%		26%	30%	33%	24%	24%	30%	43%	36%	28%	32%
Don't know	28	12	16	12	9	5	2	7	15	3	4			28		14	14	10	18	2	9	5	2	7	7
	2%	2%	3%	3%	3%	2%	1%	2%	4%	1%	2%			2%		2%	3%	2%	2%	-	3%	3%	1%	1%	2%

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q4. 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?
Charged appliances at work instead of at home

Filters: Employment: Working
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	1380	611	749	844	412	124	246	333	571
Weighted Base	1305	618	666	834	347	164	282	323	424
Every day	129 10%	43 7%	80 12% A	75 9%	42 12%	17 10%	29 10%	25 8%	47 11%
Most days	231 18%	75 12%	156 23% A	150 18%	63 18%	18 11%	39 14%	64 20%	97 23% EF
Around once a week	167 13%	74 12%	88 13%	100 12%	49 14%	19 11%	32 11%	45 14%	64 15%
Once or twice a month	96 7%	31 5%	62 9% A	62 7%	26 8%	13 8%	23 8%	13 4%	39 9% G
Less than once a month	44 3%	12 2%	32 5% A	31 4%	9 3%	6 4%	12 4%	6 2%	18 4%
I have not done this	609 47%	373 60% B	230 35%	396 47%	154 44%	87 53% H	140 50% H	167 52% H	150 35%
At least once a week (net)	528 40%	191 31%	324 49% A	325 39%	154 44%	54 33%	100 35%	134 41%	208 49% EF
Every / most days (net)	361 28%	118 19%	236 35% A	225 27%	105 30%	35 21%	68 24%	89 28%	145 34% EF
Don't know	28 2%	10 2%	18 3%	20 2%	4 1%	4 3%	8 3%	4 1%	9 2%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q4. 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?
Used less hot water at home


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
Every day	514 26%	240 24%	274 27%	112 19%	94 26% C	106 28% C	202 31% C	105 22%	139 27%	126 28%	60 21%	32 33% J	53 30%	317 24%	197 28%	280 25%	234 27%	151 23%	363 27% Q	157 26%	117 25%	44 21%	71 26%	194 24%	196 27%
Most days	562 28%	279 28%	283 28%	145 24%	100 28%	117 31%	200 30%	137 29%	137 26%	129 28%	87 30%	29 31%	43 25%	363 28%	199 29%	354 31% P	208 24%	201 30%	361 27%	179 30%	138 29%	51 25%	73 27%	231 28%	215 29%
Around once a week	271 14%	145 15%	126 13%	122 20% EF	61 17% EF	40 10%	48 7%	68 15%	62 12%	52 11%	54 19% HI	8 9%	26 15%	196 15% N	74 11%	154 13%	117 14%	107 16% R	163 12%	71 12%	83 18% S	42 20% S	41 15%	146 18% X	75 10%
Once or twice a month	135 7%	81 8% B	54 5%	66 11% EF	31 9% F	20 5%	18 3%	29 6%	33 6%	20 4%	39 14% GHIL	4 5%	9 5%	98 8%	36 5%	76 7%	58 7%	46 7%	89 7%	29 5%	33 7%	19 9% S	24 9% S	55 7%	49 7%
Less than once a month	71 4%	42 4%	29 3%	31 5% F	18 5% F	9 2%	13 2%	12 3%	20 4%	11 2%	17 6% I	6 6%	7 4%	51 4%	20 3%	31 3%	40 5%	24 4%	47 3%	12 2%	14 3%	6 3%	14 5% S	26 3%	24 3%
I have not done this	415 21%	191 19%	224 22%	105 18%	49 14%	82 21% D	180 27% CD	107 23% J	120 23% J	110 24% J	29 10%	15 16%	34 20% J	258 20%	158 23%	231 20%	184 21%	126 19%	289 22%	149 25% TV	84 18%	40 20%	45 16%	155 19%	172 23%
At least once a week (net)	1346 67%	663 67%	683 68%	379 63%	255 72% C	263 69%	450 68%	310 66%	338 65%	306 67%	201 70%	69 73%	122 70%	876 67%	470 68%	788 69%	558 65%	459 69%	887 66%	407 68%	338 71%	137 67%	186 69%	572 70%	486 66%
Every / most days (net)	1076 54%	519 52%	557 55%	257 43%	194 55% C	223 58% C	402 61% C	241 52%	275 53%	255 56%	147 51%	61 64%	96 55%	680 52%	396 57%	635 56%	441 51%	351 53%	724 54%	337 56% U	255 54%	95 47%	145 53%	426 52%	411 56%
Don't know	33 2%	16 2%	17 2%	18 3% F	3 1%	8 2% F	3 -	8 2%	12 2%	8 2%	2 1%		3 2%	23 2%	10 1%	16 1%	17 2%	10 1%	23 2%	4 1%	6 1%	2 1%	2 1%	10 1%	4 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q4. 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?
Used less hot water at home

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

		Pres of children HH (17 or under)		Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
Every day	514 26%	310 27%	200 25%	204 24%	81 23%	127 31% GH	134 27%	91 21%	110 24%
Most days	562 28%	328 28%	229 28%	227 27%	107 31%	122 30%	144 30%	132 31%	120 26%
Around once a week	271 14%	121 10%	138 17% A	119 14%	58 17%	52 13%	58 12%	67 16%	74 16%
Once or twice a month	135 7%	44 4%	89 11% A	71 9%	21 6%	15 4%	37 8% E	21 5%	45 10% EG
Less than once a month	71 4%	32 3%	34 4%	33 4%	9 2%	12 3%	11 2%	14 3%	18 4%
I have not done this	415 21%	303 26% B	105 13%	166 20%	68 19%	71 18%	96 20%	97 23%	91 20%
At least once a week (net)	1346 67%	758 65%	567 70%	550 66%	245 71%	301 74% H	337 69%	289 68%	304 65%
Every / most days (net)	1076 54%	637 55%	429 53%	431 52%	188 54%	249 61% GH	278 57% H	223 52%	230 49%
Don't know	33 2%	20 2%	11 1%	14 2%	5 1%	6 2%	7 1%	5 1%	6 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q4. 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?
Worked from the office instead of your home to save on electricity and gas


Filters: Employment: Working
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	1380	691	689	434	368	320	258	321	347	302	258	50	102	1380		1062	318	928	452	389	345	196	202	699	435
Weighted Base	1305	686	619	425	310	298	273	305	329	288	227	51	104	1305		831	473	539	765	353	318	162	185	578	443
Every day	130	85	44	47	47	23	13	24	23	16	48	7	12	130		87	43	76	54	28	22	28	26	66	42
	10%	12%	7%	11%	15%	8%	5%	8%	7%	6%	21%	14%	11%	10%		10%	9%	14%	7%	8%	7%	18%	14%	11%	9%
Most days	174	112	63	83	51	21	19	25	34	40	57	7	12	174		117	58	93	81	31	56	37	40	92	58
	13%	16%	10%	20%	17%	7%	7%	8%	10%	14%	25%	13%	11%	13%		14%	12%	17%	11%	9%	18%	23%	22%	16%	13%
Around once a week	122	78	43	56	49	10	5	28	26	17	41	3	6	122		94	28	70	52	33	34	16	15	61	38
	9%	11%	7%	13%	16%	3%	2%	9%	8%	6%	18%	6%	6%	9%		11%	6%	13%	7%	9%	11%	10%	8%	11%	9%
Once or twice a month	78	50	28	45	26	6	1	12	22	8	33	1	3	78		52	26	38	40	15	20	15	16	30	24
	6%	7%	5%	11%	8%	2%	-	4%	7%	3%	14%	2%	3%	6%		6%	5%	7%	5%	4%	6%	9%	9%	5%	5%
Less than once a month	43	30	14	22	12	8	1	10	5	4	18	-	7	43		28	15	24	19	8	8	4	13	24	7
	3%	4%	2%	5%	4%	3%	-	3%	2%	1%	8%	1%	6%	3%		3%	3%	5%	2%	2%	3%	2%	7%	4%	2%
I have not done this	698	301	397	140	118	218	222	191	204	182	28	32	61	698		427	271	224	474	229	158	58	73	278	265
	54%	44%	64%	33%	38%	73%	81%	62%	62%	63%	12%	63%	59%	54%		51%	57%	42%	62%	65%	50%	36%	39%	48%	60%
At least once a week (net)	426	275	150	186	147	54	37	76	83	73	146	17	30	426		297	128	239	187	91	112	81	82	220	138
	33%	40%	24%	44%	48%	18%	14%	25%	25%	25%	64%	33%	29%	33%		36%	27%	44%	24%	26%	35%	50%	44%	38%	31%
Every / most days (net)	304	197	107	130	98	44	32	49	57	56	105	14	23	304		203	100	169	135	59	78	65	66	158	100
	23%	29%	17%	31%	32%	15%	12%	16%	17%	20%	46%	27%	23%	23%		24%	21%	31%	18%	17%	25%	40%	36%	27%	23%
Don't know	60	30	30	31	6	11	11	17	15	21	3	1	3	60		27	33	14	46	10	20	4	3	27	10
	5%	4%	5%	7%	2%	4%	4%	6%	4%	7%	1%	2%	3%	5%		3%	7%	3%	6%	3%	6%	2%	1%	5%	2%
				D				J		J							O	Q		V					

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q4. 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?
Worked from the office instead of your home to save on electricity and gas

Filters: Employment: Working
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	1380	611	749	844	412	124	246	333	571
Weighted Base	1305	618	666	834	347	164	282	323	424
Every day	130 10%	35 6%	92 14% A	84 10%	35 10%	11 7%	25 9%	31 10%	55 13%
Most days	174 13%	44 7%	128 19% A	99 12%	61 18% C	16 10%	34 12%	30 9%	83 20% EFG
Around once a week	122 9%	34 5%	83 13% A	83 10%	29 8%	10 6%	21 7%	18 6%	64 15% EFG
Once or twice a month	78 6%	15 3%	61 9% A	57 7%	16 5%	6 4%	14 5%	20 6%	32 8%
Less than once a month	43 3%	9 2%	34 5% A	19 2%	13 4%	4 2%	7 3%	11 3%	18 4%
I have not done this	698 54%	449 73% B	243 36%	453 54%	183 53%	108 66% H	162 57% H	198 61% H	163 38%
At least once a week (net)	426 33%	113 18%	303 46% A	266 32%	125 36%	37 22%	80 28%	79 25%	202 48% EFG
Every / most days (net)	304 23%	79 13%	220 33% A	183 22%	96 28%	27 16%	60 21%	61 19%	138 33% EFG
Don't know	60 5%	32 5%	25 4%	39 5%	11 3%	9 5%	18 6% H	15 5%	9 2%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q4. 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?
Only using household appliances at times of day when energy is cheaper


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
Every day	284	151	134	83	72	42	87	59	71	52	59	7	37	188	96	153	131	90	194	57	72	29	55	100	113
	14%	15%	13%	14%	20%	11%	13%	13%	14%	11%	21%	8%	21%	14%	14%	13%	15%	14%	15%	10%	15%	14%	20%	12%	15%
Most days	404	205	199	134	75	81	114	90	94	88	85	28	18	274	130	220	184	131	273	118	116	44	50	188	125
	20%	21%	20%	22%	21%	21%	17%	19%	18%	19%	30%	30%	10%	21%	19%	19%	21%	20%	20%	20%	24%	21%	18%	23%	17%
Around once a week	204	119	84	98	42	25	38	41	57	31	48	5	22	137	67	117	86	80	124	62	49	27	28	97	66
	10%	12%	8%	16%	12%	7%	6%	9%	11%	7%	17%	5%	12%	10%	10%	10%	10%	12%	9%	10%	10%	13%	10%	12%	9%
Once or twice a month	125	74	51	47	35	17	25	19	33	26	32	3	11	104	21	79	46	54	71	24	37	21	27	50	51
	6%	7%	5%	8%	10%	5%	4%	4%	6%	6%	11%	3%	6%	8%	3%	7%	5%	8%	5%	4%	8%	10%	10%	6%	7%
Less than once a month	47	24	23	23	13	5	5	9	11	9	14	2	2	37	10	32	14	28	19	8	13	11	4	21	15
	2%	2%	2%	4%	4%	1%	1%	2%	2%	2%	5%	2%	1%	3%	1%	3%	2%	4%	1%	1%	3%	6%	2%	3%	2%
I have not done this	838	368	470	178	101	192	367	226	230	221	40	43	76	497	341	499	339	267	570	311	167	61	99	321	343
	42%	37%	47%	30%	28%	50%	55%	49%	44%	49%	14%	46%	43%	38%	49%	44%	40%	40%	43%	52%	35%	30%	36%	39%	47%
At least once a week (net)	892	475	417	315	189	148	240	190	223	170	192	41	76	599	293	491	401	301	591	237	237	100	133	385	304
	45%	48%	41%	52%	53%	39%	36%	41%	43%	37%	67%	43%	44%	46%	42%	43%	47%	45%	44%	40%	50%	49%	49%	47%	41%
Every / most days (net)	688	356	332	217	147	123	202	149	165	140	144	36	54	462	226	373	315	221	467	175	188	73	104	288	238
	34%	36%	33%	36%	41%	32%	30%	32%	32%	31%	50%	38%	31%	35%	33%	33%	37%	33%	35%	29%	40%	36%	39%	35%	32%
Don't know	99	52	47	38	17	19	25	22	24	29	9	6	10	68	31	42	57	15	84	20	22	11	8	41	22
	5%	5%	5%	6%	5%	5%	4%	5%	5%	6%	3%	6%	6%	5%	4%	4%	7%	2%	6%	3%	5%	5%	3%	5%	3%

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q4. 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?
Only using household appliances at times of day when energy is cheaper


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

		Pres of children HH (17 or under)		Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
Every day	284 14%	138 12%	143 18% A	117 14%	51 15%	65 16%	73 15%	60 14%	67 14%
Most days	404 20%	209 18%	186 23% A	172 21%	87 25%	92 23%	98 20%	76 18%	107 23%
Around once a week	204 10%	93 8%	106 13% A	80 10%	39 11%	40 10%	46 9%	44 10%	55 12%
Once or twice a month	125 6%	42 4%	82 10% A	68 8%	24 7%	27 7%	31 6%	20 5%	40 9% G
Less than once a month	47 2%	18 2%	28 4% A	22 3%	9 3%	3 1%	4 1%	15 4% EF	21 4% EF
I have not done this	838 42%	595 51% B	231 29%	325 39%	124 36%	154 38%	212 44% H	194 45% H	164 35%
At least once a week (net)	892 45%	440 38%	435 54% A	369 44%	178 51%	197 48%	218 45%	180 42%	229 49%
Every / most days (net)	688 34%	347 30%	329 41% A	289 35%	139 40%	157 39%	171 35%	136 32%	174 37%
Don't know	99 5%	64 6%	30 4%	50 6%	12 3%	26 6% H	22 5%	18 4%	11 2%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

											
	Missed payments on energy bills	Missed payments on other household bills	Fallen behind on housing payments	Asked your energy supplier to accept a reduced bill payment	Set up a payment plan with your energy supplier	Borrowed money to pay an energy bill	Used savings to pay an energy bill	Used price comparison websites to look for a cheaper energy supplier	Switched energy supplier	Installed a smart meter at home	Asked for a pay rise from your employer
	A	B	C	D	E	F	G	H	I	J	K
Unweighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	1380
Weighted Base	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	1305
I have done this	247 12%	302 15%	250 13%	274 14%	398 20%	279 14%	577 29%	778 39%	296 15%	719 36%	277 21%
		AC			ABCDFIK		ABCDEFIK	ABCDEFGIK		ABCDEFGIK	ABCDFI
I have thought about this but haven't done it yet	233 12%	222 11%	215 11%	291 15%	262 13%	224 11%	265 13%	351 18%	399 20%	286 14%	253 19%
				ABCF			C	ABCDEFGJ	ABCDEFGJK	ABCF	ABCEF
I have not done this	1365 68%	1323 66%	1232 62%	1269 63%	1144 57%	1318 66%	978 49%	744 37%	1154 58%	746 37%	657 50%
	CDEGHIJK	CEGHIJK	EGHIJK	EGHIJK	GHJK	CEGHIJK	HJK		GHJK		HJ
Not applicable	119 6%	111 6%	268 13%	130 6%	158 8%	142 7%	152 8%	98 5%	125 6%	206 10%	104 8%
			ABDEFGHIJ		ABH	H	BH			ABDEFGHI	BDHI
Don't know	36 2%	42 2%	35 2%	35 2%	38 2%	36 2%	28 1%	29 1%	27 1%	43 2%	13 1%

Overlap formulae used
ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.
Missed payments on energy bills


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
I have done this	247	156	92	110	88	29	20	64	58	18	82	3	23	192	55	147	101	115	132	48	68	36	59	118	77
	12%	16%	9%	18%	25%	8%	3%	14%	11%	4%	28%	3%	13%	15%	8%	13%	12%	17%	10%	8%	14%	18%	22%	14%	10%
I have thought about this but haven't done it yet	233	141	92	110	58	35	29	40	56	42	81	8	6	172	61	123	110	86	147	54	57	43	40	103	89
	12%	14%	9%	18%	16%	9%	4%	8%	11%	9%	28%	8%	4%	13%	9%	11%	13%	13%	11%	9%	12%	21%	15%	13%	12%
I have not done this	1365	620	745	309	173	302	582	345	363	357	95	76	129	845	520	804	561	413	952	468	315	112	151	542	531
	68%	62%	74%	51%	49%	79%	88%	74%	69%	79%	33%	80%	74%	65%	75%	70%	65%	62%	71%	78%	66%	55%	56%	66%	72%
Not applicable	119	56	63	48	26	15	30	12	34	31	19	8	16	75	44	59	60	42	77	28	28	11	15	43	33
	6%	6%	6%	8%	7%	4%	5%	3%	6%	7%	7%	8%	9%	6%	6%	5%	7%	6%	6%	5%	6%	6%	6%	5%	5%
Don't know	36	20	15	22	10	1	2	6	11	7	11		1	20	15	11	25	9	26	2	9	1	6	10	5
	2%	2%	2%	4%	3%	-	-	1%	2%	1%	4%		1%	2%	2%	1%	3%	1%	2%	-	2%	1%	2%	1%	1%
				EF	EF						G	G	G				O				S	S			

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.
Missed payments on energy bills

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
I have done this	247 12%	66 6%	178 22% A	122 15%	57 16%	57 14%	51 10%	39 9%	92 20% EFG
I have thought about this but haven't done it yet	233 12%	79 7%	144 18% A	107 13%	44 13%	54 13%	50 10%	43 10%	71 15% FG
I have not done this	1365 68%	933 81% B	415 52%	545 65%	227 65%	260 64%	364 75% EH	313 73% EH	273 59%
Not applicable	119 6%	67 6%	46 6%	48 6%	15 4%	24 6%	14 3%	28 7% F	23 5%
Don't know	36 2%	14 1%	22 3% A	12 1%	4 1%	11 3%	9 2%	4 1%	5 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.
Missed payments on other household bills

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
I have done this	302	172	129	138	97	33	33	73	57	46	98	7	20	209	93	163	138	129	172	61	69	48	55	124	88
	15%	17%	13%	23%	27%	9%	5%	16%	11%	10%	34%	8%	12%	16%	13%	14%	16%	19%	13%	10%	14%	24%	20%	15%	12%
		B		EF	EF	F		I			GHIKL							R				ST	S		
I have thought about this but haven't done it yet	222	137	85	91	64	35	33	32	66	32	65	11	16	189	33	127	95	95	127	49	65	35	44	111	81
	11%	14%	8%	15%	18%	9%	5%	7%	13%	7%	23%	11%	9%	14%	5%	11%	11%	14%	10%	8%	14%	17%	16%	14%	11%
		B		EF	EF	F		GI			GHIIL			N				R			S	S	S		
I have not done this	1323	601	722	291	165	297	570	342	349	346	94	71	120	810	513	780	544	400	923	464	300	104	157	532	529
	66%	61%	72%	49%	46%	78%	86%	73%	67%	76%	33%	75%	69%	62%	74%	68%	63%	60%	69%	77%	63%	51%	58%	65%	72%
		A				CD	CDE	J	J	HJ		J	J		M				Q	TUV	U				W
Not applicable	111	52	59	51	27	12	21	13	31	22	24	5	16	67	44	52	59	31	80	19	26	16	13	38	30
	6%	5%	6%	8%	8%	3%	3%	3%	6%	5%	8%	6%	9%	5%	6%	5%	7%	5%	6%	3%	5%	8%	5%	5%	4%
				EF	EF				G		G		G									S			
Don't know	42	30	12	29	3	4	6	6	19	9	6		2	30	12	21	20	10	32	7	17		1	12	8
	2%	3%	1%	5%	1%	1%	1%	1%	4%	2%	2%		1%	2%	2%	2%	2%	2%	2%	1%	4%	-		1%	1%
		B		DEF					G												SUV				

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.
Missed payments on other household bills


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
I have done this	302 15%	79 7%	214 27% A	133 16%	58 17%	82 20% F	55 11%	60 14%	93 20% FG
I have thought about this but haven't done it yet	222 11%	73 6%	145 18% A	125 15%	45 13%	45 11%	58 12%	36 8%	70 15% G
I have not done this	1323 66%	924 80% B	382 47%	521 62%	222 64%	247 61%	351 72% EH	300 70% EH	265 57%
Not applicable	111 6%	60 5%	50 6%	38 4%	16 4%	23 6%	19 4%	22 5%	25 5%
Don't know	42 2%	23 2%	15 2%	17 2%	7 2%	8 2%	5 1%	9 2%	11 2%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.
Fallen behind on housing payments

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain


		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
I have done this	250	149	101	107	90	27	26	56	50	35	85	8	16	181	69	145	105	119	131	57	57	32	58	121	62
	13%	15%	10%	18%	25%	7%	4%	12%	10%	8%	30%	8%	9%	14%	10%	13%	12%	18%	10%	10%	12%	16%	21%	15%	8%
		B		EF	CEF	F					GHIKL			N				R				S	ST	X	
I have thought about this but haven't done it yet	215	140	75	118	54	21	23	29	56	30	78	5	17	172	42	113	101	88	127	40	66	48	30	101	78
	11%	14%	7%	20%	15%	5%	3%	6%	11%	7%	27%	6%	10%	13%	6%	10%	12%	13%	10%	7%	14%	24%	11%	12%	11%
		B		EF	EF				G		GHIKL			N				R			S	STV			
I have not done this	1232	563	669	285	170	282	495	319	335	320	85	64	108	805	426	722	510	381	851	420	284	109	136	487	482
	62%	57%	66%	47%	48%	74%	75%	68%	64%	70%	30%	68%	62%	62%	61%	63%	59%	57%	64%	70%	60%	53%	50%	60%	66%
		A				CD	CD	J	J	J		J	J					Q		TUV	V				W
Not applicable	268	117	151	62	37	50	120	53	75	61	30	17	32	130	138	145	123	70	198	81	59	14	38	93	112
	13%	12%	15%	10%	10%	13%	18%	11%	14%	13%	11%	18%	18%	10%	20%	13%	14%	10%	15%	14%	12%	7%	14%	11%	15%
							CD								M				Q		U		U		
Don't know	35	24	11	28	5	2	1	10	7	8	9		1	16	19	17	18	8	27	1	10	1	8	15	1
	2%	2%	1%	5%	1%	-	-	2%	1%	2%	3%		1%	1%	3%	1%	2%	1%	2%	-	2%	-	3%	2%	-
				DEF	F										M					S		S		X	

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.

Fallen behind on housing payments

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
I have done this	250 13%	67 6%	174 22% A	104 12%	60 17%	67 17% FG	45 9%	40 9%	91 20% FG
I have thought about this but haven't done it yet	215 11%	60 5%	149 18% A	120 14%	35 10%	37 9%	44 9%	40 9%	82 18% EFG
I have not done this	1232 62%	818 71% B	396 49%	516 62%	215 62%	225 56%	319 65% EH	296 69% EH	249 54%
Not applicable	268 13%	195 17% B	71 9%	82 10%	37 11%	67 17% H	72 15% H	50 12% H	33 7%
Don't know	35 2%	17 1%	17 2%	12 1%	1 -	9 2% G	9 2%	1 -	8 2% G

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.
Asked your energy supplier to accept a reduced bill payment


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
I have done this	274 14%	171 17%	103 10%	120 20%	82 23%	37 10%	36 5%	59 13%	46 9%	37 8%	101 35%	8 8%	24 14%	214 16%	60 9%	179 16%	95 11%	150 23%	125 9%	60 10%	61 13%	43 21%	57 21%	123 15%	76 10%
I have thought about this but haven't done it yet	291 15%	173 17%	118 12%	145 24%	72 20%	39 10%	35 5%	41 9%	81 16%	44 10%	84 29%	9 9%	31 18%	218 17%	73 11%	136 12%	155 18%	100 15%	191 14%	52 9%	66 14%	48 23%	70 26%	127 16%	96 13%
I have not done this	1269 63%	569 57%	700 70%	259 43%	172 49%	286 75%	552 83%	326 70%	348 67%	335 74%	84 29%	70 74%	107 61%	784 60%	486 70%	750 66%	519 61%	377 57%	893 67%	459 77%	306 64%	97 47%	129 47%	515 63%	512 70%
Not applicable	130 6%	57 6%	73 7%	50 8%	26 7%	18 5%	36 5%	28 6%	36 7%	32 7%	14 5%	8 9%	12 7%	73 6%	57 8%	67 6%	63 7%	32 5%	98 7%	29 5%	27 6%	14 7%	16 6%	42 5%	43 6%
Don't know	35 2%	22 2%	14 1%	25 4%	3 1%	2 1%	4 1%	13 3%	11 2%	7 1%	5 2%			16 1%	19 3%	11 1%	24 3%	7 1%	28 2%	- -	17 4%	3 1%		9 1%	8 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.
Asked your energy supplier to accept a reduced bill payment


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
I have done this	274 14%	77 7%	192 24% A	129 15%	60 17%	44 11%	52 11%	50 12%	122 26% EFG
I have thought about this but haven't done it yet	291 15%	93 8%	189 23% A	140 17%	60 17%	63 16%	68 14%	59 14%	74 16%
I have not done this	1269 63%	893 77% B	355 44%	504 60%	214 62%	250 62% H	334 68% H	289 68% H	243 52%
Not applicable	130 6%	73 6%	56 7%	53 6% D	11 3%	34 8% H	27 5%	26 6%	21 4%
Don't know	35 2%	22 2%	13 2%	8 1%	3 1%	15 4% GH	7 1%	2 -	4 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.
Set up a payment plan with your energy supplier

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
I have done this	398	225	173	149	106	49	94	93	84	66	112	12	32	288	110	216	182	178	220	102	88	55	81	183	131
	20%	23%	17%	25%	30%	13%	14%	20%	16%	15%	39%	12%	18%	22%	16%	19%	21%	27%	16%	17%	19%	27%	30%	22%	18%
		B		EF	EF						GHIKL			N				R				ST	ST		
I have thought about this but haven't done it yet	262	156	106	117	69	33	43	40	68	38	87	9	20	201	61	150	112	97	165	57	69	53	41	129	88
	13%	16%	11%	19%	20%	9%	6%	9%	13%	8%	30%	10%	11%	15%	9%	13%	13%	15%	12%	9%	14%	26%	15%	16%	12%
		B		EF	EF				I		GHIKL			N							S	STV	S		
I have not done this	1144	519	625	256	152	269	467	301	315	300	68	58	102	713	431	692	452	338	805	400	269	88	124	442	454
	57%	52%	62%	43%	43%	71%	70%	65%	60%	66%	24%	61%	58%	55%	62%	61%	53%	51%	60%	67%	57%	43%	46%	54%	62%
		A				CD	CD	J	J	J		J	J		M	P			Q	TUV	UV				W
Not applicable	158	67	91	47	28	28	54	25	47	39	10	16	20	83	75	71	87	41	117	39	38	7	21	55	52
	8%	7%	9%	8%	8%	7%	8%	5%	9%	9%	3%	17%	12%	6%	11%	6%	10%	6%	9%	6%	8%	3%	8%	7%	7%
									J	J		GJ	GJ		M		O								
Don't know	38	27	11	30	1	2	5	8	8	11	11		1	20	18	14	24	11	27	3	12	-	5	8	9
	2%	3%	1%	5%	-	-	1%	2%	2%	2%	4%		-	2%	3%	1%	3%	2%	2%	-	3%	-	2%	1%	1%
		B		DEF													O			S					

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.
Set up a payment plan with your energy supplier


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
I have done this	398 20%	167 14%	221 27% A	173 21%	87 25%	74 18%	90 18%	86 20%	127 27% EFG
I have thought about this but haven't done it yet	262 13%	80 7%	176 22% A	131 16%	55 16%	58 14%	47 10%	58 14%	79 17% F
I have not done this	1144 57%	778 67% B	346 43%	470 56%	184 53%	219 54%	314 64% EH	249 58% H	229 49%
Not applicable	158 8%	109 9% B	49 6%	49 6%	18 5%	45 11% FH	28 6%	29 7%	23 5%
Don't know	38 2%	24 2%	14 2%	12 1%	4 1%	9 2%	9 2%	4 1%	6 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.
Borrowed money to pay an energy bill

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
I have done this	279	184	95	123	82	36	38	68	74	33	82	5	18	206	73	156	123	116	163	66	73	39	44	108	100
	14%	19%	9%	21%	23%	10%	6%	14%	14%	7%	29%	5%	10%	16%	10%	14%	14%	17%	12%	11%	15%	19%	16%	13%	14%
		B		EF	EF	F		IK	IK		GHIKL			N				R				S			
I have thought about this but haven't done it yet	224	135	89	108	61	32	23	38	46	41	76	9	15	169	55	121	103	82	142	45	61	35	46	103	80
	11%	14%	9%	18%	17%	8%	4%	8%	9%	9%	26%	10%	9%	13%	8%	11%	12%	12%	11%	8%	13%	17%	17%	13%	11%
		B		EF	EF	F					GHIKL			N						S	S	S			
I have not done this	1318	585	734	286	180	291	561	333	345	352	99	70	121	830	488	774	544	415	903	457	292	114	157	547	508
	66%	59%	73%	48%	51%	76%	85%	71%	66%	77%	34%	73%	69%	64%	70%	68%	63%	62%	68%	76%	61%	56%	58%	67%	69%
			A			CD	CDE	J	J	HJ		J	J		M				Q	TUV					
Not applicable	142	61	81	55	32	22	33	17	46	21	27	11	19	82	60	78	64	44	99	31	32	13	21	48	42
	7%	6%	8%	9%	9%	6%	5%	4%	9%	5%	10%	12%	11%	6%	9%	7%	8%	7%	7%	5%	7%	6%	8%	6%	6%
				F	F				GI		GI	GI	GI												
Don't know	36	27	9	27	1	1	8	11	11	8	3		2	17	19	14	22	8	28	1	18	3	3	11	6
	2%	3%	1%	4%	-	-	1%	2%	2%	2%	1%		1%	1%	3%	1%	3%	1%	2%	-	4%	1%	1%	1%	1%
		B		DEF																S					

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.
Borrowed money to pay an energy bill

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
I have done this	279 14%	85 7%	188 23% A	143 17%	45 13%	66 16% G	69 14%	41 10%	89 19% G
I have thought about this but haven't done it yet	224 11%	59 5%	157 20% A	102 12%	49 14%	51 13%	40 8%	48 11%	69 15% F
I have not done this	1318 66%	914 79% B	384 48%	538 65%	219 63%	248 61%	340 70% EH	301 71% EH	274 59%
Not applicable	142 7%	76 7%	65 8%	46 6%	25 7%	31 8%	27 6%	32 7%	29 6%
Don't know	36 2%	24 2%	12 1%	5 1%	10 3% C	10 2% H	12 2% H	4 1%	2 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.
Used savings to pay an energy bill

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain


Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
I have done this	577 29%	318 32%	259 26%	207 34%	110 31%	97 25%	163 25%	125 27%	144 28%	116 26%	124 43%	29 30%	39 22%	378 29%	198 29%	331 29%	245 29%	224 34%	352 26%	161 27%	162 34%	56 28%	93 34%	259 32%	205 28%
I have thought about this but haven't done it yet	265 13%	164 17%	101 10%	125 21%	65 18%	29 8%	45 7%	44 9%	67 13%	57 13%	67 23%	7 7%	23 13%	214 16%	51 7%	149 13%	116 14%	94 14%	171 13%	53 9%	70 15%	52 25%	41 15%	121 15%	95 13%
I have not done this	978 49%	419 42%	559 56%	196 33%	145 41%	232 61%	406 61%	264 57%	255 49%	245 54%	72 25%	52 55%	91 52%	613 47%	366 53%	588 51%	390 46%	300 45%	678 51%	346 58%	210 44%	86 42%	119 44%	383 47%	386 53%
Not applicable	152 8%	72 7%	80 8%	52 9%	33 9%	22 6%	45 7%	26 5%	45 9%	32 7%	21 7%	7 7%	22 13%	83 6%	69 10%	64 6%	88 10%	38 6%	114 9%	36 6%	26 5%	9 5%	17 6%	50 6%	44 6%
Don't know	28 1%	20 2%	8 1%	20 3%	3 1%	1 -	4 1%	8 2%	11 2%	5 1%	3 1%	- -		16 1%	12 2%	11 1%	17 2%	9 1%	19 1%	4 1%	8 2%		1 -	5 1%	4 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.

Used savings to pay an energy bill

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
I have done this	577 29%	279 24%	289 36% A	235 28%	109 31%	137 34% G	142 29%	106 25%	151 33% G
I have thought about this but haven't done it yet	265 13%	86 7%	168 21% A	148 18%	51 15%	34 8%	60 12%	58 14%	90 19% EFG
I have not done this	978 49%	682 59% B	286 35%	389 47%	166 48%	171 42%	250 51% EH	243 57% EH	200 43%
Not applicable	152 8%	93 8%	54 7%	49 6%	19 5%	56 14% FGH	28 6%	18 4%	18 4%
Don't know	28 1%	19 2%	9 1%	12 1%	2 1%	8 2%	8 2%	2 -	5 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.
Used price comparison websites to look for a cheaper energy supplier


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
I have done this	778 39%	404 41%	374 37%	256 43%	150 42%	149 39%	224 34%	196 42%	196 38%	155 34%	126 44%	45 48%	60 34%	533 41%	245 35%	474 41%	304 36%	293 44%	485 36%	229 38%	179 38%	78 38%	129 47%	341 42%	287 39%
I have thought about this but haven't done it yet	351 18%	188 19%	162 16%	132 22%	84 24%	51 13%	84 13%	71 15%	89 17%	65 14%	80 28%	13 14%	33 19%	241 18%	110 16%	200 18%	150 18%	114 17%	237 18%	97 16%	90 19%	46 22%	52 19%	152 19%	118 16%
I have not done this	744 37%	347 35%	397 39%	153 25%	104 29%	159 42%	327 49%	178 38%	200 38%	203 45%	68 24%	26 28%	69 39%	461 35%	283 41%	410 36%	334 39%	217 33%	527 39%	252 42%	173 36%	71 35%	78 29%	290 36%	292 40%
Not applicable	98 5%	41 4%	57 6%	36 6%	14 4%	20 5%	27 4%	15 3%	25 5%	24 5%	12 4%	10 10%	12 7%	56 4%	42 6%	49 4%	49 6%	34 5%	64 5%	21 4%	25 5%	6 3%	11 4%	28 3%	31 4%
Don't know	29 1%	12 1%	17 2%	23 4%	4 1%	2 -	1 -	7 2%	12 2%	8 2%	2 1%		1 -	14 1%	15 2%	9 1%	20 2%	7 1%	22 2%		8 2%	3 1%	1 1%	5 1%	8 1%
				DEF	F												O				S	S			

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.
Used price comparison websites to look for a cheaper energy supplier

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
I have done this	778 39%	398 34%	367 46% A	320 38%	166 48% C	143 35%	189 39%	173 41%	212 46% E
I have thought about this but haven't done it yet	351 18%	161 14%	183 23% A	166 20%	54 16%	64 16%	84 17%	69 16%	98 21%
I have not done this	744 37%	518 45% B	209 26%	305 37%	116 33%	156 38% H	195 40% H	167 39% H	133 29%
Not applicable	98 5%	66 6%	32 4%	36 4%	8 2%	33 8% FGH	15 3%	12 3%	19 4%
Don't know	29 1%	16 1%	14 2%	8 1%	3 1%	9 2%	5 1%	5 1%	3 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.

Switched energy supplier

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
I have done this	296	196	99	123	91	43	39	55	56	56	97	14	18	226	70	177	118	146	150	71	64	41	78	147	109
	15%	20%	10%	20%	26%	11%	6%	12%	11%	12%	34%	15%	10%	17%	10%	16%	14%	22%	11%	12%	13%	20%	29%	18%	15%
		B		EF	EF	F					GHIKL			N				R				S	ST		
I have thought about this but haven't done it yet	399	199	200	162	84	68	85	86	112	66	87	10	37	271	128	240	159	150	249	104	92	61	53	173	133
	20%	20%	20%	27%	24%	18%	13%	19%	21%	15%	30%	11%	21%	21%	18%	21%	19%	23%	19%	17%	19%	30%	20%	21%	18%
				EF	F				IK		GHIK							R				STV			
I have not done this	1154	525	629	247	160	250	497	294	314	296	86	62	102	717	436	662	492	329	825	395	280	87	125	451	444
	58%	53%	62%	41%	45%	66%	75%	63%	60%	65%	30%	66%	58%	55%	63%	58%	57%	49%	62%	66%	59%	43%	46%	55%	60%
		A				CD	CDE	J	J	J		J	J		M			Q		TUV	UV				
Not applicable	125	58	67	48	18	19	39	20	32	34	16	7	17	73	51	53	72	35	90	30	32	12	12	40	45
	6%	6%	7%	8%	5%	5%	6%	4%	6%	7%	5%	7%	10%	6%	7%	5%	8%	5%	7%	5%	7%	6%	4%	5%	6%
													G				O								
Don't know	27	14	12	20	2	3	2	11	8	4	2	2	1	17	10	11	16	6	21	-	9	3	4	7	3
	1%	1%	1%	3%	1%	1%	-	2%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	-	2%	2%	1%	1%	-
				DEF																S	S	S			

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.

Switched energy supplier

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
I have done this	296 15%	92 8%	198 25% A	136 16%	66 19%	48 12%	55 11%	60 14%	115 25% EFG
I have thought about this but haven't done it yet	399 20%	182 16%	210 26% A	171 21%	76 22%	81 20%	96 20%	80 19%	96 21%
I have not done this	1154 58%	790 68% B	341 42%	472 57%	183 53%	231 57% H	309 63% H	260 61% H	225 48%
Not applicable	125 6%	78 7%	46 6%	47 6%	17 5%	41 10% FH	19 4%	24 6%	23 5%
Don't know	27 1%	15 1%	11 1%	7 1%	6 2%	4 1%	9 2%	1 -	5 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.

Installed a smart meter at home

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain


Ipsos		Gender		Age				Region							Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674	
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735	
I have done this	719 36%	404 41% B	315 31%	212 35%	136 38%	131 34%	240 36%	159 34%	176 34%	165 36%	116 40%	39 41%	63 36%	488 37%	231 33%	409 36%	310 36%	249 37%	470 35%	226 38%	158 33%	66 33%	118 44% TU	304 37%	271 37%	
I have thought about this but haven't done it yet	286 14%	160 16%	126 13%	140 23% EF	76 21% EF	35 9% F	35 5%	46 10%	64 12%	48 10%	92 32% GHIKL	7 8%	29 16%	208 16% N	78 11%	156 14%	130 15%	122 18% R	164 12%	57 9%	70 15% S	53 26% ST	53 19% S	126 15%	92 13%	
I have not done this	746 37%	316 32%	430 43% A	152 25%	104 29%	179 47% CD	310 47% CD	193 41% J	214 41% J	191 42% J	56 19% J	32 34% J	59 34% J	475 36% J	271 39%	444 39%	301 35%	219 33% Q	527 39% Q	265 44% TUV	172 36% V	65 32%	62 23%	297 36%	292 40%	
Not applicable	206 10%	89 9%	118 12%	69 12%	29 8%	34 9%	74 11%	58 12% J	51 10%	45 10%	17 6% J	16 17% J	19 11%	105 8%	101 15% M	118 10%	88 10%	64 10%	142 11%	50 8%	61 13% S	15 7%	29 11%	76 9%	72 10%	
Don't know	43 2%	25 2%	19 2%	26 4% EF	11 3% EF	2 - -	4 1%	10 2%	17 3%	6 1%	6 2%		5 3%	29 2%	14 2%	15 1%	28 3% O	11 2%	32 2%	2 -	14 3% S	4 2% S	9 3% S	14 2%	9 1%	

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.

Installed a smart meter at home


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
I have done this	719 36%	391 34%	314 39% A	309 37%	136 39%	140 35%	183 38%	148 35%	189 41%
I have thought about this but haven't done it yet	286 14%	98 8%	182 23% A	136 16%	49 14%	55 13%	62 13%	55 13%	95 20% EFG
I have not done this	746 37%	516 45% B	218 27%	304 36%	132 38%	151 37%	190 39% H	167 39% H	139 30%
Not applicable	206 10%	135 12%	68 8%	71 9%	21 6%	49 12%	40 8%	50 12%	36 8%
Don't know	43 2%	19 2%	24 3%	14 2%	9 3%	11 3%	12 2%	7 2%	5 1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.
Asked for a pay rise from your employer

Filters: Employment: Working
All adults aged 18-75 in Great Britain

		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	1380	691	689	434	368	320	258	321	347	302	258	50	102	1380		1062	318	928	452	389	345	196	202	699	435
Weighted Base	1305	686	619	425	310	298	273	305	329	288	227	51	104	1305		831	473	539	765	353	318	162	185	578	443
I have done this	277	174	103	115	78	42	41	36	69	56	89	3	24	277		176	100	145	132	62	58	46	66	140	92
	21%	25%	17%	27%	25%	14%	15%	12%	21%	19%	39%	6%	23%	21%		21%	21%	27%	17%	18%	18%	28%	36%	24%	21%
I have thought about this but haven't done it yet	253	153	100	109	93	34	17	63	59	39	66	15	11	253		164	89	126	128	56	73	41	33	131	78
	19%	22%	16%	26%	30%	11%	6%	21%	18%	13%	29%	28%	11%	19%		20%	19%	23%	17%	16%	23%	25%	18%	23%	18%
I have not done this	657	299	358	156	114	191	197	184	166	164	56	32	55	657		423	234	227	430	214	160	65	65	263	245
	50%	44%	58%	37%	37%	64%	72%	60%	50%	57%	25%	62%	53%	50%		51%	49%	42%	56%	61%	50%	40%	35%	45%	55%
Not applicable	104	54	51	37	21	30	17	16	31	27	15	2	14	104		63	41	38	67	20	19	10	20	42	26
	8%	8%	8%	9%	7%	10%	6%	5%	9%	10%	6%	3%	13%	8%		8%	9%	7%	9%	6%	6%	6%	11%	7%	6%
Don't know	13	6	7	7	3	1	2	6	4	2	2	-		13		4	9	4	9	-	8		1	3	3
	1%	1%	1%	2%	1%	-	1%	2%	1%	1%	1%	1%		1%		-	2%	1%	1%	-	3%	1%	-	-	1%

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q5. 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.
Asked for a pay rise from your employer

Filters: Employment: Working
All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	1380	611	749	844	412	124	246	333	571
Weighted Base	1305	618	666	834	347	164	282	323	424
I have done this	277 21%	90 15%	184 28% A	177 21%	72 21%	19 11%	59 21% E	57 18%	126 30% EFG
I have thought about this but haven't done it yet	253 19%	69 11%	180 27% A	159 19%	75 22%	23 14%	44 16%	58 18%	103 24% EF
I have not done this	657 50%	400 65% B	248 37%	427 51%	173 50%	96 59% H	145 51% H	190 59% H	169 40%
Not applicable	104 8%	53 9%	45 7%	62 7%	27 8%	23 14% GH	28 10%	16 5%	23 6%
Don't know	13 1%	5 1%	8 1%	11 1%	1 -	2 1%	7 3% H	2 1%	1 -

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q8. 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.

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
Freezing the energy price cap at its current level until January (meaning the typical household would pay less)	1299 65%	581 59%	717 71%	326 54%	215 60%	263 69%	496 75%	321 69%	326 62%	311 68%	145 50%	71 75%	125 72%	833 64%	465 67%	767 67%	532 62%	437 66%	862 65%	394 66%	337 71%	126 62%	161 59%	547 67%	489 67%
Cutting VAT on energy bills	1134 57%	553 56%	581 58%	250 42%	157 44%	241 63%	486 73%	269 58%	304 58%	278 61%	116 40%	58 61%	109 62%	691 53%	443 64%	640 56%	494 58%	342 51%	791 59%	412 69%	246 52%	105 52%	130 48%	452 55%	470 64%
Imposing a one-off tax on energy suppliers' profits (i.e., a Windfall Tax) to fund such measures	998 50%	519 52%	480 48%	199 33%	156 44%	223 58%	420 63%	270 58%	242 46%	235 52%	113 39%	47 50%	92 53%	635 49%	363 52%	627 55%	371 43%	359 54%	639 48%	333 56%	247 52%	101 50%	131 48%	431 53%	389 53%
Extending government-funded discounts on energy bills	828 41%	417 42%	410 41%	227 38%	128 36%	162 42%	311 47%	207 44%	202 39%	188 41%	107 37%	39 42%	85 49%	500 38%	327 47%	481 42%	347 40%	283 42%	545 41%	235 39%	219 46%	75 37%	126 46%	360 44%	295 40%
Providing additional financial support from government to people on benefits and low incomes	795 40%	400 40%	395 39%	206 34%	141 40%	136 36%	312 47%	177 38%	191 37%	182 40%	122 43%	33 35%	90 51%	457 35%	338 49%	450 39%	345 40%	291 44%	504 38%	222 37%	208 44%	98 48%	115 43%	340 42%	299 41%
Removing the green levy on energy bills (which would reduce bills by around £150 a year)	791 40%	409 41%	382 38%	197 33%	132 37%	152 40%	310 47%	188 40%	214 41%	196 43%	101 35%	34 36%	58 33%	491 38%	300 43%	456 40%	335 39%	244 37%	547 41%	298 50%	157 33%	61 30%	112 41%	286 35%	358 49%
Cutting income tax	579 29%	283 29%	295 29%	183 30%	110 31%	106 28%	179 27%	152 33%	148 28%	122 27%	74 26%	35 36%	48 28%	404 31%	175 25%	336 29%	243 28%	191 29%	387 29%	186 31%	132 28%	57 28%	70 26%	202 25%	232 32%
Reversing recent increases in national insurance	558 28%	269 27%	289 29%	144 24%	116 33%	128 33%	170 26%	128 27%	136 26%	125 27%	78 27%	31 32%	61 35%	380 29%	177 26%	341 30%	216 25%	200 30%	358 27%	167 28%	138 29%	48 23%	83 30%	225 28%	205 28%
Cut government spending with the aim of reducing inflation	554 28%	246 25%	308 31%	186 31%	111 31%	101 27%	156 24%	142 30%	132 25%	113 25%	95 33%	38 40%	34 20%	369 28%	185 27%	302 26%	252 29%	190 29%	364 27%	163 27%	123 26%	61 30%	85 32%	209 26%	216 29%
Higher pay rises for public sector workers	538 27%	238 24%	300 30%	203 34%	104 29%	97 26%	133 20%	124 27%	113 22%	127 28%	89 31%	25 26%	60 34%	396 30%	142 20%	346 30%	192 22%	236 36%	301 23%	97 16%	173 36%	48 24%	84 31%	259 32%	134 18%
Giving GPs the power to prescribe money off energy bills for some patients	348 17%	177 18%	171 17%	130 22%	86 24%	54 14%	79 12%	74 16%	89 17%	71 16%	81 28%	11 12%	22 13%	234 18%	114 16%	180 16%	168 20%	138 21%	210 16%	76 13%	94 20%	47 23%	55 20%	125 15%	137 19%
None of these	33 2%	16 2%	16 2%	11 2%	4 1%	7 2%	11 2%	14 3%	9 2%	6 1%	1 -	2 3%		20 2%	12 2%	15 1%	18 2%	4 1%	28 2%	8 1%	8 2%	3 2%	4 1%	14 2%	10 1%
Don't know	101 5%	29 3%	72 7%	43 7%	19 5%	17 4%	22 3%	27 6%	31 6%	27 6%	8 3%	3 3%	4 3%	68 5%	33 5%	45 4%	56 7%	11 2%	90 7%	18 3%	21 4%	2 1%	6 2%	20 2%	19 3%

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q8. 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.


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

		Pres of children HH (17 or under)		Employment sector		Household Income			
		No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	Total	A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
Freezing the energy price cap at its current level until January (meaning the typical household would pay around £1,000 more a year)	1299 65%	811 70% B	472 59%	525 63%	242 70%	256 63%	317 65%	302 71% H	292 63%
Cutting VAT on energy bills	1134 57%	746 64% B	366 45%	441 53%	187 54%	233 57%	287 59% H	252 59% H	235 51%
Imposing a one-off tax on energy suppliers’ profits (i.e., a Windfall Tax) to fund support for households	998 50%	643 55% B	343 43%	406 49%	175 50%	176 43%	248 51%	233 55% E	235 51%
Extending government-funded discounts on energy bills	828 41%	499 43%	315 39%	310 37%	146 42%	187 46% H	207 42% H	190 45% H	155 33%
Providing additional financial support from government to people on benefits and low incomes	795 40%	479 41%	301 37%	292 35%	128 37%	179 44%	186 38%	160 38%	189 41%
Removing the green levy on energy bills (which would reduce bills by around £150 a year)	791 40%	480 41%	295 37%	302 36%	148 43%	154 38%	202 41%	178 42%	180 39%
Cutting income tax	579 29%	329 28%	245 30%	259 31%	115 33%	91 23%	165 34% E	123 29%	146 31% E
Reversing recent increases in national insurance	558 28%	316 27%	235 29%	244 29%	98 28%	87 21%	145 30% E	141 33% E	127 27%
Cut government spending with the aim of reducing inflation	554 28%	283 24%	260 32% A	241 29%	106 30%	97 24%	137 28%	107 25%	148 32% EG
Higher pay rises for public sector workers	538 27%	284 25%	249 31% A	186 22%	179 51% C	78 19%	140 29% E	113 26% E	157 34% EG
Giving GPs the power to prescribe money off energy bills for some patients	348 17%	150 13%	189 23% A	152 18%	63 18%	83 21% G	76 16%	52 12%	101 22% FG
None of these	33 2%	21 2%	7 1%	18 2% D	1 -	5 1%	17 4% GH	4 1%	5 1%
Don’t know	101 5%	68 6%	31 4%	38 5%	12 3%	28 7% GH	23 5% H	11 2%	9 2%

Overlap formulae used
Column Proportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q7. 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...?

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

				
	Boris Johnson	Keir Starmer	Rishi Sunak	Liz Truss
	A	B	C	D
Unweighted Base	2000	2000	2000	2000
Weighted Base	2000	2000	2000	2000
A great deal	283 14% CD	273 14% CD	217 11%	212 11%
A fair amount	358 18%	510 26% AD	500 25% AD	356 18%
Not very much	402 20%	504 25% A	553 28% A	536 27% A
Not at all	835 42% BCD	523 26%	553 28%	687 34% BC
A great deal/fair amount	641 32% D	783 39% AD	717 36% AD	568 28%
Not very much/at all	1237 62% BC	1027 51%	1106 55% B	1223 61% BC
Don't know	122 6%	190 9% A	177 9% A	209 10% A

Overlap formulae used
ColumnProportions (5%): Minimum Base: 0(**) Small Base: 30(*)

Q7. 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...?
Boris Johnson

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
A great deal	283	186	97	96	92	29	66	43	57	61	101	11	10	206	77	192	91	155	128	119	38	43	53	108	129
	14%	19%	10%	16%	26%	8%	10%	9%	11%	14%	35%	11%	6%	16%	11%	17%	11%	23%	10%	20%	8%	21%	19%	13%	18%
A fair amount	358	220	138	134	76	40	107	75	81	79	97	8	18	242	116	210	148	131	227	158	59	46	54	131	172
	18%	22%	14%	22%	21%	11%	16%	16%	15%	17%	34%	8%	10%	19%	17%	18%	17%	20%	17%	26%	12%	23%	20%	16%	23%
Not very much	402	174	228	109	73	89	130	99	125	97	32	17	33	248	154	222	181	109	293	142	75	44	51	151	152
	20%	18%	23%	18%	21%	23%	20%	21%	24%	21%	11%	18%	19%	19%	22%	19%	21%	16%	22%	24%	16%	22%	19%	19%	21%
Not at all	835	372	462	217	97	199	321	215	218	194	47	57	104	533	302	464	371	252	583	153	289	67	109	397	251
	42%	38%	46%	36%	27%	52%	48%	46%	42%	43%	16%	60%	60%	41%	43%	41%	43%	38%	44%	26%	61%	33%	40%	49%	34%
A great deal/fair amount	641	406	235	230	168	70	173	118	137	140	198	19	29	448	193	402	239	286	355	277	97	89	107	239	301
	32%	41%	23%	38%	47%	18%	26%	25%	26%	31%	69%	20%	16%	34%	28%	35%	28%	43%	27%	46%	20%	44%	39%	29%	41%
Not very much/at all	1237	547	691	327	171	288	452	314	342	291	79	74	137	781	456	685	552	361	876	295	364	112	159	549	403
	62%	55%	69%	54%	48%	75%	68%	67%	66%	64%	27%	78%	79%	60%	66%	60%	64%	54%	66%	49%	77%	55%	59%	67%	55%
Don't know	122	40	82	43	17	24	38	34	42	24	11	2	9	76	46	56	66	18	104	28	15	3	5	29	31
	6%	4%	8%	7%	5%	6%	6%	7%	8%	5%	4%	2%	5%	6%	7%	5%	8%	3%	8%	5%	3%	1%	2%	4%	4%

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q7. 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...?
 Boris Johnson

Fieldwork: 22-24 August 2022
 All adults aged 18-75 in Great Britain

	Pres of children HH (17 or under)			Employment sector		Household Income			
	Total	No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
		A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
A great deal	283 14%	106 9%	176 22% A	120 14%	64 18%	50 12%	40 8%	55 13%	121 26% EFG
A fair amount	358 18%	157 14%	192 24% A	169 20%	54 16%	76 19%	77 16%	67 16%	119 26% EFG
Not very much	402 20%	246 21%	141 18%	160 19%	65 19%	73 18%	116 24% H	79 19%	77 17%
Not at all	835 42%	570 49% B	254 32%	334 40%	148 42%	175 43% H	217 45% H	207 49% H	131 28%
A great deal/fair amount	641 32%	263 23%	368 46% A	290 35%	118 34%	125 31%	117 24%	122 29%	240 52% EFG
Not very much/at all	1237 62%	815 70% B	396 49%	495 59%	213 61%	247 61% H	333 68% H	286 67% H	208 45%
Don't know	122 6%	80 7%	42 5%	50 6%	17 5%	33 8% H	37 8% H	18 4%	16 3%

Overlap formulae used
 ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q7. 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...?
Keir Starmer

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
A great deal	273	191	82	101	82	31	58	55	58	47	95	8	10	199	74	195	78	166	107	37	97	47	59	156	83
	14%	19%	8%	17%	23%	8%	9%	12%	11%	10%	33%	8%	6%	15%	11%	17%	9%	25%	8%	6%	20%	23%	22%	19%	11%
A fair amount	510	278	233	165	107	104	135	108	109	95	118	35	47	373	138	297	214	221	290	95	186	87	70	275	154
	26%	28%	23%	27%	30%	27%	20%	23%	21%	21%	41%	37%	27%	29%	20%	26%	25%	33%	22%	16%	39%	43%	26%	34%	21%
Not very much	504	254	250	181	65	105	152	119	129	128	43	23	61	315	189	293	211	141	363	176	104	38	76	203	172
	25%	26%	25%	30%	18%	28%	23%	26%	25%	28%	15%	24%	35%	24%	27%	26%	25%	21%	27%	29%	22%	19%	28%	25%	23%
Not at all	523	228	295	90	59	104	270	125	170	144	23	17	44	290	233	268	255	104	419	255	63	16	57	133	283
	26%	23%	29%	15%	16%	27%	41%	27%	33%	32%	8%	18%	25%	22%	34%	23%	30%	16%	31%	43%	13%	8%	21%	16%	39%
A great deal/fair amount	783	469	315	266	190	135	193	162	167	142	213	42	57	572	212	492	292	387	396	133	283	134	129	431	237
	39%	47%	31%	44%	53%	35%	29%	35%	32%	31%	74%	45%	32%	44%	30%	43%	34%	58%	30%	22%	60%	66%	48%	53%	32%
Not very much/at all	1027	482	545	271	124	210	422	245	299	272	66	40	105	605	422	561	466	245	782	431	167	55	132	336	455
	51%	49%	54%	45%	35%	55%	64%	53%	57%	60%	23%	42%	60%	46%	61%	49%	54%	37%	59%	72%	35%	27%	49%	41%	62%
Don't know	190	42	147	63	42	37	48	59	56	41	9	12	13	129	61	91	99	33	156	36	26	15	10	50	42
	9%	4%	15%	11%	12%	10%	7%	13%	11%	9%	3%	13%	7%	10%	9%	8%	12%	5%	12%	6%	5%	8%	4%	6%	6%

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q7. 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...?
Keir Starmer


Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

		Pres of children HH (17 or under)		Employment sector		Household Income			
		No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	Total	A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
A great deal	273 14%	93 8%	179 22% A	117 14%	68 20% C	30 7%	42 9%	63 15% EF	123 26% EFG
A fair amount	510 26%	255 22%	248 31% A	242 29%	95 27%	95 23%	119 24%	103 24%	146 31% EFG
Not very much	504 25%	320 28% B	170 21%	199 24%	83 24%	98 24%	127 26%	120 28%	103 22%
Not at all	523 26%	375 32% B	136 17%	194 23%	70 20%	135 33% GH	144 29% H	106 25% H	67 14%
A great deal/fair amount	783 39%	348 30%	427 53% A	359 43%	163 47%	125 31%	161 33%	166 39% E	269 58% EFG
Not very much/at all	1027 51%	695 60% B	306 38%	393 47%	153 44%	233 57% H	271 56% H	226 53% H	169 36%
Don't know	190 9%	115 10%	73 9%	83 10%	31 9%	48 12% H	55 11% H	34 8%	26 6%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q7. 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...?
Rishi Sunak

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
											Greater London	Wales	Scotland		Not				Non-				Other party		
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South				Working	working	ABC1	C2DE	Graduates	Graduates	Cons	Lab	Lib Dems	(NET)	Remain	Leave
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
A great deal	217	158	60	83	81	19	35	29	46	31	94	9	7	169	48	156	62	147	71	67	34	42	51	110	84
	11%	16%	6%	14%	23%	5%	5%	6%	9%	7%	33%	10%	4%	13%	7%	14%	7%	22%	5%	11%	7%	21%	19%	13%	11%
A fair amount	500	288	211	160	93	97	150	104	114	124	102	22	34	319	181	275	225	178	322	199	91	68	63	226	188
	25%	29%	21%	27%	26%	25%	23%	22%	22%	27%	36%	24%	19%	24%	26%	24%	26%	27%	24%	33%	19%	33%	23%	28%	26%
Not very much	553	282	271	154	71	102	226	133	159	121	54	30	55	332	221	330	223	162	390	172	133	57	67	214	210
	28%	28%	27%	26%	20%	27%	CDE	29%	31%	27%	19%	32%	31%	25%	32%	29%	26%	24%	29%	29%	28%	28%	25%	26%	29%
Not at all	553	223	330	146	75	127	205	148	156	131	26	24	68	366	187	301	252	153	400	125	190	32	80	227	210
	28%	22%	33%	24%	21%	33%	31%	32%	30%	29%	9%	25%	39%	28%	27%	26%	29%	23%	30%	21%	40%	16%	29%	28%	29%
A great deal/fair amount	717	446	271	243	174	116	185	133	160	155	196	32	41	488	229	431	286	324	393	265	125	109	114	335	271
	36%	45%	27%	41%	49%	30%	28%	29%	31%	34%	68%	33%	23%	37%	33%	38%	33%	49%	29%	44%	26%	54%	42%	41%	37%
Not very much/at all	1106	504	601	300	146	229	432	281	315	253	80	54	123	698	408	630	475	316	790	297	323	89	147	442	421
	55%	51%	60%	50%	41%	60%	65%	60%	60%	56%	28%	57%	70%	54%	59%	55%	55%	47%	59%	49%	68%	44%	54%	54%	57%
Don't know	177	42	135	57	36	37	47	52	47	47	12	9	11	118	59	82	95	25	151	38	28	5	11	40	43
	9%	4%	13%	10%	10%	10%	7%	11%	9%	10%	4%	9%	6%	9%	8%	7%	11%	4%	11%	6%	6%	3%	4%	5%	6%
			A					J	J	J							O		Q						

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q7. 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...?
Rishi Sunak

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

		Pres of children HH (17 or under)		Employment sector		Household Income			
		No children present	At least one child present	Private sector	Public sector	Up to £19,999	£20,000-£34,999	£35,000 - £54,999	£55,000+
	Total	A	B	C	D	E	F	G	H
Unweighted Base	2000	1114	858	844	412	318	418	433	626
Weighted Base	2000	1158	806	834	347	406	488	426	464
A great deal	217 11%	53 5%	163 20% A	104 12%	56 16%	22 5%	27 6%	29 7%	130 28% EFG
A fair amount	500 25%	251 22%	229 28% A	215 26%	74 21%	113 28%	116 24%	107 25%	122 26%
Not very much	553 28%	366 32% B	181 22%	210 25%	92 27%	102 25%	157 32% H	122 29% H	95 21%
Not at all	553 28%	374 32% B	171 21%	232 28%	98 28%	117 29% H	143 29% H	131 31% H	96 21%
A great deal/fair amount	717 36%	304 26%	393 49% A	318 38%	130 37%	134 33%	143 29%	136 32%	253 54% EFG
Not very much/at all	1106 55%	740 64% B	351 44%	443 53%	191 55%	219 54% H	300 62% H	253 59% H	192 41%
Don't know	177 9%	115 10%	62 8%	73 9%	27 8%	52 13% H	45 9% H	37 9% H	20 4%

Overlap formulae used
ColumnProportions (5%): A/B,C/D,E/F/G/H Minimum Base: 0(**) Small Base: 30(*)

Q7. 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...?
Liz Truss

Fieldwork: 22-24 August 2022
All adults aged 18-75 in Great Britain

Ipsos		Gender		Age				Region						Employment Status		Social Grade		Education		GE 2019 Vote				EU Ref Vote	
	Total	Male	Female	18-34	35-44	45-54	55-75	North	Midlands	South	Greater London	Wales	Scotland	Working	Not working	ABC1	C2DE	Graduates	Non-Graduates	Cons	Lab	Lib Dems	Other party (NET)	Remain	Leave
Unweighted Base	2000	915	1085	570	403	402	625	467	530	455	291	87	170	1380	620	1401	599	1181	819	609	490	239	276	954	674
Weighted Base	2000	993	1007	600	356	381	663	466	522	455	288	95	175	1305	695	1143	857	665	1335	600	476	204	271	817	735
A great deal	212	166	46	87	85	15	25	31	47	22	97	6	10	174	38	152	60	139	73	62	39	46	52	110	80
	11%	17%	5%	15%	24%	4%	4%	7%	9%	5%	34%	6%	6%	13%	6%	13%	7%	21%	5%	10%	8%	23%	19%	13%	11%
A fair amount	356	215	140	137	75	45	99	62	81	83	94	15	21	231	125	208	148	135	221	146	63	48	47	129	170
	18%	22%	14%	23%	21%	12%	15%	13%	15%	18%	33%	16%	12%	18%	18%	18%	17%	20%	17%	24%	13%	24%	17%	16%	23%
Not very much	536	236	299	152	78	109	197	132	158	127	43	35	41	315	221	313	223	146	389	204	104	37	63	203	202
	27%	24%	30%	25%	22%	29%	30%	28%	30%	28%	15%	37%	24%	24%	32%	27%	26%	22%	29%	34%	22%	18%	23%	25%	27%
Not at all	687	324	362	152	85	166	284	177	177	170	38	33	92	443	244	379	308	208	479	136	241	63	97	323	229
	34%	33%	36%	25%	24%	43%	43%	38%	34%	37%	13%	34%	53%	34%	35%	33%	36%	31%	36%	23%	51%	31%	36%	40%	31%
A great deal/fair amount	568	382	187	225	160	60	124	93	127	105	191	21	31	405	163	360	208	274	294	208	102	95	99	239	250
	28%	38%	19%	37%	45%	16%	19%	20%	24%	23%	66%	22%	18%	31%	23%	31%	24%	41%	22%	35%	21%	46%	36%	29%	34%
Not very much/at all	1223	561	662	304	162	275	481	309	335	297	81	68	134	758	465	692	531	354	869	340	345	100	160	525	431
	61%	56%	66%	51%	46%	72%	73%	66%	64%	65%	28%	71%	76%	58%	67%	61%	62%	53%	65%	57%	73%	49%	59%	64%	59%
Don't know	209	50	159	71	34	46	58	64	60	53	16	6	10	142	67	91	118	37	172	52	29	9	12	53	54
	10%	5%	16%	12%	9%	12%	9%	14%	11%	12%	6%	7%	6%	11%	10%	8%	14%	6%	13%	9%	6%	4%	5%	6%	7%

Overlap formulae used
ColumnProportions (5%): A/B,C/D/E/F,G/H/I/J/K/L,M/N,O/P,Q/R,S/T/U/V,W/X Minimum Base: 0(**) Small Base: 30(*)

Q7. 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...?
Liz Truss

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A great deal	212 11%	44 4%	165 20% A	105 13%	53 15%	31 8%	22 5%	37 9% F	115 25% EFG
A fair amount	356 18%	159 14%	181 23% A	158 19%	49 14%	74 18%	76 16%	61 14%	110 24% FG
Not very much	536 27%	342 30% B	183 23%	203 24%	89 26%	104 26%	141 29%	116 27%	109 24%
Not at all	687 34%	474 41% B	207 26%	282 34%	117 34%	145 36% H	192 39% H	173 40% H	105 23%
A great deal/fair amount	568 28%	203 18%	347 43% A	263 32%	102 29%	105 26%	98 20%	98 23%	224 48% EFG
Not very much/at all	1223 61%	816 70% B	389 48%	486 58%	205 59%	249 61% H	333 68% H	288 68% H	215 46%
Don't know	209 10%	139 12% B	70 9%	86 10%	40 11%	52 13% H	57 12% H	40 9% H	25 5%

Overlap formulae used
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