

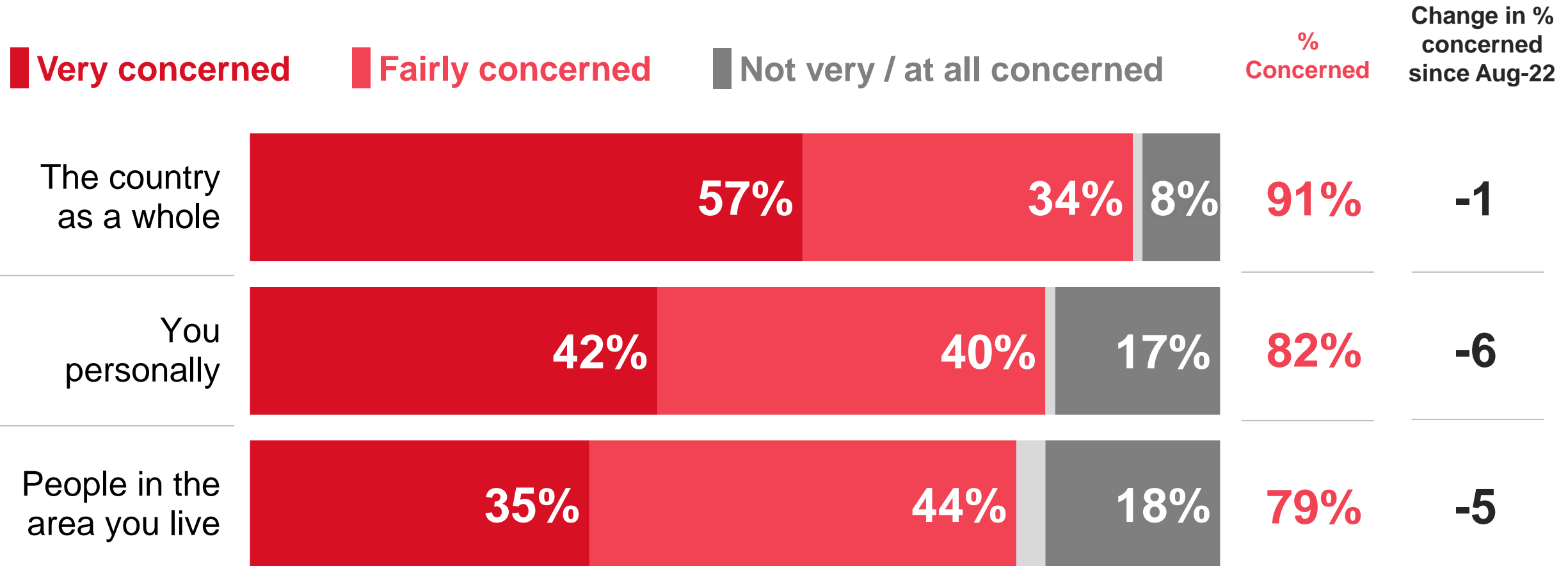
IPSOS UK / Sky News Cost of living polling

October 2022



Public concern about the cost of living remains high

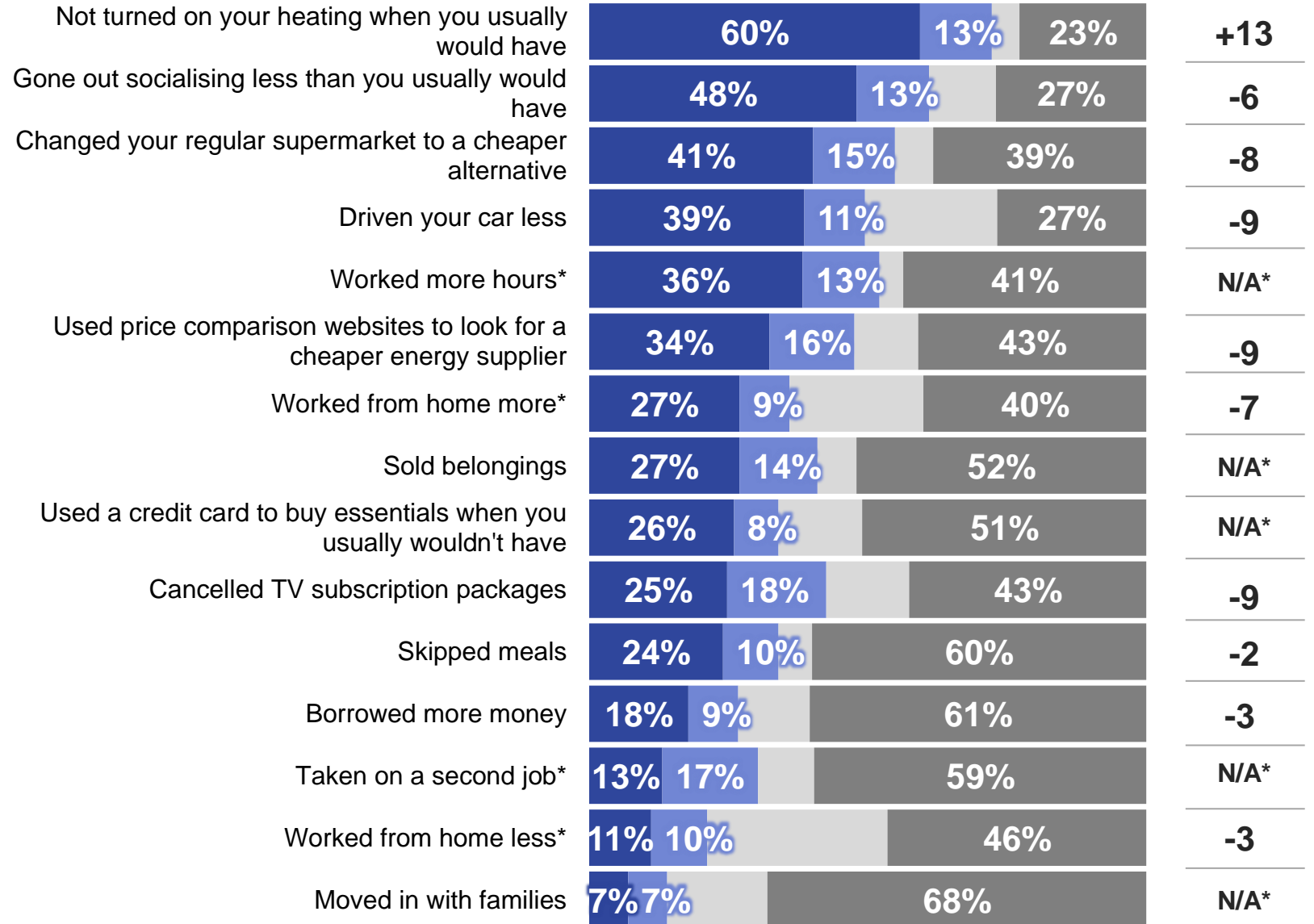
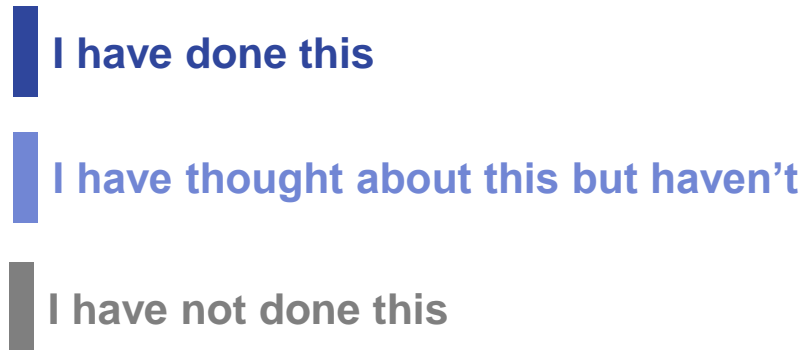
To what extent, if at all, would you say you are concerned about the cost of living over the next six months for each of the following?



Base: 2,111 Online British adults aged 18-75, 21 – 23 October 2022

Common responses to the rise in cost of living are not turning the heating, socialising less or swapping to cheaper supermarkets

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



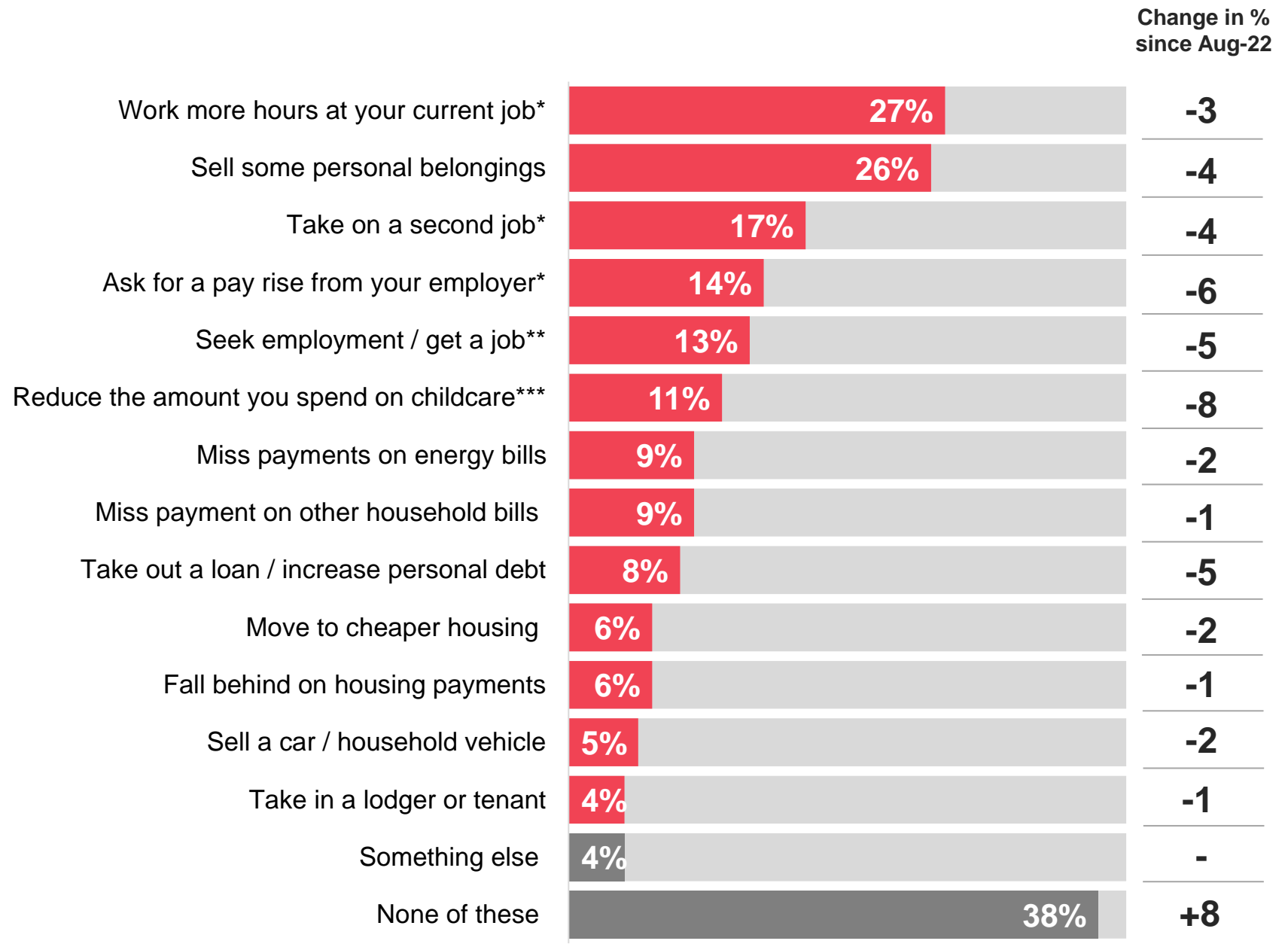
Base: 2,111 Online British adults aged 18-75, 21-23 October 2022.
 *Only asked to those currently in work (1,456)
 N/A* - not asked in August 2022 study



Over the next six months, one in four of those who work expect to put in longer hours, and the same proportion of Brits overall expect to sell some personal belongings

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

Options with asterisks are not based on all, but * those currently working (1456) ** those currently not working (655) and *** those living with children aged 17 or under (713)

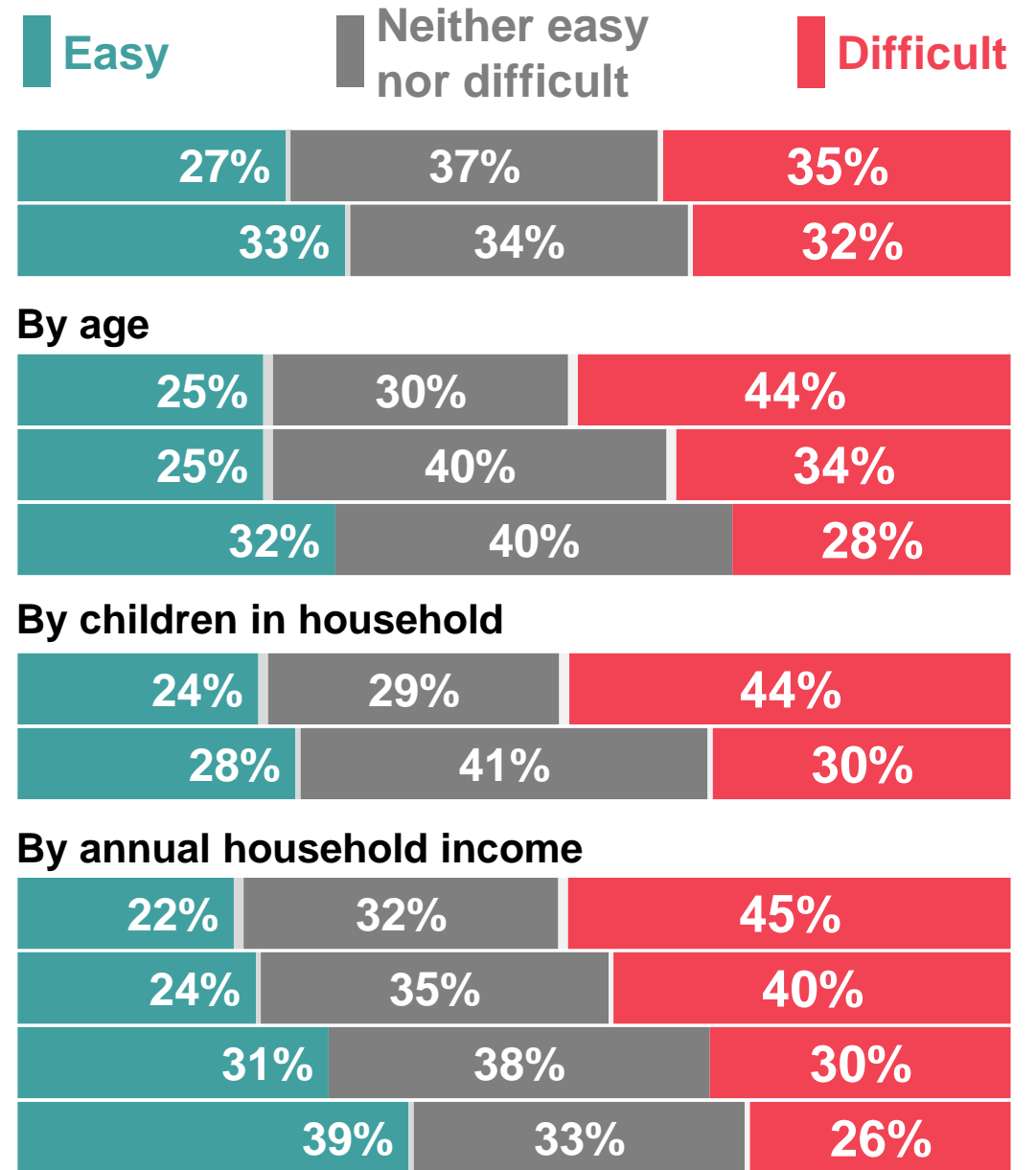


Base: 2,111 Online British adults aged 18-75, 21 - 23 October 2022



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

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



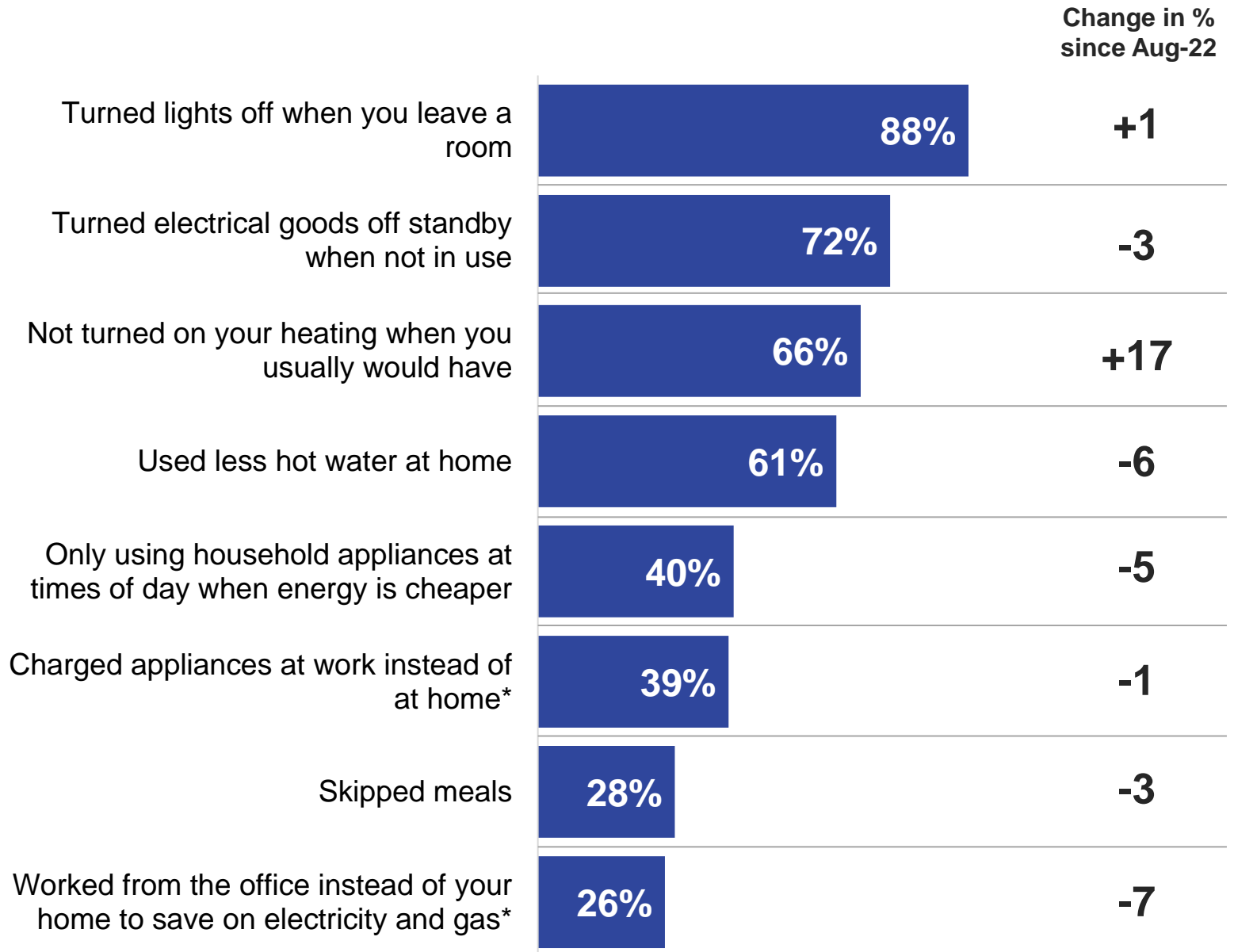
Base: 2,111 Online British adults aged 18-75, 21st – 23rd October 2022. Including those aged 18-34 (687), 35-54 (776), 55-75 (648), ABC1s (1385), C2DEs (726), those with children aged 17 or under in their household (713), those with no children aged 17 or under in their household (1389), HH income up to £19,999 (427), £20,000-£34,999 (525), £35,000-£54,999 (495), £55,000+ (476).



Many are continuing to turn their lights and electrical goods off when not in use, with increasing numbers not turning their heating on when they usually would have

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

% At least once a week

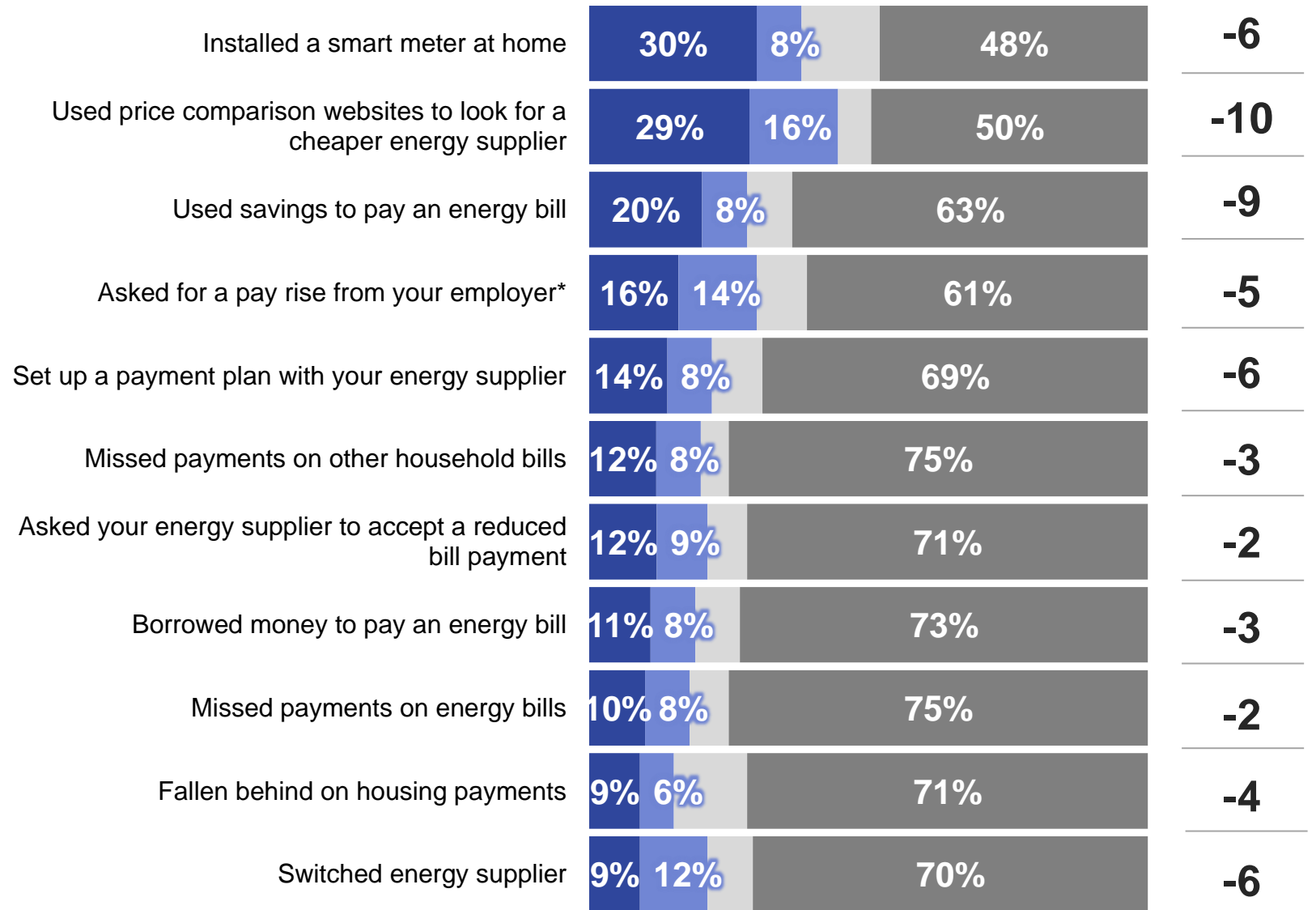
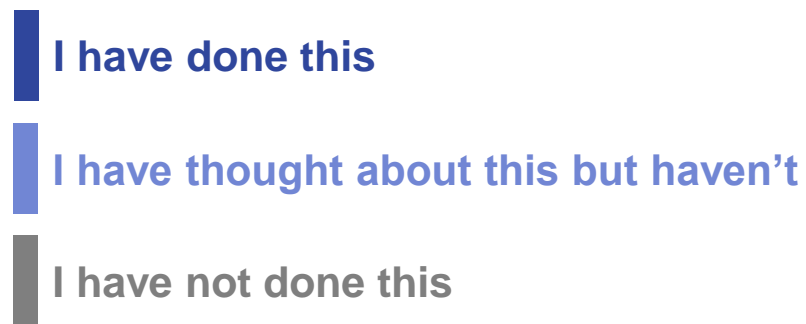


Base: 2,111 Online British adults aged 18-75, 21 – 23 October 2022
 * Only asked to those currently working (1,456)



Three in ten have installed a smart meter or are shopping around for cheaper energy suppliers

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.

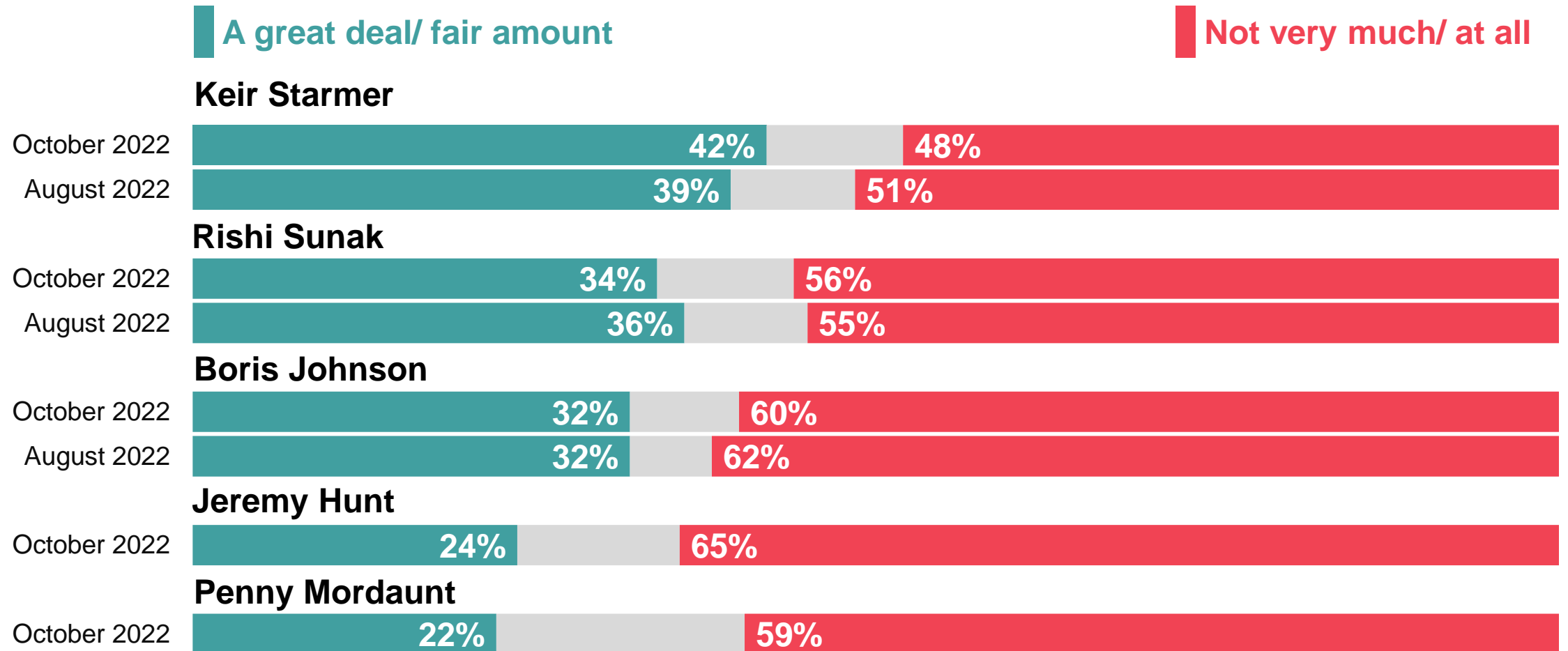


Base: 2,111 Online British adults aged 18-75, 21 - 23 October 2022
 * Only asked to those currently working (1,456)



Who would you trust to reduce the cost of living?

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



Base: 2,111 Online British adults aged 18-75, 21 – 23 October 2022

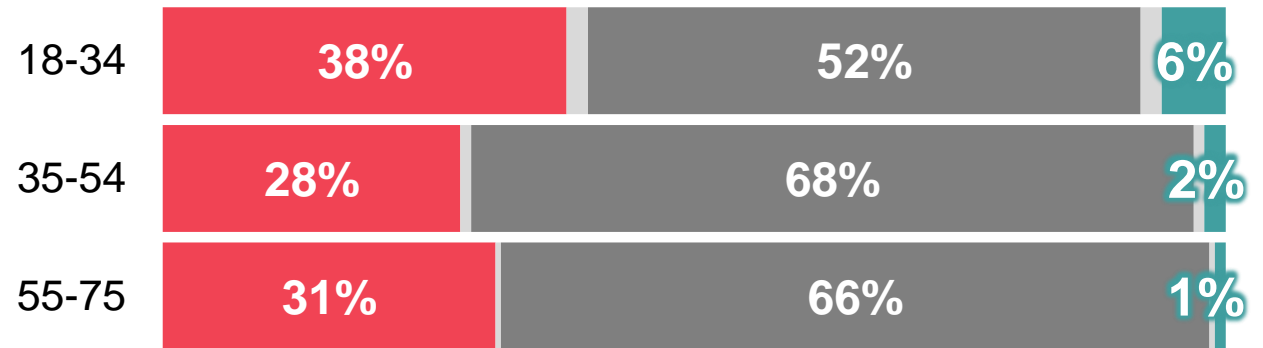
One in three with a mortgage / paying rent say their payments have increased the last three months – younger age groups and those with a mortgage are more likely to have been impacted

In the last 3 months, have your rent or mortgage payments increased, decreased or stayed the same?

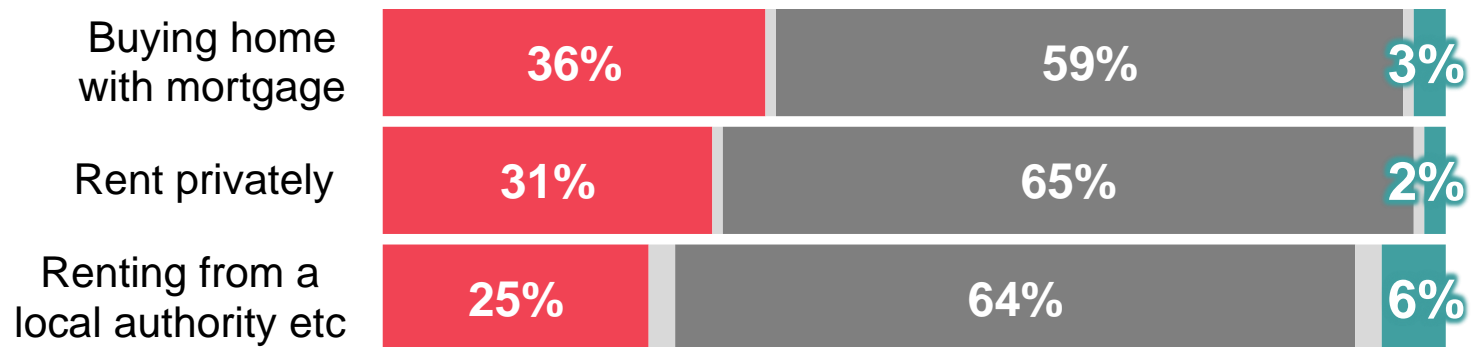
Increased Stayed the same Decreased



By age



By housing status

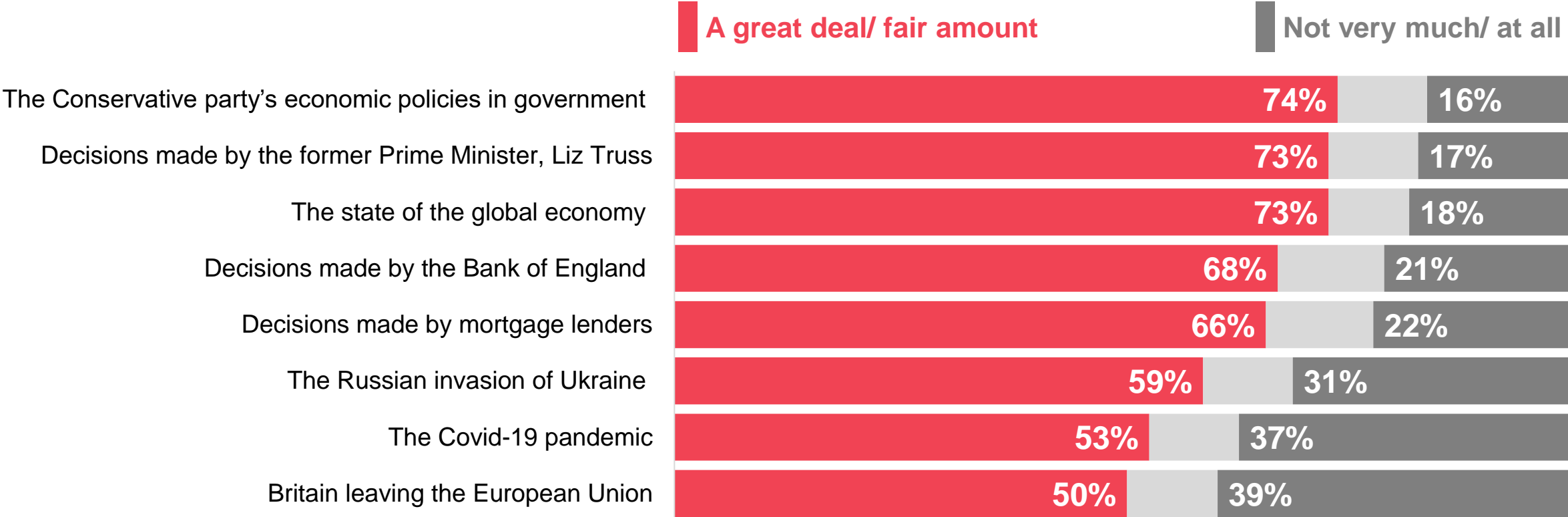


Base: 1,201 Online British adults aged 18-75 with a mortgage/ paying rent 21 – 23 October 2022. Including those aged 18-34 (687), 35-54 (776), 55-75 (648), those buying their home with a mortgage (593), renting privately (352) and renting from a local authority etc (256)



The public think a range of factors have contributed to increasing mortgage rates over the last three months – most significantly the Conservative’s economic policies, decisions made by Liz Truss and the state of the global economy

As you may know, the average rate for a two-year fixed mortgage rose to 6.53% on 18th October 2022, which is the highest level it has been since August 2008. How much, if at all, do you think each of the following have contributed to mortgage rates increasing to this level over the last three months?

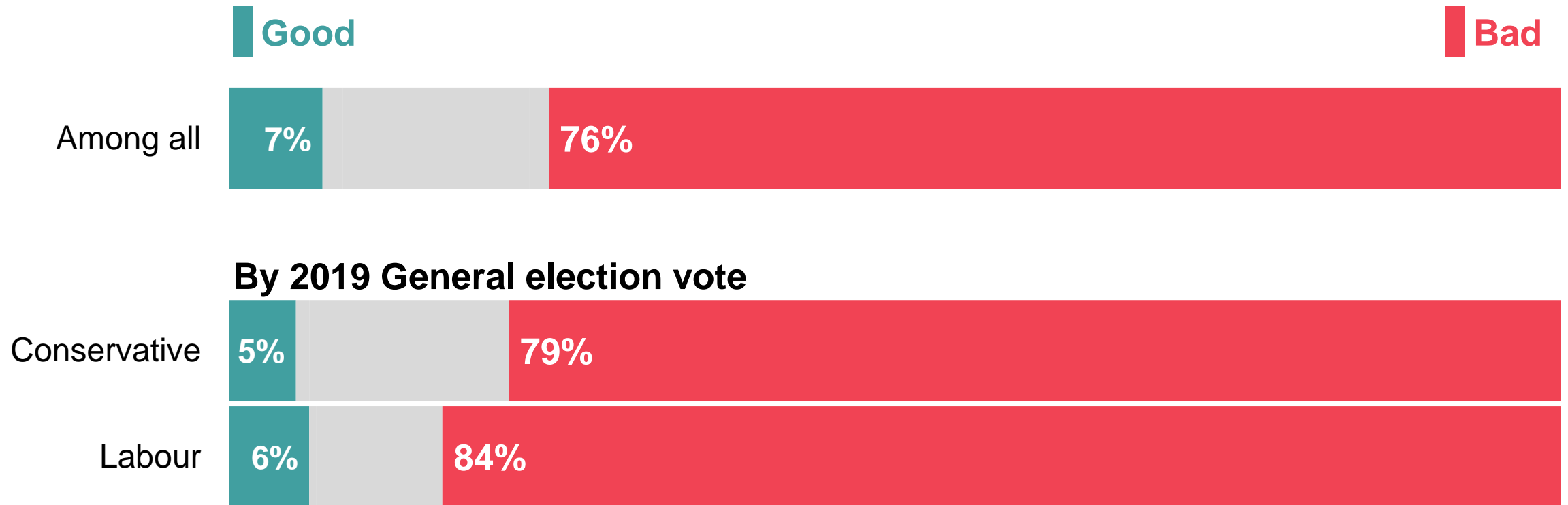


Base: 2,111 Online British adults aged 18-75, 21 - 23 October 2022



Three in four say Liz Truss' government did a bad job at managing the rising cost of living

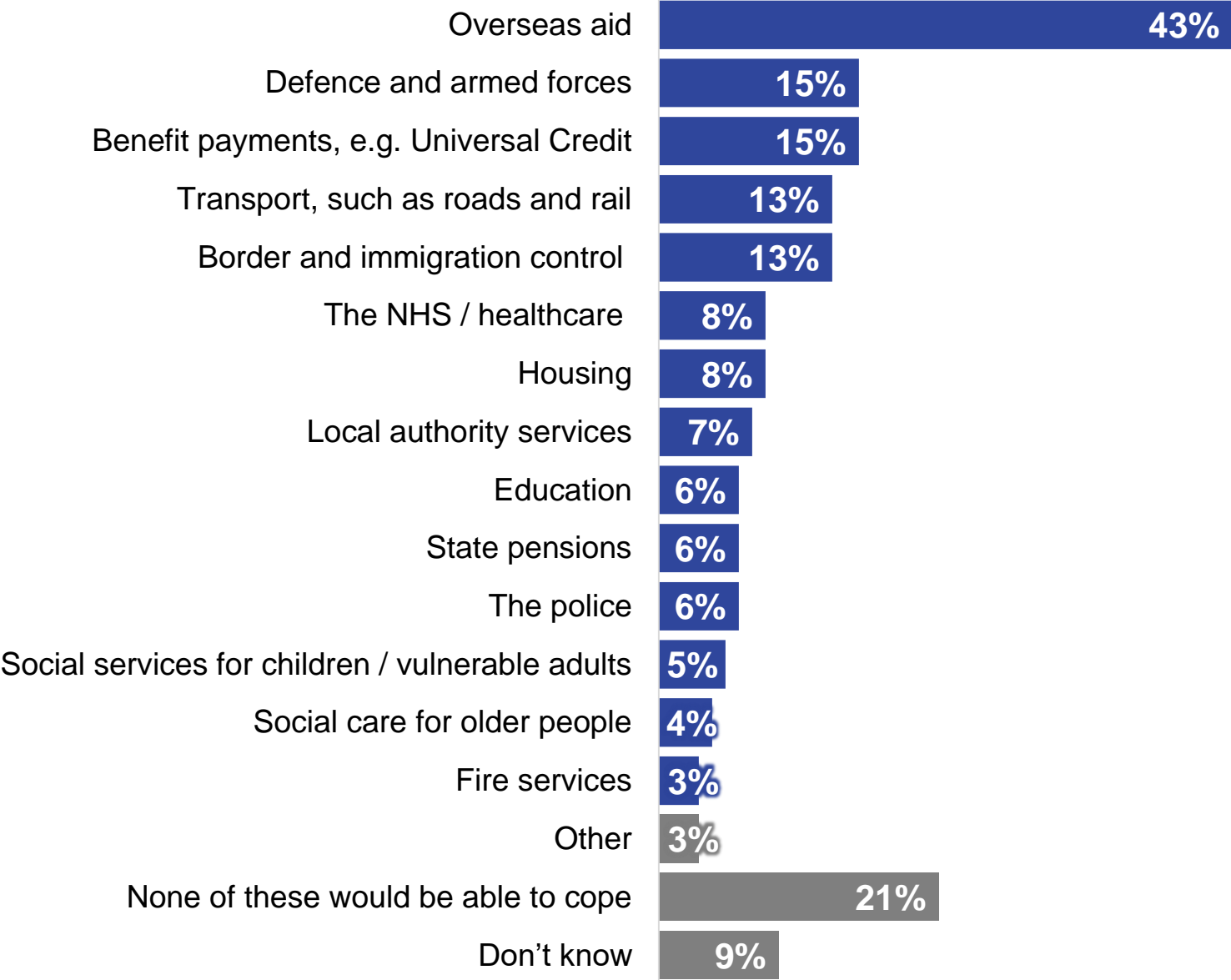
Do you think that Liz Truss' government has done a good or bad job at managing the rising cost of living?



Base: 2,111 Online British adults aged 18-75, 21 - 23 October 2022, including Conservative voters (610) and Labour voters (616)

Two in five think that public spending on overseas aid has the most room to be reduced without significant negative impacts

As may have seen, the Chancellor of the Exchequer, Jeremy Hunt, has said “there remain many difficult decisions to be announced” on the state of the economy. This could include cuts to public spending. Which two or three of the following main areas of public spending, if any, do you think have most room to reduce spending (through budget cuts or below inflation increases to their budget) without significant negative impacts?

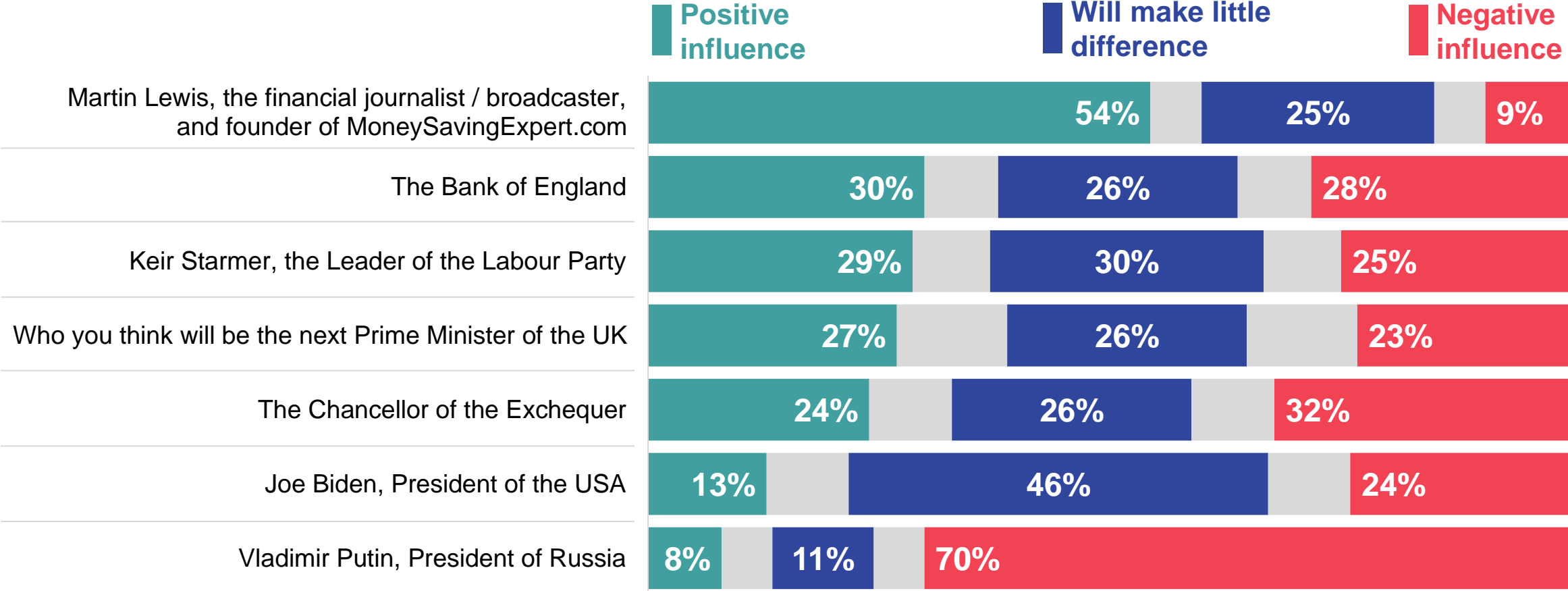


Base: 2,111 Online British adults aged 18-75, 21 – 23 October 2022



Most think Martin Lewis will have a positive influence on the cost of living over the next six months, while views on British politicians are split

Do you think each of the following will have a positive or negative influence on the cost of living facing people in Britain over the next 6 months, or do you think they will make little difference?



Base: 2,111 Online British adults aged 18-75, 21 – 23 October 2022



Ipsos UK

October 2022

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