

Public First Poll for More in Common - Cost of Living

Fieldwork: 13th Apr - 21st Apr 2022
Interview method: Online Survey
Population represented: GB Adults
Sample size: 3140

Methodology:

All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results are weighted by: interlocking age & gender & education, interlocking region & 2019 vote, social grade, political attention and EU Referendum vote

Public First is a member of the BPC and abides by its rules. For more information please contact Seb Wride (seb@publicfirst.co.uk)

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(1.A) In your opinion, which are the most IMPORTANT issues facing the country today? Select the top three

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	3140	412	489	291	278	258	246	261	143	333	266	163	1295	1252	365
Weighted	3140	377	487	294	274	261	260	278	147	332	270	160	1243	1165	484
Racism in society	7%	16%	6%	6%	2%	8%	9%	4%	3%	6%	6%	5%	3%	8%	9%
Cost of living	64%	58%	63%	63%	69%	70%	63%	63%	69%	66%	64%	69%	65%	62%	67%
School standards	5%	7%	5%	2%	7%	3%	7%	4%	6%	6%	5%	3%	6%	4%	3%
Supporting the NHS	32%	24%	31%	38%	26%	30%	34%	35%	32%	37%	38%	31%	33%	35%	28%
The war in Ukraine	29%	25%	31%	35%	35%	25%	28%	30%	24%	25%	23%	38%	34%	29%	20%
Climate change and the environment	26%	29%	24%	31%	32%	28%	23%	21%	21%	22%	28%	24%	20%	32%	26%
Covid-19	21%	22%	21%	18%	25%	20%	22%	20%	26%	17%	25%	21%	21%	21%	25%
The debate about transgender people	2%	3%	1%	1%	1%	3%	1%	4%	4%	1%	2%	1%	2%	2%	2%
Affordable housing	18%	25%	18%	19%	16%	14%	17%	18%	8%	19%	18%	18%	16%	17%	21%
Mental health	18%	17%	18%	18%	16%	18%	18%	19%	18%	19%	19%	20%	14%	16%	27%
Crime	16%	18%	16%	12%	14%	15%	19%	16%	28%	20%	10%	13%	19%	12%	18%
Asylum seekers crossing the channel	14%	8%	17%	14%	13%	15%	18%	18%	14%	13%	14%	14%	26%	7%	9%
Social care for the elderly	12%	8%	14%	16%	14%	12%	9%	14%	11%	12%	11%	12%	17%	12%	5%
Jobs and unemployment	12%	15%	13%	6%	8%	12%	14%	7%	13%	14%	12%	9%	10%	10%	15%
Gap between haves and have nots	12%	12%	11%	13%	11%	11%	9%	15%	11%	11%	12%	12%	9%	16%	12%
Brexit	10%	13%	11%	7%	10%	14%	7%	10%	6%	10%	12%	10%	6%	16%	9%
Other (Please specify)	1%	2%	2%	1%	1%	1%	2%	2%	4%	1%	1%	1%	1%	2%	3%

Note:

BASE: All Respondents

Fieldwork: 13th Apr - 21st Apr 2022

Data weighted by: interlocking age & gender & education, interlocking region & 2019 vote, social grade, political attention and EU Referendum vote

(1.B) In your opinion, which are the most IMPORTANT issues facing the country today? Select the top three

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	3140	375	341	500	525	615	784	1165	815	279	49	395	739	905	242
Weighted	3140	349	394	572	533	500	792	1064	779	282	47	520	685	855	246
Racism in society	7%	23%	12%	7%	4%	2%	3%	3%	10%	7%	2%	9%	4%	10%	10%
Cost of living	64%	61%	64%	67%	70%	63%	61%	63%	66%	56%	66%	71%	60%	68%	60%
School standards	5%	7%	6%	5%	5%	4%	5%	6%	5%	7%	1%	3%	6%	5%	7%
Supporting the NHS	32%	23%	26%	25%	37%	37%	38%	33%	36%	37%	23%	26%	31%	36%	38%
The war in Ukraine	29%	19%	22%	25%	26%	34%	38%	37%	23%	31%	26%	22%	38%	25%	31%
Climate change and the environment	26%	29%	17%	26%	25%	23%	30%	23%	26%	41%	11%	24%	24%	25%	35%
Covid-19	21%	16%	19%	20%	29%	22%	19%	23%	20%	22%	11%	22%	26%	20%	18%
The debate about transgender people	2%	7%	4%	2%	1%	1%	1%	1%	2%	1%	5%	1%	1%	2%	3%
Affordable housing	18%	28%	28%	19%	13%	14%	13%	13%	21%	12%	17%	22%	15%	20%	18%
Mental health	18%	31%	28%	25%	18%	12%	6%	11%	20%	16%	26%	28%	10%	18%	19%
Crime	16%	18%	14%	19%	14%	15%	16%	19%	13%	10%	23%	21%	19%	13%	10%
Asylum seekers crossing the channel	14%	2%	8%	13%	14%	20%	20%	26%	7%	6%	50%	8%	26%	6%	8%
Social care for the elderly	12%	2%	9%	6%	10%	16%	21%	18%	9%	10%	11%	7%	17%	10%	9%
Jobs and unemployment	12%	20%	20%	15%	10%	6%	6%	9%	14%	5%	10%	14%	10%	13%	6%
Gap between haves and have nots	12%	6%	9%	12%	11%	16%	12%	7%	16%	20%	5%	11%	5%	15%	12%
Brexit	10%	8%	12%	12%	11%	10%	9%	6%	12%	16%	12%	9%	7%	12%	15%
Other (Please specify)	1%	1%	1%	2%	1%	3%	1%	1%	1%	3%	0%	2%	0%	1%	1%

Note:

BASE: All Respondents

Fieldwork: 13th Apr - 21st Apr 2022

Data weighted by: interlocking age & gender & education, interlocking region & 2019 vote, social grade, political attention and EU Referendum vote

(1.C) In your opinion, which are the most IMPORTANT issues facing the country today? Select the top three

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	3140	1547	1578	847	881	627	768	366	536	794	211	752	292	189
Weighted	3140	1518	1607	874	906	656	687	307	549	867	209	714	326	169
Racism in society	7%	7%	7%	9%	6%	8%	5%	17%	5%	6%	10%	5%	5%	7%
Cost of living	64%	62%	67%	61%	66%	66%	65%	61%	70%	68%	56%	61%	65%	55%
School standards	5%	5%	5%	6%	5%	7%	4%	2%	5%	6%	6%	4%	7%	7%
Supporting the NHS	32%	30%	35%	31%	32%	30%	37%	33%	40%	30%	29%	32%	31%	24%
The war in Ukraine	29%	30%	28%	30%	28%	27%	29%	19%	30%	28%	37%	29%	30%	35%
Climate change and the environment	26%	26%	25%	33%	28%	15%	23%	41%	32%	22%	33%	21%	18%	24%
Covid-19	21%	22%	20%	21%	23%	19%	22%	11%	17%	21%	22%	23%	33%	27%
The debate about transgender people	2%	2%	1%	2%	2%	2%	1%	3%	1%	2%	5%	1%	1%	3%
Affordable housing	18%	18%	18%	15%	18%	19%	20%	22%	18%	20%	21%	17%	12%	15%
Mental health	18%	14%	22%	16%	16%	21%	21%	21%	17%	22%	19%	18%	13%	9%
Crime	16%	15%	17%	12%	15%	23%	17%	5%	12%	16%	11%	20%	25%	22%
Asylum seekers crossing the channel	14%	15%	13%	10%	16%	17%	15%	2%	3%	12%	7%	24%	24%	30%
Social care for the elderly	12%	12%	13%	12%	11%	12%	13%	10%	10%	8%	15%	17%	12%	19%
Jobs and unemployment	12%	14%	9%	12%	11%	11%	12%	15%	11%	12%	12%	11%	12%	9%
Gap between haves and have nots	12%	13%	10%	14%	11%	11%	10%	20%	17%	14%	6%	8%	3%	3%
Brexit	10%	13%	8%	13%	10%	9%	7%	17%	10%	11%	11%	8%	9%	9%
Other (Please specify)	1%	2%	1%	2%	1%	1%	1%	1%	1%	3%	2%	1%	2%	1%

Note:

BASE: All Respondents

Fieldwork: 13th Apr - 21st Apr 2022

Data weighted by: interlocking age & gender & education, interlocking region & 2019 vote, social grade, political attention and EU Referendum vote

(2.A) How well off do you feel financially?

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	3140	412	489	291	278	258	246	261	143	333	266	163	1295	1252	365
Weighted	3140	377	487	294	274	261	260	278	147	332	270	160	1243	1165	484
Very comfortable financially	6%	12%	5%	4%	5%	4%	6%	6%	9%	6%	9%	7%	6%	9%	4%
Relatively comfortable financially	38%	36%	41%	40%	38%	41%	45%	41%	30%	34%	34%	38%	40%	41%	29%
I do not have money for luxuries but can normally cover the essentials	36%	34%	32%	40%	39%	42%	32%	33%	41%	37%	40%	37%	36%	36%	39%
I can only just afford my costs and struggle to make ends meet	14%	14%	16%	12%	15%	8%	13%	13%	16%	17%	13%	12%	13%	10%	20%
I cannot afford my costs and often have to go without essentials like food and heating	5%	4%	6%	4%	4%	5%	4%	7%	5%	6%	4%	5%	4%	4%	8%

Note:

BASE: All Respondents

Fieldwork: 13th Apr - 21st Apr 2022

Data weighted by: interlocking age & gender & education, interlocking region & 2019 vote, social grade, political attention and EU Referendum vote

(2.B) How well off do you feel financially?

	Total	Age						2019				Voting Intention			
		18-24	25-34	35-44	45-54	55-64	65+	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	3140	375	341	500	525	615	784	1165	815	279	49	395	739	905	242
Weighted	3140	349	394	572	533	500	792	1064	779	282	47	520	685	855	246
Very comfortable financially	6%	6%	6%	10%	3%	6%	7%	8%	6%	8%	5%	3%	10%	6%	11%
Relatively comfortable financially	38%	30%	31%	29%	33%	42%	53%	46%	33%	49%	26%	32%	50%	35%	40%
I do not have money for luxuries but can normally cover the essentials	36%	36%	41%	36%	40%	36%	33%	33%	38%	35%	37%	39%	30%	37%	36%
I can only just afford my costs and struggle to make ends meet	14%	20%	14%	18%	18%	13%	5%	9%	18%	5%	20%	19%	9%	17%	9%
I cannot afford my costs and often have to go without essentials like food and heating	5%	8%	8%	7%	6%	2%	1%	3%	5%	3%	12%	7%	2%	5%	4%

Note:

BASE: All Respondents

Fieldwork: 13th Apr - 21st Apr 2022

Data weighted by: interlocking age & gender & education, interlocking region & 2019 vote, social grade, political attention and EU Referendum vote

(2.C) How well off do you feel financially?

	Gender		Social Grade				Segment							
	Total	Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	3140	1547	1578	847	881	627	768	366	536	794	211	752	292	189
Weighted	3140	1518	1607	874	906	656	687	307	549	867	209	714	326	169
Very comfortable financially	6%	9%	4%	12%	4%	6%	3%	6%	3%	4%	13%	8%	8%	12%
Relatively comfortable financially	38%	43%	35%	53%	36%	39%	23%	33%	44%	29%	52%	36%	47%	56%
I do not have money for luxuries but can normally cover the essentials	36%	33%	39%	26%	43%	37%	41%	39%	36%	41%	24%	37%	34%	26%
I can only just afford my costs and struggle to make ends meet	14%	11%	16%	8%	14%	12%	22%	14%	14%	19%	10%	13%	8%	4%
I cannot afford my costs and often have to go without essentials like food and heating	5%	4%	6%	2%	3%	7%	10%	7%	3%	7%	1%	6%	4%	1%

Note:

BASE: All Respondents

Fieldwork: 13th Apr - 21st Apr 2022

Data weighted by: interlocking age & gender & education, interlocking region & 2019 vote, social grade, political attention and EU Referendum vote

(3.A) Which of the following actions have you taken in recent months to deal with the rising cost of living, if any? Select all that apply

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	3140	412	489	291	278	258	246	261	143	333	266	163	1295	1252	365
Weighted	3140	377	487	294	274	261	260	278	147	332	270	160	1243	1165	484
I've asked friends or family for money	8%	9%	8%	5%	6%	8%	9%	9%	9%	11%	5%	9%	5%	7%	13%
I've taken out loans or used credit cards more often	6%	9%	5%	4%	3%	4%	6%	6%	3%	7%	8%	6%	4%	6%	9%
I've cut down my electricity/heating usage	49%	37%	49%	52%	47%	48%	49%	49%	57%	53%	48%	57%	51%	49%	47%
I'm shopping around more for my groceries to find better deals	38%	31%	35%	40%	37%	38%	39%	41%	39%	36%	42%	43%	39%	37%	35%
I'm not going out for dinner/drinks as much	35%	32%	35%	36%	31%	37%	34%	35%	39%	37%	39%	30%	34%	35%	34%
I'm driving less to save money on fuel	30%	19%	35%	35%	31%	32%	22%	28%	35%	30%	29%	30%	32%	31%	24%
I've started using a food bank	3%	4%	3%	2%	2%	3%	5%	3%	3%	4%	4%	3%	2%	4%	5%
Don't know	3%	3%	3%	1%	1%	4%	3%	4%	1%	3%	1%	1%	1%	2%	5%
I'm not eating as much	17%	15%	14%	18%	15%	17%	15%	18%	19%	24%	18%	19%	16%	15%	18%
I'm using services like moneysupermarket.com to get advice on saving money	13%	17%	13%	9%	8%	13%	13%	14%	15%	12%	12%	11%	11%	15%	12%
I'm eating less healthily	12%	10%	14%	12%	11%	12%	8%	11%	12%	18%	12%	13%	12%	10%	15%
I don't think I need to take any actions	12%	15%	11%	11%	14%	7%	13%	12%	13%	7%	10%	17%	13%	11%	11%
I've cancelled my holiday plans	10%	12%	11%	9%	11%	9%	6%	8%	11%	13%	12%	9%	11%	10%	9%
None of the above	12%	10%	11%	13%	16%	13%	12%	9%	7%	12%	16%	11%	14%	12%	9%

Note:

BASE: All Respondents

Fieldwork: 13th Apr - 21st Apr 2022

Data weighted by: interlocking age & gender & education, interlocking region & 2019 vote, social grade, political attention and EU Referendum vote

(3.B) Which of the following actions have you taken in recent months to deal with the rising cost of living, if any? Select all that apply

	Total	Age						2019					Voting Intention		
		18-24	25-34	35-44	45-54	55-64	65+	Conservative	Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative	Labour	Liberal Democrats
Unweighted	3140	375	341	500	525	615	784	1165	815	279	49	395	739	905	242
Weighted	3140	349	394	572	533	500	792	1064	779	282	47	520	685	855	246
I've asked friends or family for money	8%	22%	15%	12%	6%	2%	1%	3%	13%	6%	4%	12%	5%	12%	7%
I've taken out loans or used credit cards more often	6%	10%	12%	9%	5%	3%	1%	4%	8%	4%	4%	6%	5%	8%	6%
I've cut down my electricity/heating usage	49%	36%	38%	50%	52%	53%	53%	50%	49%	46%	55%	46%	48%	52%	46%
I'm shopping around more for my groceries to find better deals	38%	36%	36%	40%	39%	41%	34%	35%	41%	28%	37%	37%	33%	43%	34%
I'm not going out for dinner/drinks as much	35%	44%	41%	38%	36%	33%	27%	32%	41%	25%	34%	34%	30%	43%	30%
I'm driving less to save money on fuel	30%	22%	26%	34%	28%	32%	31%	34%	28%	29%	35%	22%	28%	30%	30%
I've started using a food bank	3%	4%	9%	5%	2%	2%	1%	1%	5%	3%	7%	4%	2%	4%	6%
Don't know	3%	7%	5%	3%	2%	1%	1%	2%	1%	1%	0%	4%	1%	2%	1%
I'm not eating as much	17%	28%	21%	19%	17%	16%	9%	12%	21%	13%	40%	19%	11%	21%	16%
I'm using services like moneysupermarket.com to get advice on saving money	13%	12%	21%	16%	10%	11%	9%	9%	17%	15%	18%	11%	11%	17%	15%
I'm eating less healthily	12%	17%	21%	17%	11%	9%	5%	8%	16%	7%	19%	14%	9%	15%	11%
I don't think I need to take any actions	12%	9%	7%	10%	10%	12%	18%	15%	8%	16%	15%	11%	19%	9%	15%
I've cancelled my holiday plans	10%	11%	9%	15%	10%	10%	8%	10%	11%	10%	11%	8%	9%	10%	10%
None of the above	12%	4%	8%	9%	12%	14%	17%	14%	10%	16%	11%	11%	14%	8%	9%

Note:

BASE: All Respondents

Fieldwork: 13th Apr - 21st Apr 2022

Data weighted by: interlocking age & gender & education, interlocking region & 2019 vote, social grade, political attention and EU Referendum vote

(3.C) Which of the following actions have you taken in recent months to deal with the rising cost of living, if any? Select all that apply

	Gender			Social Grade				Segment						
	Total	Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	3140	1547	1578	847	881	627	768	366	536	794	211	752	292	189
Weighted	3140	1518	1607	874	906	656	687	307	549	867	209	714	326	169
I've asked friends or family for money	8%	7%	9%	5%	8%	8%	12%	17%	6%	9%	6%	8%	4%	1%
I've taken out loans or used credit cards more often	6%	5%	6%	5%	7%	5%	6%	10%	4%	6%	5%	7%	1%	3%
I've cut down my electricity/heating usage	49%	41%	56%	42%	48%	51%	56%	50%	52%	49%	43%	53%	36%	44%
I'm shopping around more for my groceries to find better deals	38%	32%	43%	30%	39%	41%	42%	47%	40%	37%	24%	43%	29%	28%
I'm not going out for dinner/drinks as much	35%	31%	39%	30%	39%	36%	34%	45%	39%	33%	27%	40%	22%	25%
I'm driving less to save money on fuel	30%	27%	32%	29%	30%	30%	28%	34%	31%	27%	28%	36%	22%	25%
I've started using a food bank	3%	4%	3%	2%	3%	4%	6%	3%	1%	4%	3%	6%	1%	2%
Don't know	3%	3%	2%	2%	3%	2%	3%	1%	2%	4%	4%	2%	2%	1%
I'm not eating as much	17%	15%	19%	13%	16%	17%	23%	23%	14%	19%	16%	20%	10%	6%
I'm using services like moneysupermarket.com to get advice on saving money	13%	12%	13%	13%	14%	12%	10%	21%	13%	10%	12%	15%	6%	13%
I'm eating less healthily	12%	11%	13%	9%	13%	15%	14%	15%	10%	14%	7%	16%	6%	4%
I don't think I need to take any actions	12%	16%	8%	17%	11%	8%	9%	8%	11%	10%	15%	8%	23%	20%
I've cancelled my holiday plans	10%	10%	11%	10%	10%	11%	10%	15%	10%	9%	7%	14%	6%	7%
None of the above	12%	14%	10%	13%	12%	12%	11%	10%	9%	12%	13%	10%	17%	15%

Note:

BASE: All Respondents

Fieldwork: 13th Apr - 21st Apr 2022

Data weighted by: interlocking age & gender & education, interlocking region & 2019 vote, social grade, political attention and EU Referendum vote

(4.A) Thinking about Britain today, do you feel that too little, too much or the right amount is being done to help people cope with the rising cost of living?

	Total	Region										EU 2016 Vote			
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	3140	412	489	291	278	258	246	261	143	333	266	163	1295	1252	365
Weighted	3140	377	487	294	274	261	260	278	147	332	270	160	1243	1165	484
Too little	71%	63%	68%	75%	72%	67%	71%	73%	73%	75%	80%	74%	69%	72%	73%
About the right amount	18%	24%	19%	18%	19%	23%	17%	17%	18%	15%	12%	16%	20%	19%	15%
Too much	3%	5%	2%	2%	4%	3%	2%	3%	3%	4%	4%	2%	3%	3%	5%
Don't Know	7%	8%	12%	6%	5%	7%	10%	6%	6%	6%	4%	8%	8%	6%	8%

Note:

BASE: All Respondents

Fieldwork: 13th Apr - 21st Apr 2022

Data weighted by: interlocking age & gender & education, interlocking region & 2019 vote, social grade, political attention and EU Referendum vote

(4.B) Thinking about Britain today, do you feel that too little, too much or the right amount is being done to help people cope with the rising cost of living?

	Total	Age						2019				Voting Intention			
		18-24	25-34	35-44	45-54	55-64	65+	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	3140	375	341	500	525	615	784	1165	815	279	49	395	739	905	242
Weighted	3140	349	394	572	533	500	792	1064	779	282	47	520	685	855	246
Too little	71%	75%	65%	70%	76%	75%	69%	63%	76%	72%	85%	76%	54%	79%	69%
About the right amount	18%	14%	22%	19%	16%	15%	21%	26%	16%	17%	10%	13%	34%	14%	21%
Too much	3%	6%	5%	3%	2%	3%	2%	3%	4%	4%	4%	3%	3%	3%	4%
Don't Know	7%	5%	8%	8%	7%	7%	8%	9%	4%	7%	1%	9%	9%	3%	6%

Note:

BASE: All Respondents

Fieldwork: 13th Apr - 21st Apr 2022

Data weighted by: interlocking age & gender & education, interlocking region & 2019 vote, social grade, political attention and EU Referendum vote

(4.C) Thinking about Britain today, do you feel that too little, too much or the right amount is being done to help people cope with the rising cost of living?

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	3140	1547	1578	847	881	627	768	366	536	794	211	752	292	189
Weighted	3140	1518	1607	874	906	656	687	307	549	867	209	714	326	169
Too little	71%	68%	74%	67%	70%	73%	77%	90%	84%	74%	40%	72%	59%	46%
About the right amount	18%	22%	15%	23%	20%	16%	12%	6%	11%	16%	39%	17%	28%	39%
Too much	3%	4%	3%	4%	3%	4%	2%	2%	1%	3%	6%	5%	2%	4%
Don't Know	7%	7%	8%	6%	8%	7%	8%	3%	4%	7%	15%	7%	11%	11%

Note:

BASE: All Respondents

Fieldwork: 13th Apr - 21st Apr 2022

Data weighted by: interlocking age & gender & education, interlocking region & 2019 vote, social grade, political attention and EU Referendum vote

(5.A) Which of the following do you trust most to tackle the rising cost of living?

	Total	Region											EU 2016 Vote		
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	1550	209	234	132	136	133	121	129	71	179	131	75	657	586	189
Weighted	1557	198	235	133	129	133	124	136	73	182	138	76	628	547	250
The Labour Party	59%	67%	52%	54%	55%	52%	60%	59%	55%	68%	71%	54%	43%	70%	66%
The Conservative Party	41%	33%	48%	46%	45%	48%	40%	41%	45%	32%	29%	46%	57%	30%	34%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th Apr - 21st Apr 2022

Data weighted by: interlocking age & gender & education, interlocking region & 2019 vote, social grade, political attention and EU Referendum vote

(5.B) Which of the following do you trust most to tackle the rising cost of living?

	Total	Age						2019				Voting Intention			
		18-24	25-34	35-44	45-54	55-64	65+	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1550	176	170	234	268	308	394	582	383	138	33	202	363	436	115
Weighted	1557	163	196	275	275	252	398	529	375	137	30	268	338	416	113
The Labour Party	59%	80%	65%	67%	64%	54%	43%	25%	94%	69%	55%	63%	6%	97%	72%
The Conservative Party	41%	20%	35%	33%	36%	46%	57%	75%	6%	31%	45%	37%	94%	3%	28%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th Apr - 21st Apr 2022

Data weighted by: interlocking age & gender & education, interlocking region & 2019 vote, social grade, political attention and EU Referendum vote

(5.C) Which of the following do you trust most to tackle the rising cost of living?

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	1550	754	786	409	430	307	398	171	274	406	102	372	130	95
Weighted	1557	744	802	416	439	323	373	144	278	452	99	358	143	84
The Labour Party	59%	58%	60%	56%	60%	59%	63%	94%	67%	67%	41%	52%	39%	17%
The Conservative Party	41%	42%	40%	44%	40%	41%	37%	6%	33%	33%	59%	48%	61%	83%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th Apr - 21st Apr 2022

Data weighted by: interlocking age & gender & education, interlocking region & 2019 vote, social grade, political attention and EU Referendum vote

(6.A) Which of the following do you trust most to tackle the rising cost of living?

	Total	Region										EU 2016 Vote			
		London	South East	South West	East of England	East Midlands	West Midlands	Yorkshire and the Humber	North East	North West	Scotland	Wales	Leave	Remain	I did not vote
Unweighted	1593	204	256	159	143	125	125	132	72	154	135	88	639	668	176
Weighted	1586	181	252	161	147	128	136	142	74	150	132	84	616	620	234
Keir Starmer's Labour Party	59%	60%	49%	58%	51%	57%	53%	56%	70%	70%	71%	68%	42%	71%	64%
Boris Johnson's Conservative Party	41%	40%	51%	42%	49%	43%	47%	44%	30%	30%	29%	32%	58%	29%	36%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th Apr - 21st Apr 2022

Data weighted by: interlocking age & gender & education, interlocking region & 2019 vote, social grade, political attention and EU Referendum vote

(6.B) Which of the following do you trust most to tackle the rising cost of living?

	Total	Age						2019				Voting Intention			
		18-24	25-34	35-44	45-54	55-64	65+	Conservative Labour	Liberal Democrat	The Brexit Party	I did not vote	Conservative Labour	Liberal Democrats		
Unweighted	1593	199	172	268	257	307	390	585	432	142	16	193	377	469	128
Weighted	1586	186	199	300	258	249	395	537	404	147	17	252	348	439	135
Keir Starmer's Labour Party	59%	66%	69%	66%	66%	54%	43%	27%	87%	80%	32%	61%	9%	91%	72%
Boris Johnson's Conservative Party	41%	34%	31%	34%	34%	46%	57%	73%	13%	20%	68%	39%	91%	9%	28%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th Apr - 21st Apr 2022

Data weighted by: interlocking age & gender & education, interlocking region & 2019 vote, social grade, political attention and EU Referendum vote

(6.C) Which of the following do you trust most to tackle the rising cost of living?

	Total	Gender		Social Grade				Segment						
		Male	Female	AB	C1	C2	DE	Progressive Activist	Civic Pragmatists	Disengaged battlers	Established Liberals	Loyal Nationals	Disengaged Traditionalists	Backbone Conservatives
Unweighted	1593	796	792	438	452	320	372	196	262	388	109	381	163	94
Weighted	1586	777	805	458	468	333	316	165	271	415	109	356	184	85
Keir Starmer's Labour Party	59%	57%	60%	55%	63%	57%	60%	87%	70%	66%	46%	51%	42%	21%
Boris Johnson's Conservative Party	41%	43%	40%	45%	37%	43%	40%	13%	30%	34%	54%	49%	58%	79%

Note:

BASE: Question randomly assigned to respondents

Fieldwork: 13th Apr - 21st Apr 2022

Data weighted by: interlocking age & gender & education, interlocking region & 2019 vote, social grade, political attention and EU Referendum vote