

# Which of the following do you think is mostly to blame for the cost of living crisis?

Total sample size: 2,595

Nationally representative sample size: 2,080

| GB Sample Spec | Percentage | Quota | Completes  | % Complete | Global factors   |     | I don't know    |     | The Government    |     | Prefer not to say |     |
|----------------|------------|-------|------------|------------|------------------|-----|-----------------|-----|-------------------|-----|-------------------|-----|
| <b>TOTALS</b>  |            |       |            |            | <b>766 - 37%</b> |     | <b>139 - 7%</b> |     | <b>1054 - 51%</b> |     | <b>121 - 6%</b>   |     |
| Gender         | Quotas     |       | Raw counts |            | Results          |     |                 |     |                   |     |                   |     |
| Male           | 49.1%      | 1,020 | 1,020      | 100%       | 453              | 44% | 47              | 5%  | 479               | 47% | 41                | 4%  |
| Female         | 51.0%      | 1,060 | 1,060      | 100%       | 313              | 30% | 92              | 9%  | 575               | 54% | 80                | 8%  |
| AgeRange       | Quotas     |       | Raw counts |            | Results          |     |                 |     |                   |     |                   |     |
| 18-24          | 11.4%      | 238   | 236        | 99%        | 52               | 22% | 26              | 11% | 133               | 56% | 25                | 11% |
| 25-34          | 16.6%      | 345   | 345        | 100%       | 76               | 22% | 31              | 9%  | 209               | 61% | 29                | 8%  |
| 35-44          | 17.8%      | 369   | 369        | 100%       | 108              | 29% | 30              | 8%  | 210               | 57% | 21                | 6%  |
| 45-54          | 17.8%      | 369   | 370        | 100%       | 137              | 37% | 18              | 5%  | 193               | 52% | 22                | 6%  |
| 55-64          | 15.2%      | 316   | 316        | 100%       | 142              | 45% | 22              | 7%  | 140               | 44% | 12                | 4%  |
| 65+            | 21.3%      | 443   | 444        | 100%       | 251              | 57% | 12              | 3%  | 169               | 38% | 12                | 3%  |

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|--------------------------|---------------|-------------------|-----------|----------------|----------------|--------------|----------------|-------------------|-----|------------|----|------------|
| <b>SocialGrade</b>       | <b>Quotas</b> | <b>Raw counts</b> |           | <b>Results</b> |                |              |                |                   |     |            |    |            |
| AB                       | 22.8%         | 474               | 473       | <b>100%</b>    | 165            | <b>35%</b>   | 34             | <b>7%</b>         | 250 | <b>53%</b> | 24 | <b>5%</b>  |
| C1                       | 30.9%         | 644               | 644       | <b>100%</b>    | 270            | <b>42%</b>   | 40             | <b>6%</b>         | 305 | <b>47%</b> | 29 | <b>5%</b>  |
| C2                       | 21.2%         | 441               | 441       | <b>100%</b>    | 164            | <b>37%</b>   | 28             | <b>6%</b>         | 223 | <b>51%</b> | 26 | <b>6%</b>  |
| DE                       | 25.1%         | 522               | 522       | <b>100%</b>    | 167            | <b>32%</b>   | 37             | <b>7%</b>         | 276 | <b>53%</b> | 42 | <b>8%</b>  |
| <b>Region</b>            | <b>Quotas</b> | <b>Raw counts</b> |           | <b>Results</b> |                |              |                |                   |     |            |    |            |
| East of England          | 9.7%          | 202               | 202       | <b>100%</b>    | 75             | <b>37%</b>   | 14             | <b>7%</b>         | 99  | <b>49%</b> | 14 | <b>7%</b>  |
| East Midlands            | 7.5%          | 157               | 156       | <b>99%</b>     | 72             | <b>46%</b>   | 14             | <b>9%</b>         | 60  | <b>38%</b> | 10 | <b>6%</b>  |
| London                   | 12.0%         | 249               | 248       | <b>100%</b>    | 91             | <b>37%</b>   | 13             | <b>5%</b>         | 131 | <b>53%</b> | 13 | <b>5%</b>  |
| North East               | 4.2%          | 88                | 87        | <b>99%</b>     | 31             | <b>36%</b>   | 2              | <b>2%</b>         | 45  | <b>52%</b> | 9  | <b>10%</b> |
| North West               | 11.6%         | 242               | 241       | <b>100%</b>    | 72             | <b>30%</b>   | 19             | <b>8%</b>         | 137 | <b>57%</b> | 13 | <b>5%</b>  |
| Yorkshire and The Humber | 8.6%          | 178               | 177       | <b>99%</b>     | 73             | <b>41%</b>   | 14             | <b>8%</b>         | 81  | <b>46%</b> | 9  | <b>5%</b>  |
| South East               | 14.3%         | 298               | 297       | <b>100%</b>    | 120            | <b>40%</b>   | 22             | <b>7%</b>         | 136 | <b>46%</b> | 19 | <b>6%</b>  |
| South West               | 9.2%          | 191               | 191       | <b>100%</b>    | 76             | <b>40%</b>   | 11             | <b>6%</b>         | 95  | <b>50%</b> | 9  | <b>5%</b>  |
| West Midlands            | 9.1%          | 189               | 188       | <b>99%</b>     | 72             | <b>38%</b>   | 14             | <b>7%</b>         | 89  | <b>47%</b> | 13 | <b>7%</b>  |
| Wales                    | 5.1%          | 105               | 105       | <b>100%</b>    | 30             | <b>29%</b>   | 5              | <b>5%</b>         | 67  | <b>64%</b> | 3  | <b>3%</b>  |

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|-------------------------|------------|-------|------------|------------|----------------|-----|--------------|-----|----------------|-----|-------------------|-----|
| Scotland                | 8.7%       | 182   | 181        | 99%        | 52             | 29% | 10           | 6%  | 110            | 61% | 9                 | 5%  |
| VoteBrexit              | Quotas     |       | Raw counts |            | Results        |     |              |     |                |     |                   |     |
| Leave                   | 37.5%      | 779   | 779        | 100%       | 413            | 53% | 44           | 6%  | 289            | 37% | 33                | 4%  |
| Remain                  | 34.7%      | 723   | 723        | 100%       | 217            | 30% | 31           | 4%  | 450            | 62% | 25                | 3%  |
| None                    | 27.8%      | 578   | 578        | 100%       | 136            | 24% | 64           | 11% | 315            | 54% | 63                | 11% |
| Vote2019                | Quotas     |       | Raw counts |            | Results        |     |              |     |                |     |                   |     |
| Conservative-party      | 29.3%      | 610   | 611        | 100%       | 398            | 65% | 34           | 6%  | 159            | 26% | 20                | 3%  |
| Labour-party            | 21.6%      | 449   | 449        | 100%       | 81             | 18% | 21           | 5%  | 329            | 73% | 18                | 4%  |
| Liberal-democrats       | 7.8%       | 162   | 162        | 100%       | 61             | 38% | 4            | 2%  | 94             | 58% | 3                 | 2%  |
| Scottish-national-party | 2.6%       | 54    | 54         | 100%       | 11             | 20% | 2            | 4%  | 40             | 74% | 1                 | 2%  |
| Other                   | 5.9%       | 123   | 123        | 100%       | 38             | 31% | 6            | 5%  | 73             | 59% | 6                 | 5%  |
| No-vote                 | 32.7%      | 680   | 681        | 100%       | 177            | 26% | 72           | 11% | 359            | 53% | 73                | 11% |