

# The cost-of-living-crisis

Total sample size: 1,808

Nationally representative sample size: 1,009

GB Sample Spec	Percentage	Quota	Completes	% Complete	Labour	Conservatives	Neither	I don't know				
<b>TOTALS</b>					<b>310 - 30.7%</b>	<b>132 - 13.1%</b>	<b>361 - 35.8%</b>	<b>206 - 20.4%</b>				
Gender	Quotas	Raw counts	Results									
Male	48.7%	491	491	100.0%	150	30.5%	87	17.7%	189	38.5%	65	13.2%
Female	50.8%	513	513	100.0%	160	31.2%	45	8.8%	169	32.9%	139	27.1%
Neither	0.5%	5	5	100.0%	0	0%	0	0%	3	60.0%	2	40.0%
AgeRange	Quotas	Raw counts	Results									
18-24	10.6%	107	107	100.0%	39	36.4%	6	5.6%	34	31.8%	28	26.2%
25-34	17.0%	172	172	100.0%	79	45.9%	3	1.7%	46	26.7%	44	25.6%
35-44	16.4%	165	165	100.0%	57	34.5%	3	1.8%	62	37.6%	43	26.1%

GB Sample Spec	Percentage	Quota	Completes	% Complete	Labour		Conservatives		Neither		I don't know	
45-54	16.9%	171	171	100.0%	59	34.5%	16	9.4%	63	36.8%	33	19.3%
55-64	15.9%	160	160	100.0%	30	18.8%	28	17.5%	73	45.6%	29	18.1%
65+	23.2%	234	234	100.0%	46	19.7%	76	32.5%	83	35.5%	29	12.4%

  

SocialGrade	Quotas	Raw counts			Results							
AB	22.8%	230	230	100.0%	92	40.0%	30	13.0%	71	30.9%	37	16.1%
C1	30.9%	312	312	100.0%	119	38.1%	40	12.8%	104	33.3%	49	15.7%
C2	21.2%	214	214	100.0%	43	20.1%	30	14.0%	94	43.9%	47	22.0%
DE	25.1%	253	253	100.0%	56	22.1%	32	12.6%	92	36.4%	73	28.9%

  

Region	Quotas	Raw counts			Results							
North East	4.1%	41	41	100.0%	20	48.8%	8	19.5%	7	17.1%	6	14.6%
North West	11.4%	115	115	100.0%	31	27.0%	20	17.4%	40	34.8%	24	20.9%
Yorkshire and The Humber	8.4%	85	85	100.0%	26	30.6%	14	16.5%	25	29.4%	20	23.5%
East Midlands	7.5%	76	76	100.0%	18	23.7%	12	15.8%	30	39.5%	16	21.1%

Find Out Now interviewed 1,808 GB adults on 2023-10-10, and produced a sample of 1,009 respondents which is nationally representative by: Gender, Age, Social Class, Region, Brexit Vote, and 2019 General Election.

GB Sample Spec	Percentage	Quota	Completes	% Complete	Labour		Conservatives		Neither		I don't know	
West Midlands	9.1%	92	92	100.0%	24	26.1%	10	10.9%	35	38.0%	23	25.0%
East of England	9.7%	98	98	100.0%	32	32.7%	9	9.2%	34	34.7%	23	23.5%
London	13.5%	136	136	100.0%	61	44.9%	19	14.0%	33	24.3%	23	16.9%
South East	14.3%	144	144	100.0%	30	20.8%	24	16.7%	59	41.0%	31	21.5%
South West	8.8%	89	89	100.0%	23	25.8%	8	9.0%	42	47.2%	16	18.0%
Wales	4.8%	48	48	100.0%	15	31.3%	7	14.6%	20	41.7%	6	12.5%
Scotland	8.4%	85	85	100.0%	30	35.3%	1	1.2%	36	42.4%	18	21.2%
VoteBrexit	Quotas		Raw counts		Results							
Leave	37.5%	378	378	100.0%	64	16.9%	101	26.7%	155	41.0%	58	15.3%
Remain	34.7%	350	350	100.0%	178	50.9%	22	6.3%	104	29.7%	46	13.1%
None	27.8%	281	281	100.0%	68	24.2%	9	3.2%	102	36.3%	102	36.3%
Vote2019	Quotas		Raw counts		Results							
Conservative-party	29.3%	296	296	100.0%	24	8.1%	109	36.8%	133	44.9%	30	10.1%

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GB Sample Spec	Percentage	Quota	Completes	% Complete	Labour		Conservatives		Neither		I don't know	
Labour-party	21.6%	218	218	100.0%	156	71.6%	0	0%	37	17.0%	25	11.5%
Liberal-democrats	7.8%	79	79	100.0%	38	48.1%	6	7.6%	25	31.6%	10	12.7%
Scottish-national-party	2.6%	26	26	100.0%	13	50.0%	0	0%	11	42.3%	2	7.7%
Other	5.9%	60	59	98.3%	17	28.8%	4	6.8%	28	47.5%	10	16.9%
No-vote	32.7%	330	331	100.3%	62	18.7%	13	3.9%	127	38.4%	129	39.0%

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