# Deltapoll Survey Results

**Prepared by Deltapoll for the Daily Mirror**

**Sample Size: 1,515 adults in Great Britain**
**Fieldwork: 25th - 27th January 2022**

| Mirror | | Gender | | Age | | | | | Generation | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18 to 24 | 25 to 34 | 35 to 54 | 55 to 64 | 65+ | Millennials | Generation X | Baby Boomers |
| All GB Adults | 1515 | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?** | | | | | | | | | | | |
| **The Prime Minister, Boris Johnson** | | | | | | | | | | | |
| Very well | **7** | 8 | 7 | 8 | 8 | 7 | 7 | 8 | 7 | 7 | 6 |
| Quite well | **22** | 23 | 21 | 19 | 21 | 21 | 18 | 28 | 20 | 22 | 23 |
| Quite badly | **25** | 23 | 27 | 19 | 18 | 29 | 29 | 25 | 22 | 27 | 27 |
| Very badly | **44** | 44 | 43 | 49 | 51 | 42 | 45 | 38 | 48 | 43 | 41 |
| Don't know | **2** | 2 | 2 | 4 | 2 | 1 | 1 | 1 | 3 | 1 | 1 |
| Well (All) | **29** | 31 | 28 | 27 | 29 | 28 | 25 | 36 | 27 | 29 | 29 |
| Badly (All) | **69** | 67 | 70 | 68 | 69 | 71 | 74 | 63 | 70 | 70 | 68 |
| NET | **-40** | -36 | -42 | -41 | -40 | -43 | -49 | -27 | -43 | -41 | -39 |
| **The leader of the Labour Party, Keir Starmer** | | | | | | | | | | | |
| Very well | **6** | 6 | 6 | 13 | 8 | 5 | 3 | 6 | 9 | 5 | 5 |
| Quite well | **36** | 36 | 36 | 27 | 43 | 37 | 40 | 33 | 36 | 37 | 34 |
| Quite badly | **24** | 30 | 19 | 20 | 23 | 28 | 18 | 26 | 22 | 29 | 25 |
| Very badly | **14** | 15 | 14 | 5 | 7 | 13 | 20 | 21 | 10 | 11 | 21 |
| Don't know | **19** | 13 | 24 | 35 | 18 | 17 | 19 | 14 | 23 | 18 | 16 |
| Well (All) | **42** | 42 | 42 | 40 | 51 | 42 | 43 | 39 | 45 | 42 | 39 |
| Badly (All) | **38** | 45 | 33 | 25 | 30 | 41 | 38 | 47 | 32 | 40 | 46 |
| NET | **+4** | -3 | +9 | +15 | +21 | +1 | +5 | -8 | +13 | +2 | -7 |


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# Deltapoll Survey Results

**Prepared by Deltapoll for the Daily Mirror**

**Sample Size: 1,515 adults in Great Britain**
**Fieldwork: 25th - 27th January 2022**

| Mirror | | EU Ref Vote | | GE 19 Vote | | | | Party Brexit Groups | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Leave | Remain | Con | Lab | Lib Dem | Other | Con Leavers | Con Remainers | Lab Leavers | Lab Remainers |
| All GB Adults | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?** | | | | | | | | | | | |
| **The Prime Minister, Boris Johnson** | | | | | | | | | | | |
| Very well | **7** | 10 | 5 | 11 | 3 | 0 | 12 | 11 | 11 | 6 | 2 |
| Quite well | **22** | 28 | 17 | 38 | 15 | 12 | 6 | 37 | 37 | 13 | 11 |
| Quite badly | **25** | 30 | 22 | 29 | 20 | 18 | 19 | 31 | 28 | 31 | 21 |
| Very badly | **44** | 32 | 55 | 21 | 61 | 71 | 60 | 20 | 23 | 50 | 65 |
| Don't know | **2** | 1 | 1 | 1 | 1 | 0 | 3 | 1 | 1 | 0 | 1 |
| Well (All) | **29** | 38 | 22 | 49 | 18 | 12 | 18 | 48 | 48 | 19 | 13 |
| Badly (All) | **69** | 62 | 77 | 50 | 81 | 89 | 79 | 51 | 51 | 81 | 86 |
| NET | **-40** | -24 | -55 | -1 | -63 | -77 | -61 | -3 | -3 | -62 | -73 |
| **The leader of the Labour Party, Keir Starmer** | | | | | | | | | | | |
| Very well | **6** | 5 | 7 | 3 | 11 | 7 | 8 | 2 | 7 | 16 | 9 |
| Quite well | **36** | 31 | 46 | 29 | 49 | 45 | 30 | 27 | 29 | 49 | 57 |
| Quite badly | **24** | 26 | 25 | 28 | 21 | 19 | 32 | 27 | 32 | 19 | 22 |
| Very badly | **14** | 23 | 8 | 28 | 5 | 6 | 7 | 32 | 20 | 8 | 3 |
| Don't know | **19** | 14 | 13 | 13 | 14 | 23 | 23 | 12 | 12 | 9 | 9 |
| Well (All) | **42** | 36 | 53 | 32 | 60 | 52 | 38 | 29 | 36 | 65 | 66 |
| Badly (All) | **38** | 49 | 33 | 56 | 26 | 25 | 39 | 59 | 52 | 27 | 25 |
| NET | **+4** | -13 | +20 | -24 | +34 | +27 | -1 | -30 | -16 | +38 | +41 |


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# Deltapoll Survey Results

**Prepared by Deltapoll for the Daily Mirror**

**Sample Size: 1,515 adults in Great Britain**
**Fieldwork: 25th - 27th January 2022**

| Mirror | | Region | | | | | | Social Grade | | Conservative Seats | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | London | Rest of South | Midlands | North | Wales | Scotland | ABC1 | C2DE | Gained by Con | Held by Con | Not Won by Con |
| All GB Adults | 1515 | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **For each of the following party leaders, do you think they are doing very well in their job, quite well, quite badly or very badly?** | | | | | | | | | | | | |
| **The Prime Minister, Boris Johnson** | | | | | | | | | | | | |
| Very well | 7 | 9 | 9 | 6 | 7 | 8 | 1 | 7 | 8 | 12 | 9 | 4 |
| Quite well | 22 | 24 | 26 | 22 | 20 | 19 | 10 | 19 | 26 | 15 | 25 | 20 |
| Quite badly | 25 | 23 | 27 | 28 | 26 | 12 | 26 | 26 | 25 | 29 | 28 | 22 |
| Very badly | 44 | 43 | 36 | 43 | 44 | 58 | 62 | 47 | 39 | 42 | 36 | 52 |
| Don't know | 2 | 0 | 2 | 1 | 3 | 2 | 1 | 2 | 2 | 1 | 2 | 2 |
| Well (All) | 29 | 33 | 35 | 28 | 27 | 27 | 11 | 26 | 34 | 27 | 34 | 24 |
| Badly (All) | 69 | 66 | 63 | 71 | 70 | 70 | 88 | 73 | 64 | 71 | 64 | 74 |
| NET | -40 | -33 | -28 | -43 | -43 | -43 | -77 | -47 | -30 | -44 | -30 | -50 |
| **The leader of the Labour Party, Keir Starmer** | | | | | | | | | | | | |
| Very well | 6 | 7 | 6 | 5 | 9 | 2 | 6 | 6 | 7 | 7 | 5 | 8 |
| Quite well | 36 | 35 | 32 | 42 | 36 | 53 | 34 | 41 | 30 | 36 | 36 | 37 |
| Quite badly | 24 | 27 | 26 | 23 | 22 | 18 | 28 | 25 | 24 | 19 | 25 | 24 |
| Very badly | 14 | 12 | 17 | 13 | 15 | 19 | 5 | 11 | 18 | 18 | 17 | 10 |
| Don't know | 19 | 19 | 20 | 17 | 17 | 8 | 27 | 18 | 20 | 19 | 17 | 21 |
| Well (All) | 42 | 42 | 38 | 47 | 45 | 55 | 40 | 47 | 37 | 43 | 41 | 45 |
| Badly (All) | 38 | 39 | 43 | 36 | 37 | 37 | 33 | 36 | 42 | 37 | 42 | 34 |
| NET | +4 | +3 | -5 | +11 | +8 | +18 | +7 | +11 | -5 | +6 | -1 | +11 |


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| Mirror | | Gender | | Age | | | | | Generation | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18 to 24 | 25 to 34 | 35 to 54 | 55 to 64 | 65+ | Millennials | Generation X | Baby Boomers |
| All GB Adults | 1515 | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **And for each of the following, do you think they are doing very well in their job, quite well, quite badly or very badly?** | | | | | | | | | | | |
| **The Chancellor of the Exchequer, Rishi Sunak** | | | | | | | | | | | |
| Very well | **13** | 14 | 11 | 12 | 11 | 9 | 15 | 18 | 10 | 10 | 17 |
| Quite well | **46** | 46 | 47 | 32 | 40 | 54 | 40 | 51 | 41 | 52 | 44 |
| Quite badly | **16** | 18 | 14 | 23 | 20 | 16 | 17 | 10 | 20 | 16 | 13 |
| Very badly | **8** | 12 | 4 | 17 | 13 | 6 | 6 | 5 | 13 | 6 | 6 |
| Don't know | **17** | 11 | 23 | 16 | 16 | 16 | 21 | 15 | 16 | 16 | 20 |
| Well (All) | **59** | 60 | 58 | 44 | 51 | 63 | 55 | 69 | 51 | 62 | 61 |
| Badly (All) | **24** | 30 | 18 | 40 | 33 | 22 | 23 | 15 | 33 | 22 | 19 |
| NET | **+35** | +30 | +40 | +4 | +18 | +41 | +32 | +54 | +18 | +40 | +42 |
| **The Foreign Secretary, Liz Truss** | | | | | | | | | | | |
| Very well | **5** | 7 | 2 | 7 | 9 | 3 | 3 | 4 | 7 | 4 | 3 |
| Quite well | **27** | 31 | 22 | 24 | 22 | 25 | 26 | 34 | 23 | 25 | 30 |
| Quite badly | **16** | 17 | 16 | 17 | 21 | 18 | 13 | 13 | 20 | 17 | 12 |
| Very badly | **9** | 13 | 6 | 9 | 14 | 6 | 12 | 10 | 11 | 6 | 11 |
| Don't know | **43** | 32 | 54 | 43 | 34 | 48 | 46 | 39 | 39 | 49 | 44 |
| Well (All) | **32** | 38 | 24 | 31 | 31 | 28 | 29 | 38 | 30 | 29 | 33 |
| Badly (All) | **25** | 30 | 22 | 26 | 35 | 24 | 25 | 23 | 31 | 23 | 23 |
| NET | **+7** | +8 | +2 | +5 | -4 | +4 | +4 | +15 | -1 | +6 | +10 |
| **The Home Secretary, Priti Patel** | | | | | | | | | | | |
| Very well | **4** | 6 | 3 | 10 | 7 | 3 | 3 | 3 | 8 | 3 | 2 |
| Quite well | **26** | 28 | 24 | 24 | 24 | 29 | 20 | 27 | 24 | 29 | 23 |
| Quite badly | **27** | 23 | 30 | 24 | 28 | 26 | 28 | 26 | 27 | 26 | 27 |
| Very badly | **26** | 30 | 21 | 25 | 27 | 24 | 29 | 26 | 28 | 21 | 28 |
| Don't know | **17** | 12 | 23 | 17 | 13 | 18 | 20 | 18 | 13 | 20 | 19 |
| Well (All) | **30** | 34 | 27 | 34 | 31 | 32 | 23 | 30 | 32 | 32 | 25 |
| Badly (All) | **53** | 53 | 51 | 49 | 55 | 50 | 57 | 52 | 55 | 47 | 55 |
| NET | **-23** | -19 | -24 | -15 | -24 | -18 | -34 | -22 | -23 | -15 | -30 |


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| Mirror | | EU Ref Vote | | GE 19 Vote | | | | Party Brexit Groups | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Leave | Remain | Con | Lab | Lib Dem | Other | Con Leavers | Con Remainers | Lab Leavers | Lab Remainers |
| All GB Adults | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **And for each of the following, do you think they are doing very well in their job, quite well, quite badly or very badly?** | | | | | | | | | | | |
| **The Chancellor of the Exchequer, Rishi Sunak** | | | | | | | | | | | |
| Very well | **13** | 16 | 11 | 22 | 6 | 6 | 11 | 21 | 22 | 10 | 6 |
| Quite well | **46** | 49 | 51 | 55 | 44 | 47 | 33 | 52 | 65 | 50 | 49 |
| Quite badly | **16** | 12 | 18 | 8 | 25 | 19 | 15 | 9 | 4 | 18 | 25 |
| Very badly | **8** | 7 | 8 | 4 | 13 | 7 | 13 | 4 | 3 | 7 | 12 |
| Don't know | **17** | 16 | 12 | 12 | 11 | 21 | 28 | 14 | 6 | 16 | 9 |
| Well (All) | **59** | 65 | 62 | 77 | 50 | 53 | 44 | 73 | 87 | 60 | 55 |
| Badly (All) | **24** | 19 | 26 | 12 | 38 | 26 | 28 | 13 | 7 | 25 | 37 |
| NET | **+35** | +46 | +36 | +65 | +12 | +27 | +16 | +60 | +80 | +35 | +18 |
| **The Foreign Secretary, Liz Truss** | | | | | | | | | | | |
| Very well | **5** | 7 | 4 | 6 | 4 | 3 | 4 | 6 | 7 | 7 | 3 |
| Quite well | **27** | 27 | 28 | 39 | 22 | 15 | 25 | 36 | 45 | 11 | 27 |
| Quite badly | **16** | 14 | 19 | 10 | 23 | 15 | 17 | 10 | 7 | 29 | 24 |
| Very badly | **9** | 9 | 13 | 4 | 13 | 20 | 14 | 5 | 3 | 11 | 17 |
| Don't know | **43** | 43 | 36 | 41 | 39 | 47 | 41 | 42 | 38 | 41 | 29 |
| Well (All) | **32** | 34 | 32 | 45 | 26 | 18 | 29 | 42 | 52 | 18 | 30 |
| Badly (All) | **25** | 23 | 32 | 14 | 36 | 35 | 31 | 15 | 10 | 40 | 41 |
| NET | **+7** | +11 | +0 | +31 | -10 | -17 | -2 | +27 | +42 | -22 | -11 |
| **The Home Secretary, Priti Patel** | | | | | | | | | | | |
| Very well | **4** | 6 | 3 | 6 | 3 | 1 | 8 | 7 | 4 | 5 | 2 |
| Quite well | **26** | 25 | 28 | 35 | 24 | 11 | 22 | 31 | 46 | 19 | 24 |
| Quite badly | **27** | 28 | 27 | 29 | 26 | 18 | 24 | 31 | 26 | 22 | 30 |
| Very badly | **26** | 24 | 31 | 17 | 35 | 46 | 30 | 19 | 13 | 29 | 36 |
| Don't know | **17** | 17 | 12 | 14 | 13 | 23 | 17 | 13 | 11 | 24 | 8 |
| Well (All) | **30** | 31 | 31 | 41 | 27 | 12 | 30 | 38 | 50 | 24 | 26 |
| Badly (All) | **53** | 52 | 58 | 46 | 61 | 64 | 54 | 50 | 39 | 51 | 66 |
| NET | **-23** | -21 | -27 | -5 | -34 | -52 | -24 | -12 | +11 | -27 | -40 |


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| Mirror | | Region | | | | | | Social Grade | | Conservative Seats | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | London | Rest of South | Midlands | North | Wales | Scotland | ABC1 | C2DE | Gained by Con | Held by Con | Not Won by Con |
| All GB Adults | 1515 | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **And for each of the following, do you think they are doing very well in their job, quite well, quite badly or very badly?** | | | | | | | | | | | | |
| **The Chancellor of the Exchequer, Rishi Sunak** | | | | | | | | | | | | |
| Very well | **13** | 12 | 17 | 12 | 11 | 16 | 6 | 14 | 12 | 16 | 16 | 8 |
| Quite well | **46** | 44 | 46 | 51 | 44 | 52 | 45 | 50 | 41 | 42 | 50 | 44 |
| Quite badly | **16** | 24 | 12 | 16 | 20 | 8 | 15 | 17 | 16 | 19 | 14 | 19 |
| Very badly | **8** | 16 | 6 | 3 | 9 | 9 | 9 | 8 | 8 | 6 | 5 | 11 |
| Don't know | **17** | 4 | 20 | 17 | 16 | 14 | 25 | 12 | 23 | 17 | 15 | 19 |
| Well (All) | **59** | 56 | 63 | 63 | 55 | 68 | 51 | 64 | 53 | 58 | 66 | 52 |
| Badly (All) | **24** | 40 | 18 | 19 | 29 | 17 | 24 | 25 | 24 | 25 | 19 | 30 |
| NET | **+35** | +16 | +45 | +44 | +26 | +51 | +27 | +39 | +29 | +33 | +47 | +22 |
| **The Foreign Secretary, Liz Truss** | | | | | | | | | | | | |
| Very well | **5** | 11 | 4 | 5 | 4 | 4 | 0 | 5 | 5 | 4 | 5 | 5 |
| Quite well | **27** | 31 | 27 | 26 | 25 | 37 | 19 | 28 | 25 | 17 | 29 | 26 |
| Quite badly | **16** | 14 | 16 | 18 | 16 | 9 | 21 | 16 | 16 | 14 | 17 | 16 |
| Very badly | **9** | 7 | 11 | 9 | 10 | 8 | 9 | 10 | 8 | 13 | 8 | 10 |
| Don't know | **43** | 37 | 42 | 42 | 46 | 42 | 50 | 40 | 47 | 52 | 41 | 44 |
| Well (All) | **32** | 42 | 31 | 31 | 29 | 41 | 19 | 33 | 30 | 21 | 34 | 31 |
| Badly (All) | **25** | 21 | 27 | 27 | 26 | 17 | 30 | 26 | 24 | 27 | 25 | 26 |
| NET | **+7** | +21 | +4 | +4 | +3 | +24 | -11 | +7 | +6 | -6 | +9 | +5 |
| **The Home Secretary, Priti Patel** | | | | | | | | | | | | |
| Very well | **4** | 9 | 5 | 4 | 3 | 4 | 3 | 5 | 4 | 2 | 5 | 4 |
| Quite well | **26** | 30 | 26 | 25 | 21 | 41 | 22 | 26 | 26 | 23 | 28 | 24 |
| Quite badly | **27** | 20 | 27 | 29 | 29 | 19 | 28 | 28 | 24 | 32 | 26 | 26 |
| Very badly | **26** | 37 | 23 | 20 | 30 | 24 | 23 | 28 | 23 | 25 | 24 | 28 |
| Don't know | **17** | 5 | 20 | 21 | 17 | 11 | 24 | 13 | 23 | 17 | 17 | 18 |
| Well (All) | **30** | 39 | 31 | 29 | 24 | 45 | 25 | 31 | 30 | 25 | 33 | 28 |
| Badly (All) | **53** | 57 | 50 | 49 | 59 | 43 | 51 | 56 | 47 | 57 | 50 | 54 |
| NET | **-23** | -18 | -19 | -20 | -35 | +2 | -26 | -25 | -17 | -32 | -17 | -26 |


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| Mirror | Total | Gender | | Age | | | | | Generation | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18 to 24 | 25 to 34 | 35 to 54 | 55 to 64 | 65+ | Millennials | Generation X | Baby Boomers |
| All GB Adults | 1515 | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?** | | | | | | | | | | | |
| A Conservative government led by Boris Johnson with Rishi Sunak as Chancellor of the Exchequer | **36** | 39 | 33 | 19 | 28 | 38 | 36 | 49 | 23 | 41 | 42 |
| A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer | **42** | 45 | 39 | 63 | 57 | 40 | 40 | 28 | 57 | 39 | 33 |
| Don't know | **21** | 15 | 27 | 19 | 16 | 22 | 23 | 24 | 20 | 20 | 26 |
| **And if there were a second referendum on British membership of the European Union, how would you vote?** | | | | | | | | | | | |
| To Leave the EU | **42** | 45 | 39 | 13 | 25 | 41 | 50 | 62 | 22 | 41 | 54 |
| To Remain In the EU | **45** | 45 | 44 | 59 | 61 | 47 | 42 | 26 | 60 | 46 | 35 |
| Would not vote | **6** | 6 | 6 | 18 | 7 | 5 | 2 | 5 | 10 | 5 | 3 |
| Don't know | **7** | 4 | 11 | 9 | 6 | 8 | 6 | 7 | 8 | 8 | 7 |
| **Taking everything into account, how worried are you by the coronavirus outbreak?** | | | | | | | | | | | |
| Very worried | **17** | 13 | 21 | 17 | 16 | 14 | 21 | 19 | 15 | 14 | 20 |
| Fairly worried | **46** | 44 | 47 | 45 | 38 | 45 | 49 | 48 | 43 | 44 | 51 |
| Not very worried | **25** | 25 | 25 | 22 | 33 | 29 | 20 | 20 | 28 | 29 | 17 |
| Not at all worried | **11** | 16 | 7 | 6 | 12 | 12 | 10 | 13 | 10 | 12 | 12 |
| Don't know | **1** | 3 | 0 | 11 | 0 | 0 | 0 | 0 | 4 | 0 | 0 |
| Worried (All) | **63** | 57 | 68 | 62 | 54 | 59 | 70 | 67 | 58 | 58 | 71 |
| No worried (All) | **36** | 41 | 32 | 28 | 45 | 41 | 30 | 33 | 38 | 41 | 29 |
| NET | **+27** | +16 | +36 | +34 | +9 | +18 | +40 | +34 | +20 | +17 | +42 |


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| Mirror | | EU Ref Vote | | GE 19 Vote | | | | Party Brexit Groups | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Leave | Remain | Con | Lab | Lib Dem | Other | Con Leavers | Con Remainers | Lab Leavers | Lab Remainers |
| All GB Adults | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?** | | | | | | | | | | | |
| A Conservative government led by Boris Johnson with Rishi Sunak as Chancellor of the Exchequer | 36 | 50 | 30 | 69 | 9 | 12 | 26 | 69 | 73 | 11 | 9 |
| A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer | 42 | 28 | 53 | 11 | 76 | 69 | 42 | 10 | 11 | 80 | 78 |
| Don't know | 21 | 22 | 17 | 20 | 15 | 19 | 32 | 21 | 16 | 9 | 13 |
| **And if there were a second referendum on British membership of the European Union, how would you vote?** | | | | | | | | | | | |
| To Leave the EU | 42 | 83 | 12 | 72 | 23 | 17 | 33 | 91 | 30 | 70 | 7 |
| To Remain In the EU | 45 | 11 | 80 | 21 | 64 | 69 | 61 | 7 | 56 | 15 | 90 |
| Would not vote | 6 | 1 | 3 | 2 | 6 | 6 | 2 | 0 | 4 | 1 | 2 |
| Don't know | 7 | 5 | 5 | 5 | 7 | 8 | 4 | 2 | 11 | 13 | 2 |
| **Taking everything into account, how worried are you by the coronavirus outbreak?** | | | | | | | | | | | |
| Very worried | 17 | 16 | 18 | 15 | 16 | 17 | 31 | 12 | 18 | 25 | 15 |
| Fairly worried | 46 | 45 | 47 | 48 | 48 | 44 | 35 | 49 | 50 | 40 | 51 |
| Not very worried | 25 | 24 | 28 | 25 | 26 | 24 | 23 | 25 | 24 | 28 | 27 |
| Not at all worried | 11 | 15 | 7 | 12 | 6 | 15 | 11 | 13 | 8 | 7 | 7 |
| Don't know | 1 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 0 |
| Worried (All) | 63 | 61 | 65 | 63 | 64 | 61 | 66 | 61 | 68 | 65 | 66 |
| No worried (All) | 36 | 39 | 35 | 37 | 32 | 39 | 34 | 38 | 32 | 35 | 34 |
| NET | +27 | +22 | +30 | +26 | +32 | +22 | +32 | +23 | +36 | +30 | +32 |


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| Mirror | | Region | | | | | | Social Grade | | Conservative Seats | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | London | Rest of South | Midlands | North | Wales | Scotland | ABC1 | C2DE | Gained by Con | Held by Con | Not Won by Con |
| All GB Adults | 1515 | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **Putting aside any support for a political party you may have, which of the following do you think would be best for the British economy?** | | | | | | | | | | | | |
| A Conservative government led by Boris Johnson with Rishi Sunak as Chancellor of the Exchequer | **36** | 29 | 46 | 37 | 31 | 40 | 26 | 36 | 38 | 36 | 43 | 29 |
| A Labour government led by Keir Starmer with Rachel Reeves as Chancellor of the Exchequer | **42** | 53 | 33 | 40 | 47 | 51 | 46 | 44 | 40 | 40 | 34 | 52 |
| Don't know | **21** | 18 | 21 | 23 | 22 | 9 | 28 | 21 | 23 | 25 | 23 | 19 |
| **And if there were a second referendum on British membership of the European Union, how would you vote?** | | | | | | | | | | | | |
| To Leave the EU | **42** | 26 | 47 | 39 | 46 | 40 | 40 | 36 | 49 | 58 | 46 | 33 |
| To Remain In the EU | **45** | 54 | 41 | 47 | 38 | 58 | 54 | 54 | 33 | 29 | 42 | 51 |
| Would not vote | **6** | 11 | 4 | 7 | 8 | 1 | 0 | 4 | 9 | 4 | 5 | 7 |
| Don't know | **7** | 9 | 8 | 8 | 8 | 1 | 6 | 6 | 9 | 8 | 7 | 7 |
| **Taking everything into account, how worried are you by the coronavirus outbreak?** | | | | | | | | | | | | |
| Very worried | **17** | 10 | 19 | 19 | 12 | 15 | 28 | 13 | 21 | 12 | 16 | 18 |
| Fairly worried | **46** | 50 | 46 | 48 | 45 | 40 | 34 | 50 | 40 | 48 | 47 | 43 |
| Not very worried | **25** | 22 | 20 | 26 | 30 | 34 | 28 | 25 | 25 | 21 | 24 | 27 |
| Not at all worried | **11** | 8 | 14 | 7 | 13 | 11 | 9 | 10 | 13 | 19 | 12 | 9 |
| Don't know | **1** | 9 | 0 | 0 | 0 | 0 | 1 | 2 | 1 | 0 | 0 | 3 |
| Worried (All) | **63** | 60 | 65 | 67 | 57 | 55 | 62 | 63 | 61 | 60 | 63 | 61 |
| No worried (All) | **36** | 30 | 34 | 33 | 43 | 45 | 37 | 35 | 38 | 40 | 36 | 36 |
| NET | **+27** | +30 | +31 | +34 | +14 | +10 | +25 | +28 | +23 | +20 | +27 | +25 |


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| Mirror | Total | Gender | | Age | | | | | Generation | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18 to 24 | 25 to 34 | 35 to 54 | 55 to 64 | 65+ | Millennials | Generation X | Baby Boomers |
| All GB Adults | 1515 | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **Do you feel that the government is generally doing the right thing or the wrong thing when it comes to dealing with the coronavirus outbreak?** | | | | | | | | | | | |
| The right thing | **47** | 54 | 41 | 32 | 33 | 48 | 55 | 57 | 33 | 49 | 56 |
| The wrong thing | **44** | 41 | 46 | 60 | 55 | 43 | 35 | 36 | 54 | 45 | 36 |
| Don't know | **9** | 5 | 13 | 8 | 12 | 9 | 10 | 7 | 13 | 6 | 8 |
| **Putting everything else aside, for each of the following, do you think they are doing very well in dealing with the COVID-19 outbreak, quite well, quite badly or very badly?** | | | | | | | | | | | |
| **The Prime Minister, Boris Johnson** | | | | | | | | | | | |
| Very well | **9** | 9 | 8 | 7 | 5 | 7 | 12 | 12 | 5 | 7 | 12 |
| Quite well | **27** | 28 | 26 | 23 | 21 | 28 | 24 | 32 | 22 | 29 | 27 |
| Quite badly | **24** | 23 | 24 | 25 | 18 | 25 | 27 | 22 | 21 | 26 | 25 |
| Very badly | **39** | 38 | 39 | 44 | 53 | 39 | 35 | 29 | 50 | 37 | 33 |
| Don't know | **3** | 2 | 3 | 0 | 3 | 2 | 3 | 5 | 1 | 2 | 3 |
| Well (All) | **36** | 37 | 34 | 30 | 26 | 35 | 36 | 44 | 27 | 36 | 39 |
| Badly (All) | **63** | 61 | 63 | 69 | 71 | 64 | 62 | 51 | 71 | 63 | 58 |
| NET | **-27** | -24 | -29 | -39 | -45 | -29 | -26 | -7 | -44 | -27 | -19 |
| **The Chancellor of the Exchequer, Rishi Sunak** | | | | | | | | | | | |
| Very well | **15** | 17 | 13 | 20 | 13 | 12 | 14 | 19 | 15 | 13 | 16 |
| Quite well | **46** | 44 | 48 | 25 | 35 | 53 | 46 | 51 | 35 | 52 | 48 |
| Quite badly | **16** | 18 | 14 | 10 | 26 | 15 | 19 | 13 | 19 | 14 | 16 |
| Very badly | **8** | 10 | 7 | 21 | 13 | 7 | 4 | 4 | 15 | 7 | 4 |
| Don't know | **15** | 11 | 19 | 23 | 14 | 13 | 16 | 14 | 16 | 13 | 15 |
| Well (All) | **61** | 61 | 61 | 45 | 48 | 65 | 60 | 70 | 50 | 65 | 64 |
| Badly (All) | **24** | 28 | 21 | 31 | 39 | 22 | 23 | 17 | 34 | 21 | 20 |
| NET | **+37** | +33 | +40 | +14 | +9 | +43 | +37 | +53 | +16 | +44 | +44 |


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| Mirror | | EU Ref Vote | | GE 19 Vote | | | | Party Brexit Groups | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Leave | Remain | Con | Lab | Lib Dem | Other | Con Leavers | Con Remainers | Lab Leavers | Lab Remainers |
| All GB Adults | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **Do you feel that the government is generally doing the right thing or the wrong thing when it comes to dealing with the coronavirus outbreak?** | | | | | | | | | | | |
| The right thing | **47** | 55 | 45 | 69 | 31 | 37 | 34 | 66 | 76 | 36 | 30 |
| The wrong thing | **44** | 36 | 48 | 23 | 61 | 55 | 56 | 25 | 17 | 60 | 63 |
| Don't know | **9** | 9 | 7 | 8 | 8 | 7 | 10 | 9 | 6 | 4 | 7 |
| **Putting everything else aside, for each of the following, do you think they are doing very well in dealing with the COVID-19 outbreak, quite well, quite badly or very badly?** | | | | | | | | | | | |
| **The Prime Minister, Boris Johnson** | | | | | | | | | | | |
| Very well | **9** | 12 | 7 | 15 | 2 | 5 | 5 | 15 | 19 | 6 | 1 |
| Quite well | **27** | 34 | 21 | 44 | 18 | 7 | 15 | 44 | 44 | 21 | 16 |
| Quite badly | **24** | 22 | 24 | 22 | 25 | 21 | 22 | 22 | 23 | 26 | 26 |
| Very badly | **39** | 29 | 46 | 16 | 54 | 64 | 54 | 17 | 12 | 46 | 56 |
| Don't know | **3** | 3 | 2 | 3 | 1 | 4 | 3 | 2 | 2 | 2 | 0 |
| Well (All) | **36** | 46 | 28 | 59 | 20 | 12 | 20 | 59 | 63 | 27 | 17 |
| Badly (All) | **63** | 51 | 70 | 38 | 79 | 85 | 76 | 39 | 35 | 72 | 82 |
| NET | **-27** | -5 | -42 | +21 | -59 | -73 | -56 | +20 | +28 | -45 | -65 |
| **The Chancellor of the Exchequer, Rishi Sunak** | | | | | | | | | | | |
| Very well | **15** | 16 | 15 | 21 | 13 | 7 | 12 | 19 | 26 | 11 | 10 |
| Quite well | **46** | 53 | 46 | 58 | 41 | 40 | 37 | 58 | 60 | 49 | 43 |
| Quite badly | **16** | 14 | 20 | 9 | 22 | 21 | 22 | 9 | 10 | 20 | 25 |
| Very badly | **8** | 5 | 9 | 4 | 14 | 11 | 8 | 4 | 1 | 4 | 14 |
| Don't know | **15** | 12 | 10 | 8 | 11 | 21 | 21 | 9 | 3 | 16 | 8 |
| Well (All) | **61** | 69 | 61 | 79 | 54 | 47 | 49 | 77 | 86 | 60 | 53 |
| Badly (All) | **24** | 19 | 29 | 13 | 36 | 32 | 30 | 13 | 11 | 24 | 39 |
| NET | **+37** | +50 | +32 | +66 | +18 | +15 | +19 | +64 | +75 | +36 | +14 |


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| Mirror | | Region | | | | | | Social Grade | | Conservative Seats | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | London | Rest of South | Midlands | North | Wales | Scotland | ABC1 | C2DE | Gained by Con | Held by Con | Not Won by Con |
| All GB Adults | 1515 | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **Do you feel that the government is generally doing the right thing or the wrong thing when it comes to dealing with the coronavirus outbreak?** | | | | | | | | | | | | |
| The right thing | **47** | 43 | 53 | 52 | 39 | 50 | 42 | 45 | 50 | 46 | 53 | 41 |
| The wrong thing | **44** | 50 | 39 | 40 | 47 | 43 | 49 | 45 | 42 | 48 | 37 | 50 |
| Don't know | **9** | 7 | 8 | 8 | 13 | 7 | 9 | 10 | 8 | 6 | 10 | 9 |
| **Putting everything else aside, for each of the following, do you think they are doing very well in dealing with the COVID-19 outbreak, quite well, quite badly or very badly?** | | | | | | | | | | | | |
| **The Prime Minister, Boris Johnson** | | | | | | | | | | | | |
| Very well | **9** | 9 | 11 | 8 | 8 | 10 | 1 | 8 | 9 | 9 | 11 | 5 |
| Quite well | **27** | 32 | 28 | 29 | 25 | 21 | 18 | 23 | 31 | 25 | 27 | 26 |
| Quite badly | **24** | 19 | 30 | 24 | 18 | 20 | 23 | 25 | 22 | 17 | 28 | 20 |
| Very badly | **39** | 38 | 28 | 39 | 46 | 48 | 54 | 42 | 34 | 46 | 30 | 47 |
| Don't know | **3** | 2 | 3 | 1 | 3 | 1 | 3 | 2 | 3 | 4 | 2 | 2 |
| Well (All) | **36** | 41 | 39 | 37 | 33 | 31 | 19 | 31 | 40 | 34 | 38 | 31 |
| Badly (All) | **63** | 57 | 58 | 63 | 64 | 68 | 77 | 67 | 56 | 63 | 58 | 67 |
| NET | **-27** | -16 | -19 | -26 | -31 | -37 | -58 | -36 | -16 | -29 | -20 | -36 |
| **The Chancellor of the Exchequer, Rishi Sunak** | | | | | | | | | | | | |
| Very well | **15** | 19 | 14 | 16 | 14 | 19 | 8 | 15 | 15 | 18 | 17 | 12 |
| Quite well | **46** | 41 | 49 | 48 | 41 | 59 | 45 | 46 | 45 | 48 | 48 | 43 |
| Quite badly | **16** | 17 | 13 | 14 | 22 | 13 | 14 | 17 | 15 | 15 | 15 | 17 |
| Very badly | **8** | 17 | 7 | 6 | 10 | 5 | 6 | 9 | 7 | 9 | 6 | 11 |
| Don't know | **15** | 6 | 17 | 16 | 14 | 5 | 28 | 13 | 18 | 10 | 15 | 16 |
| Well (All) | **61** | 60 | 63 | 64 | 55 | 78 | 53 | 61 | 60 | 66 | 65 | 55 |
| Badly (All) | **24** | 34 | 20 | 20 | 32 | 18 | 20 | 26 | 22 | 24 | 21 | 28 |
| NET | **+37** | +26 | +43 | +44 | +23 | +60 | +33 | +35 | +38 | +42 | +44 | +27 |


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| Mirror | | Gender | | Age | | | | | Generation | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18 to 24 | 25 to 34 | 35 to 54 | 55 to 64 | 65+ | Millennials | Generation X | Baby Boomers |
| All GB Adults | 1515 | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **The Health Secretary, Sajid Javid** | | | | | | | | | | | |
| Very well | **8** | 9 | 8 | 15 | 10 | 6 | 5 | 11 | 12 | 5 | 8 |
| Quite well | **43** | 42 | 44 | 31 | 35 | 46 | 47 | 45 | 34 | 47 | 46 |
| Quite badly | **19** | 20 | 18 | 16 | 28 | 17 | 19 | 16 | 22 | 17 | 18 |
| Very badly | **12** | 14 | 9 | 23 | 17 | 12 | 6 | 8 | 20 | 10 | 6 |
| Don't know | **18** | 15 | 21 | 15 | 10 | 19 | 24 | 19 | 12 | 21 | 22 |
| Well (All) | **51** | 51 | 52 | 46 | 45 | 52 | 52 | 56 | 46 | 52 | 54 |
| Badly (All) | **31** | 34 | 27 | 39 | 45 | 29 | 25 | 24 | 42 | 27 | 24 |
| NET | **+20** | +17 | +25 | +7 | +0 | +23 | +27 | +32 | +4 | +25 | +30 |
| **Do you support or oppose everyone in Britain being required to wear a mask indoors in public places at the present time?** | | | | | | | | | | | |
| Support | **71** | 68 | 73 | 55 | 60 | 69 | 80 | 82 | 58 | 71 | 80 |
| Oppose | **22** | 24 | 20 | 20 | 32 | 24 | 16 | 16 | 28 | 22 | 17 |
| Don't know | **7** | 8 | 7 | 25 | 8 | 7 | 3 | 2 | 14 | 7 | 3 |
| **And do you support or oppose everyone in Britain being required to wear a mask in all public places, outdoors and indoors, at the present time?** | | | | | | | | | | | |
| Support | **54** | 50 | 57 | 45 | 46 | 53 | 50 | 66 | 46 | 54 | 58 |
| Oppose | **37** | 41 | 33 | 31 | 47 | 38 | 38 | 30 | 41 | 37 | 35 |
| Don't know | **10** | 9 | 11 | 23 | 7 | 9 | 12 | 4 | 13 | 9 | 8 |


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| Mirror | | EU Ref Vote | | GE 19 Vote | | | | Party Brexit Groups | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Leave | Remain | Con | Lab | Lib Dem | Other | Con Leavers | Con Remainers | Lab Leavers | Lab Remainers |
| All GB Adults | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **The Health Secretary, Sajid Javid** | | | | | | | | | | | |
| Very well | **8** | 8 | 9 | 12 | 6 | 5 | 11 | 9 | 21 | 4 | 5 |
| Quite well | **43** | 49 | 41 | 54 | 41 | 30 | 31 | 56 | 51 | 40 | 43 |
| Quite badly | **19** | 14 | 24 | 11 | 24 | 23 | 26 | 10 | 12 | 24 | 30 |
| Very badly | **12** | 11 | 12 | 7 | 15 | 18 | 14 | 9 | 3 | 9 | 14 |
| Don't know | **18** | 18 | 13 | 15 | 14 | 24 | 19 | 16 | 13 | 23 | 8 |
| Well (All) | **51** | 57 | 50 | 66 | 47 | 35 | 42 | 65 | 72 | 44 | 48 |
| Badly (All) | **31** | 25 | 36 | 18 | 39 | 41 | 40 | 19 | 15 | 33 | 44 |
| NET | **+20** | +32 | +14 | +48 | +8 | -6 | +2 | +46 | +57 | +11 | +4 |
| **Do you support or oppose everyone in Britain being required to wear a mask indoors in public places at the present time?** | | | | | | | | | | | |
| Support | **71** | 72 | 75 | 76 | 68 | 74 | 71 | 72 | 84 | 67 | 72 |
| Oppose | **22** | 25 | 20 | 21 | 22 | 19 | 22 | 25 | 12 | 31 | 23 |
| Don't know | **7** | 3 | 5 | 3 | 10 | 7 | 6 | 3 | 4 | 2 | 5 |
| **And do you support or oppose everyone in Britain being required to wear a mask in all public places, outdoors and indoors, at the present time?** | | | | | | | | | | | |
| Support | **54** | 55 | 55 | 55 | 55 | 45 | 68 | 53 | 58 | 52 | 57 |
| Oppose | **37** | 40 | 38 | 38 | 34 | 37 | 30 | 39 | 39 | 46 | 37 |
| Don't know | **10** | 5 | 7 | 7 | 11 | 18 | 2 | 8 | 3 | 2 | 6 |


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| Mirror | | Region | | | | | | Social Grade | | Conservative Seats | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | London | Rest of South | Midlands | North | Wales | Scotland | ABC1 | C2DE | Gained by Con | Held by Con | Not Won by Con |
| All GB Adults | 1515 | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **The Health Secretary, Sajid Javid** | | | | | | | | | | | | |
| Very well | **8** | 19 | 8 | 7 | 6 | 9 | 4 | 10 | 7 | 6 | 10 | 7 |
| Quite well | **43** | 41 | 42 | 43 | 41 | 58 | 43 | 40 | 46 | 41 | 44 | 42 |
| Quite badly | **19** | 16 | 20 | 20 | 19 | 24 | 13 | 23 | 13 | 20 | 19 | 18 |
| Very badly | **12** | 13 | 10 | 10 | 18 | 4 | 9 | 13 | 11 | 15 | 10 | 13 |
| Don't know | **18** | 11 | 21 | 19 | 16 | 6 | 31 | 14 | 23 | 18 | 17 | 20 |
| Well (All) | **51** | 60 | 50 | 50 | 47 | 67 | 47 | 50 | 53 | 47 | 54 | 49 |
| Badly (All) | **31** | 29 | 30 | 30 | 37 | 28 | 22 | 36 | 24 | 35 | 29 | 31 |
| NET | **+20** | +31 | +20 | +20 | +10 | +39 | +25 | +14 | +29 | +12 | +25 | +18 |
| **Do you support or oppose everyone in Britain being required to wear a mask indoors in public places at the present time?** | | | | | | | | | | | | |
| Support | **71** | 65 | 76 | 71 | 64 | 78 | 78 | 69 | 74 | 67 | 72 | 71 |
| Oppose | **22** | 20 | 19 | 22 | 28 | 18 | 16 | 23 | 20 | 31 | 23 | 18 |
| Don't know | **7** | 15 | 5 | 7 | 7 | 3 | 6 | 8 | 6 | 2 | 5 | 11 |
| **And do you support or oppose everyone in Britain being required to wear a mask in all public places, outdoors and indoors, at the present time?** | | | | | | | | | | | | |
| Support | **54** | 54 | 53 | 54 | 49 | 67 | 59 | 51 | 57 | 63 | 49 | 57 |
| Oppose | **37** | 30 | 37 | 35 | 43 | 28 | 38 | 38 | 35 | 30 | 40 | 34 |
| Don't know | **10** | 16 | 10 | 10 | 9 | 5 | 3 | 11 | 8 | 6 | 11 | 9 |


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| Mirror | | Gender | | Age | | | | | Generation | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18 to 24 | 25 to 34 | 35 to 54 | 55 to 64 | 65+ | Millennials | Generation X | Baby Boomers |
| All GB Adults | 1515 | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **What do you think are the most important problems FACING YOU AND YOUR FAMILY over the next 12 months?** | | | | | | | | | | | |
| The cost of living | **55** | 52 | 58 | 37 | 49 | 61 | 55 | 57 | 43 | 64 | 55 |
| The NHS | **33** | 27 | 38 | 29 | 27 | 28 | 35 | 46 | 29 | 27 | 39 |
| The COVID 19 pandemic | **30** | 30 | 30 | 25 | 17 | 28 | 36 | 38 | 21 | 29 | 38 |
| The economy | **29** | 32 | 27 | 22 | 33 | 34 | 25 | 25 | 26 | 37 | 26 |
| The environment and climate change | **16** | 16 | 16 | 11 | 11 | 14 | 21 | 21 | 12 | 14 | 22 |
| Taxation | **12** | 14 | 10 | 11 | 18 | 15 | 8 | 6 | 14 | 16 | 7 |
| Brexit | **10** | 12 | 8 | 15 | 12 | 11 | 9 | 7 | 14 | 10 | 7 |
| Immigration and asylum | **9** | 10 | 7 | 1 | 5 | 6 | 15 | 13 | 3 | 7 | 14 |
| Crime | **8** | 12 | 4 | 11 | 6 | 8 | 6 | 9 | 7 | 9 | 7 |
| Welfare and benefits | **8** | 7 | 10 | 9 | 5 | 10 | 10 | 7 | 7 | 10 | 7 |
| Pensions | **8** | 7 | 10 | 6 | 3 | 5 | 11 | 17 | 4 | 5 | 15 |
| Education | **7** | 7 | 6 | 20 | 10 | 5 | 2 | 4 | 12 | 6 | 3 |
| Unemployment | **5** | 5 | 4 | 6 | 6 | 6 | 6 | 1 | 6 | 6 | 3 |
| Housing | **5** | 6 | 5 | 6 | 14 | 4 | 3 | 3 | 10 | 4 | 3 |
| Family life and childcare | **5** | 4 | 5 | 7 | 16 | 4 | 1 | 1 | 11 | 4 | 1 |
| The relationship between different ethnic groups in Britain | **3** | 2 | 3 | 6 | 4 | 3 | 2 | 0 | 5 | 3 | 1 |
| Defence and security | **3** | 3 | 3 | 1 | 4 | 2 | 2 | 4 | 4 | 1 | 3 |
| Social inequality | **3** | 4 | 3 | 6 | 3 | 3 | 6 | 1 | 5 | 2 | 3 |
| Achieving peace in the world | **3** | 4 | 2 | 3 | 4 | 1 | 1 | 6 | 3 | 2 | 4 |
| Transport | **2** | 1 | 3 | 0 | 2 | 3 | 3 | 0 | 1 | 4 | 1 |
| The rights of trans men and trans women | **1** | 1 | 1 | 3 | 2 | 1 | 0 | 0 | 3 | 0 | 0 |
| None of the above | **1** | 1 | 1 | 2 | 0 | 1 | 0 | 0 | 1 | 1 | 0 |
| Don't know | **3** | 2 | 4 | 8 | 0 | 3 | 0 | 4 | 6 | 0 | 3 |
| There are no important problems | **2** | 2 | 3 | 0 | 2 | 2 | 9 | 1 | 1 | 2 | 5 |


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| Mirror | | EU Ref Vote | | GE 19 Vote | | | | Party Brexit Groups | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Leave | Remain | Con | Lab | Lib Dem | Other | Con Leavers | Con Remainers | Lab Leavers | Lab Remainers |
| All GB Adults | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **What do you think are the most important problems FACING YOU AND YOUR FAMILY over the next 12 months?** | | | | | | | | | | | |
| The cost of living | **55** | 60 | 50 | 58 | 56 | 48 | 46 | 58 | 53 | 69 | 48 |
| The NHS | **33** | 29 | 39 | 30 | 39 | 34 | 32 | 26 | 39 | 33 | 42 |
| The COVID 19 pandemic | **30** | 26 | 34 | 28 | 28 | 39 | 38 | 26 | 36 | 22 | 29 |
| The economy | **29** | 29 | 33 | 36 | 24 | 33 | 19 | 33 | 42 | 24 | 24 |
| The environment and climate change | **16** | 14 | 21 | 13 | 19 | 26 | 17 | 11 | 19 | 27 | 21 |
| Taxation | **12** | 10 | 13 | 13 | 12 | 12 | 10 | 13 | 11 | 9 | 13 |
| Brexit | **10** | 3 | 16 | 5 | 12 | 25 | 13 | 3 | 8 | 2 | 14 |
| Immigration and asylum | **9** | 17 | 3 | 13 | 7 | 5 | 9 | 18 | 3 | 16 | 4 |
| Crime | **8** | 9 | 5 | 8 | 5 | 7 | 14 | 9 | 6 | 7 | 6 |
| Welfare and benefits | **8** | 8 | 6 | 5 | 11 | 3 | 15 | 7 | 2 | 11 | 9 |
| Pensions | **8** | 9 | 8 | 10 | 7 | 12 | 9 | 11 | 7 | 7 | 9 |
| Education | **7** | 4 | 8 | 4 | 11 | 11 | 5 | 3 | 5 | 9 | 6 |
| Unemployment | **5** | 4 | 5 | 2 | 6 | 3 | 5 | 2 | 4 | 7 | 6 |
| Housing | **5** | 5 | 4 | 3 | 7 | 4 | 8 | 4 | 1 | 8 | 6 |
| Family life and childcare | **5** | 4 | 6 | 4 | 5 | 0 | 4 | 4 | 4 | 5 | 7 |
| The relationship between different ethnic groups in Britain | **3** | 2 | 3 | 1 | 4 | 0 | 3 | 1 | 0 | 6 | 5 |
| Defence and security | **3** | 3 | 2 | 4 | 2 | 0 | 2 | 4 | 2 | 0 | 3 |
| Social inequality | **3** | 2 | 4 | 2 | 6 | 0 | 5 | 2 | 4 | 6 | 6 |
| Achieving peace in the world | **3** | 5 | 2 | 4 | 2 | 4 | 3 | 5 | 2 | 6 | 1 |
| Transport | **2** | 3 | 2 | 3 | 2 | 0 | 0 | 4 | 1 | 1 | 4 |
| The rights of trans men and trans women | **1** | 1 | 1 | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 2 |
| None of the above | **1** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Don't know | **3** | 4 | 0 | 5 | 2 | 1 | 0 | 7 | 0 | 0 | 0 |
| There are no important problems | **2** | 4 | 2 | 3 | 1 | 5 | 2 | 4 | 3 | 0 | 1 |


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| Mirror | Total | Region | | | | | | Social Grade | | Conservative Seats | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | London | Rest of South | Midlands | North | Wales | Scotland | ABC1 | C2DE | Gained by Con | Held by Con | Not Won by Con |
| All GB Adults | 1515 | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **What do you think are the most important problems FACING YOU AND YOUR FAMILY over the next 12 months?** | | | | | | | | | | | | |
| The cost of living | **55** | 44 | 62 | 49 | 52 | 60 | 60 | 55 | 55 | 59 | 57 | 52 |
| The NHS | **33** | 33 | 30 | 33 | 35 | 31 | 39 | 30 | 37 | 40 | 29 | 36 |
| The COVID 19 pandemic | **30** | 29 | 27 | 32 | 24 | 58 | 37 | 31 | 28 | 23 | 28 | 33 |
| The economy | **29** | 28 | 32 | 36 | 22 | 41 | 24 | 32 | 25 | 28 | 34 | 24 |
| The environment and climate change | **16** | 14 | 18 | 16 | 14 | 11 | 20 | 18 | 13 | 19 | 16 | 15 |
| Taxation | **12** | 13 | 13 | 12 | 11 | 10 | 6 | 14 | 8 | 5 | 14 | 10 |
| Brexit | **10** | 15 | 9 | 9 | 9 | 12 | 11 | 11 | 9 | 4 | 8 | 13 |
| Immigration and asylum | **9** | 7 | 6 | 9 | 12 | 9 | 10 | 6 | 12 | 11 | 9 | 8 |
| Crime | **8** | 9 | 7 | 8 | 12 | 4 | 4 | 8 | 8 | 15 | 8 | 7 |
| Welfare and benefits | **8** | 8 | 7 | 8 | 9 | 13 | 11 | 6 | 12 | 11 | 7 | 10 |
| Pensions | **8** | 3 | 11 | 5 | 7 | 14 | 12 | 6 | 12 | 9 | 8 | 9 |
| Education | **7** | 14 | 7 | 8 | 3 | 2 | 4 | 9 | 4 | 9 | 7 | 7 |
| Unemployment | **5** | 6 | 3 | 5 | 6 | 1 | 6 | 4 | 6 | 3 | 4 | 6 |
| Housing | **5** | 7 | 6 | 3 | 5 | 4 | 4 | 7 | 4 | 5 | 6 | 5 |
| Family life and childcare | **5** | 4 | 4 | 8 | 4 | 2 | 5 | 5 | 5 | 6 | 5 | 5 |
| The relationship between different ethnic groups in Britain | **3** | 6 | 1 | 3 | 3 | 1 | 4 | 3 | 3 | 1 | 2 | 3 |
| Defence and security | **3** | 1 | 2 | 2 | 4 | 2 | 2 | 3 | 2 | 5 | 2 | 2 |
| Social inequality | **3** | 6 | 4 | 2 | 3 | 4 | 2 | 4 | 3 | 1 | 4 | 3 |
| Achieving peace in the world | **3** | 3 | 4 | 4 | 3 | 1 | 1 | 3 | 3 | 0 | 4 | 3 |
| Transport | **2** | 2 | 4 | 1 | 2 | 0 | 0 | 2 | 2 | 0 | 3 | 2 |
| The rights of trans men and trans women | **1** | 2 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 3 | 1 | 1 |
| None of the above | **1** | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 | 2 | 0 | 1 |
| Don't know | **3** | 4 | 4 | 1 | 4 | 1 | 0 | 4 | 1 | 0 | 4 | 2 |
| There are no important problems | **2** | 2 | 1 | 2 | 6 | 0 | 2 | 1 | 5 | 3 | 2 | 3 |


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| Mirror | | Gender | | Age | | | | | Generation | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18 to 24 | 25 to 34 | 35 to 54 | 55 to 64 | 65+ | Millennials | Generation X | Baby Boomers |
| All GB Adults | 1515 | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **What do you think are the most important problems FACING THE COUNTRY over the next 12 months?** | | | | | | | | | | | |
| The cost of living | **46** | 42 | 49 | 30 | 39 | 51 | 50 | 47 | 34 | 54 | 50 |
| The NHS | **40** | 38 | 42 | 32 | 39 | 36 | 40 | 51 | 36 | 36 | 45 |
| The COVID 19 pandemic | **36** | 35 | 37 | 40 | 28 | 36 | 41 | 36 | 36 | 34 | 41 |
| The economy | **33** | 38 | 28 | 26 | 27 | 39 | 29 | 34 | 27 | 40 | 31 |
| The environment and climate change | **18** | 18 | 18 | 20 | 13 | 15 | 21 | 23 | 18 | 13 | 23 |
| Immigration and asylum | **15** | 16 | 13 | 8 | 9 | 11 | 23 | 22 | 8 | 11 | 21 |
| Brexit | **13** | 12 | 14 | 13 | 11 | 13 | 18 | 10 | 12 | 13 | 14 |
| Crime | **10** | 14 | 7 | 21 | 6 | 8 | 8 | 12 | 11 | 9 | 10 |
| Taxation | **10** | 12 | 8 | 19 | 13 | 12 | 7 | 4 | 14 | 13 | 5 |
| Unemployment | **8** | 8 | 8 | 11 | 17 | 8 | 4 | 3 | 13 | 9 | 4 |
| Welfare and benefits | **8** | 6 | 10 | 6 | 9 | 10 | 7 | 8 | 7 | 10 | 7 |
| Housing | **7** | 7 | 7 | 4 | 18 | 5 | 9 | 4 | 11 | 4 | 6 |
| Defence and security | **6** | 7 | 5 | 3 | 9 | 4 | 6 | 8 | 5 | 5 | 7 |
| Education | **5** | 3 | 6 | 5 | 7 | 4 | 3 | 4 | 6 | 5 | 3 |
| Social inequality | **5** | 5 | 6 | 3 | 7 | 6 | 4 | 5 | 6 | 6 | 5 |
| Pensions | **4** | 4 | 4 | 4 | 3 | 2 | 5 | 8 | 3 | 2 | 7 |
| Achieving peace in the world | **3** | 4 | 2 | 2 | 2 | 1 | 1 | 7 | 2 | 2 | 4 |
| The relationship between different ethnic groups in Britain | **2** | 1 | 3 | 5 | 3 | 2 | 0 | 2 | 4 | 2 | 0 |
| Family life and childcare | **2** | 1 | 3 | 2 | 4 | 3 | 1 | 1 | 3 | 3 | 1 |
| Transport | **2** | 2 | 1 | 2 | 2 | 1 | 0 | 4 | 2 | 1 | 3 |
| The rights of trans men and trans women | **1** | 1 | 1 | 2 | 2 | 2 | 0 | 0 | 3 | 1 | 0 |
| None of the above | **0** | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Don't know | **1** | 1 | 1 | 0 | 1 | 1 | 1 | 0 | 0 | 1 | 1 |
| There are no important problems | **0** | 0 | 1 | 0 | 2 | 1 | 0 | 0 | 1 | 1 | 0 |


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| Mirror | | EU Ref Vote | | GE 19 Vote | | | | Party Brexit Groups | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Leave | Remain | Con | Lab | Lib Dem | Other | Con Leavers | Con Remainers | Lab Leavers | Lab Remainers |
| All GB Adults | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **What do you think are the most important problems FACING THE COUNTRY over the next 12 months?** | | | | | | | | | | | |
| The cost of living | **46** | 51 | 43 | 52 | 43 | 52 | 28 | 54 | 47 | 53 | 38 |
| The NHS | **40** | 39 | 44 | 39 | 41 | 46 | 34 | 37 | 47 | 39 | 45 |
| The COVID 19 pandemic | **36** | 33 | 36 | 34 | 37 | 35 | 43 | 33 | 37 | 23 | 39 |
| The economy | **33** | 35 | 33 | 39 | 31 | 33 | 21 | 38 | 40 | 34 | 30 |
| The environment and climate change | **18** | 15 | 22 | 18 | 19 | 22 | 13 | 15 | 21 | 19 | 21 |
| Immigration and asylum | **15** | 25 | 8 | 21 | 9 | 10 | 16 | 26 | 12 | 21 | 6 |
| Brexit | **13** | 7 | 19 | 6 | 14 | 32 | 18 | 5 | 10 | 12 | 17 |
| Crime | **10** | 12 | 6 | 11 | 10 | 10 | 10 | 12 | 7 | 7 | 7 |
| Taxation | **10** | 8 | 10 | 10 | 12 | 11 | 8 | 10 | 11 | 7 | 8 |
| Unemployment | **8** | 7 | 9 | 6 | 11 | 4 | 11 | 5 | 8 | 8 | 11 |
| Welfare and benefits | **8** | 8 | 9 | 5 | 11 | 3 | 15 | 4 | 6 | 20 | 9 |
| Housing | **7** | 7 | 7 | 5 | 8 | 8 | 8 | 6 | 5 | 10 | 6 |
| Defence and security | **6** | 6 | 5 | 9 | 3 | 2 | 10 | 8 | 12 | 1 | 2 |
| Education | **5** | 3 | 5 | 4 | 4 | 6 | 6 | 4 | 3 | 4 | 4 |
| Social inequality | **5** | 3 | 9 | 3 | 10 | 4 | 2 | 2 | 5 | 5 | 15 |
| Pensions | **4** | 6 | 3 | 5 | 4 | 3 | 5 | 7 | 2 | 6 | 3 |
| Achieving peace in the world | **3** | 3 | 2 | 4 | 2 | 2 | 1 | 4 | 3 | 1 | 2 |
| The relationship between different ethnic groups in Britain | **2** | 2 | 2 | 1 | 3 | 1 | 2 | 2 | 1 | 2 | 5 |
| Family life and childcare | **2** | 2 | 3 | 1 | 5 | 2 | 2 | 1 | 1 | 6 | 5 |
| Transport | **2** | 2 | 1 | 2 | 1 | 0 | 0 | 3 | 0 | 1 | 1 |
| The rights of trans men and trans women | **1** | 1 | 2 | 1 | 2 | 0 | 1 | 1 | 1 | 1 | 4 |
| None of the above | **0** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Don't know | **1** | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 |
| There are no important problems | **0** | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 1 | 0 | 0 |


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| Mirror | | Region | | | | | | Social Grade | | Conservative Seats | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | London | Rest of South | Midlands | North | Wales | Scotland | ABC1 | C2DE | Gained by Con | Held by Con | Not Won by Con |
| All GB Adults | 1515 | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **What do you think are the most important problems FACING THE COUNTRY over the next 12 months?** | | | | | | | | | | | | |
| The cost of living | **46** | 40 | 52 | 39 | 46 | 40 | 46 | 45 | 47 | 51 | 46 | 45 |
| The NHS | **40** | 33 | 38 | 46 | 42 | 37 | 44 | 37 | 44 | 47 | 35 | 44 |
| The COVID 19 pandemic | **36** | 37 | 31 | 36 | 35 | 48 | 49 | 38 | 34 | 26 | 33 | 41 |
| The economy | **33** | 33 | 35 | 40 | 27 | 40 | 28 | 36 | 29 | 38 | 37 | 27 |
| The environment and climate change | **18** | 23 | 21 | 15 | 15 | 25 | 12 | 21 | 14 | 14 | 20 | 17 |
| Immigration and asylum | **15** | 10 | 17 | 11 | 18 | 14 | 14 | 10 | 21 | 17 | 14 | 15 |
| Brexit | **13** | 8 | 16 | 11 | 11 | 17 | 15 | 14 | 12 | 11 | 14 | 11 |
| Crime | **10** | 16 | 7 | 9 | 13 | 4 | 9 | 9 | 11 | 11 | 9 | 11 |
| Taxation | **10** | 18 | 9 | 12 | 9 | 5 | 5 | 9 | 11 | 14 | 9 | 10 |
| Unemployment | **8** | 10 | 5 | 12 | 9 | 2 | 9 | 9 | 7 | 12 | 6 | 10 |
| Welfare and benefits | **8** | 9 | 5 | 8 | 11 | 12 | 10 | 8 | 8 | 11 | 7 | 9 |
| Housing | **7** | 12 | 5 | 4 | 10 | 3 | 7 | 7 | 7 | 3 | 7 | 9 |
| Defence and security | **6** | 5 | 9 | 7 | 4 | 4 | 1 | 5 | 7 | 11 | 9 | 2 |
| Education | **5** | 5 | 4 | 5 | 3 | 1 | 10 | 5 | 4 | 6 | 5 | 4 |
| Social inequality | **5** | 6 | 5 | 5 | 7 | 2 | 3 | 6 | 4 | 4 | 6 | 4 |
| Pensions | **4** | 1 | 6 | 5 | 3 | 3 | 7 | 4 | 5 | 6 | 4 | 4 |
| Achieving peace in the world | **3** | 4 | 5 | 0 | 2 | 3 | 1 | 3 | 3 | 0 | 4 | 2 |
| The relationship between different ethnic groups in Britain | **2** | 3 | 2 | 3 | 2 | 3 | 0 | 2 | 2 | 0 | 2 | 2 |
| Family life and childcare | **2** | 1 | 2 | 5 | 2 | 0 | 2 | 3 | 2 | 1 | 2 | 2 |
| Transport | **2** | 1 | 3 | 1 | 1 | 0 | 0 | 2 | 1 | 1 | 2 | 1 |
| The rights of trans men and trans women | **1** | 0 | 1 | 1 | 3 | 0 | 0 | 1 | 1 | 1 | 1 | 1 |
| None of the above | **0** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Don't know | **1** | 2 | 1 | 0 | 0 | 1 | 1 | 0 | 1 | 0 | 1 | 1 |
| There are no important problems | **0** | 2 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |


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| Mirror | | Gender | | Age | | | | | Generation | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18 to 24 | 25 to 34 | 35 to 54 | 55 to 64 | 65+ | Millennials | Generation X | Baby Boomers |
| All GB Adults | 1515 | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **Which of the following statements comes closest to your own view?** | | | | | | | | | | | |
| The government has taken appropriate action to help households deal with the cost of living | **19** | 22 | 15 | 25 | 15 | 18 | 13 | 22 | 17 | 20 | 18 |
| The government has not done enough to help households deal with the cost of living | **72** | 68 | 76 | 70 | 79 | 73 | 76 | 64 | 75 | 74 | 70 |
| Don't know | **9** | 10 | 9 | 5 | 6 | 9 | 11 | 13 | 8 | 7 | 12 |
| **Putting your own personal views aside, which of the two main parties do you think is best placed to deal with a rise in the cost of living for British households?** | | | | | | | | | | | |
| Conservative | **30** | 34 | 26 | 12 | 22 | 30 | 33 | 42 | 17 | 32 | 36 |
| Labour | **46** | 50 | 41 | 79 | 60 | 42 | 43 | 28 | 66 | 40 | 34 |
| Don't know | **24** | 16 | 33 | 9 | 19 | 28 | 24 | 30 | 17 | 27 | 29 |
| **Taking everything into account, have you noticed your own cost of living rising in recent months?** | | | | | | | | | | | |
| Yes | **87** | 83 | 90 | 78 | 88 | 88 | 93 | 86 | 85 | 87 | 90 |
| No | **9** | 11 | 7 | 15 | 9 | 7 | 4 | 11 | 10 | 8 | 8 |
| Don't know | **4** | 6 | 3 | 8 | 3 | 5 | 3 | 4 | 5 | 5 | 2 |


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| Mirror | Total | EU Ref Vote | | GE 19 Vote | | | | Party Brexit Groups | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Leave | Remain | Con | Lab | Lib Dem | Other | Con Leavers | Con Remainers | Lab Leavers | Lab Remainers |
| All GB Adults | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **Which of the following statements comes closest to your own view?** | | | | | | | | | | | |
| The government has taken appropriate action to help households deal with the cost of living | 19 | 18 | 18 | 24 | 13 | 14 | 20 | 21 | 30 | 11 | 10 |
| The government has not done enough to help households deal with the cost of living | 72 | 70 | 75 | 62 | 84 | 76 | 74 | 64 | 56 | 83 | 88 |
| Don't know | 9 | 12 | 8 | 14 | 3 | 11 | 6 | 15 | 14 | 6 | 2 |
| **Putting your own personal views aside, which of the two main parties do you think is best placed to deal with a rise in the cost of living for British households?** | | | | | | | | | | | |
| Conservative | 30 | 43 | 22 | 61 | 6 | 6 | 19 | 59 | 65 | 11 | 4 |
| Labour | 46 | 28 | 59 | 13 | 85 | 69 | 46 | 12 | 15 | 76 | 86 |
| Don't know | 24 | 29 | 18 | 26 | 10 | 25 | 35 | 29 | 19 | 13 | 10 |
| **Taking everything into account, have you noticed your own cost of living rising in recent months?** | | | | | | | | | | | |
| Yes | 87 | 87 | 92 | 86 | 95 | 84 | 86 | 87 | 85 | 92 | 96 |
| No | 9 | 9 | 6 | 11 | 4 | 8 | 11 | 9 | 11 | 7 | 4 |
| Don't know | 4 | 4 | 2 | 4 | 1 | 8 | 3 | 4 | 4 | 1 | 1 |


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| Mirror | Total | Region | | | | | | Social Grade | | Conservative Seats | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | London | Rest of South | Midlands | North | Wales | Scotland | ABC1 | C2DE | Gained by Con | Held by Con | Not Won by Con |
| All GB Adults | 1515 | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **Which of the following statements comes closest to your own view?** | | | | | | | | | | | | |
| The government has taken appropriate action to help households deal with the cost of living | 19 | 28 | 19 | 19 | 15 | 6 | 16 | 17 | 21 | 18 | 19 | 18 |
| The government has not done enough to help households deal with the cost of living | 72 | 66 | 70 | 74 | 71 | 91 | 77 | 75 | 68 | 75 | 69 | 75 |
| Don't know | 9 | 6 | 10 | 7 | 14 | 3 | 8 | 8 | 11 | 6 | 12 | 7 |
| **Putting your own personal views aside, which of the two main parties do you think is best placed to deal with a rise in the cost of living for British households?** | | | | | | | | | | | | |
| Conservative | 30 | 25 | 39 | 30 | 24 | 31 | 18 | 29 | 31 | 31 | 37 | 22 |
| Labour | 46 | 59 | 38 | 44 | 48 | 59 | 44 | 50 | 40 | 39 | 37 | 57 |
| Don't know | 24 | 16 | 23 | 25 | 28 | 10 | 38 | 21 | 29 | 30 | 26 | 21 |
| **Taking everything into account, have you noticed your own cost of living rising in recent months?** | | | | | | | | | | | | |
| Yes | 87 | 87 | 85 | 86 | 88 | 91 | 89 | 89 | 85 | 81 | 88 | 87 |
| No | 9 | 9 | 9 | 9 | 8 | 7 | 7 | 8 | 10 | 8 | 8 | 9 |
| Don't know | 4 | 4 | 5 | 5 | 4 | 2 | 4 | 3 | 6 | 11 | 4 | 3 |


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| Mirror | Total | Gender | | Age | | | | | Generation | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18 to 24 | 25 to 34 | 35 to 54 | 55 to 64 | 65+ | Millennials | Generation X | Baby Boomers |
| All GB Adults | 1515 | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | % | % | % | % | % | % | % | % | % | % | % |
| All who have noticed the cost of living rising | 1318 | 607 | 703 | 133 | 194 | 466 | 230 | 296 | 389 | 403 | 452 |
| Unweighted Sample | 1309 | 613 | 688 | 103 | 235 | 437 | 223 | 311 | 386 | 389 | 442 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **Have you personally done any of the following as a result of your own cost of living rising recently?** | | | | | | | | | | | |
| Cancelled or gone without days or nights out | 32 | 31 | 34 | 44 | 41 | 41 | 26 | 13 | 44 | 40 | 19 |
| Cancelled non-essential outgoings, such as TV subscriptions | 23 | 21 | 25 | 27 | 42 | 27 | 19 | 8 | 34 | 26 | 13 |
| Cancelled holiday plans | 15 | 16 | 15 | 18 | 21 | 20 | 10 | 8 | 19 | 20 | 9 |
| Put essential bills on your credit card | 14 | 13 | 15 | 14 | 19 | 20 | 8 | 6 | 19 | 19 | 7 |
| Gone without food so your children can eat | 11 | 9 | 12 | 17 | 11 | 17 | 6 | 1 | 16 | 15 | 4 |
| Missed one or more rent payment | 6 | 4 | 7 | 13 | 8 | 7 | 2 | 1 | 9 | 7 | 2 |
| Used payday lender | 4 | 4 | 4 | 3 | 15 | 4 | 0 | 0 | 9 | 4 | 0 |
| Missed one or more mortgage payment | 3 | 2 | 3 | 10 | 6 | 2 | 2 | 0 | 6 | 2 | 1 |
| Used a pawn broker | 3 | 3 | 3 | 5 | 6 | 3 | 3 | 0 | 5 | 2 | 2 |
| None of the above | 47 | 50 | 45 | 24 | 25 | 36 | 62 | 79 | 26 | 36 | 70 |
| Don't know | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| All GB Adults | 1515 | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **Generally speaking, how worried are you, if at all, about your own cost of living rising in the future?** | | | | | | | | | | | |
| Very worried | 24 | 20 | 28 | 14 | 23 | 31 | 26 | 16 | 19 | 33 | 22 |
| Fairly worried | 56 | 53 | 59 | 68 | 61 | 53 | 56 | 52 | 64 | 51 | 52 |
| Not very worried | 15 | 20 | 10 | 12 | 13 | 11 | 15 | 22 | 13 | 11 | 19 |
| Not at all worried | 4 | 6 | 2 | 1 | 2 | 2 | 4 | 10 | 2 | 2 | 7 |
| Don't know | 2 | 2 | 2 | 5 | 1 | 2 | 0 | 1 | 2 | 2 | 0 |
| Worried (All) | 80 | 73 | 87 | 82 | 84 | 84 | 82 | 68 | 83 | 84 | 74 |
| Not worried (All) | 19 | 26 | 12 | 13 | 15 | 13 | 19 | 32 | 15 | 13 | 26 |
| NET | +61 | +47 | +75 | +69 | +69 | +71 | +63 | +36 | +68 | +71 | +48 |


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| Mirror | Total | EU Ref Vote | | GE 19 Vote | | | | Party Brexit Groups | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Leave | Remain | Con | Lab | Lib Dem | Other | Con Leavers | Con Remainers | Lab Leavers | Lab Remainers |
| All GB Adults | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | % | % | % | % | % | % | % | % | % | % | % |
| All who have noticed the cost of living rising | 1318 | 559 | 547 | 500 | 411 | 129 | 121 | 346 | 133 | 108 | 226 |
| Unweighted Sample | 1309 | 584 | 546 | 501 | 342 | 82 | 122 | 353 | 134 | 97 | 221 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **Have you personally done any of the following as a result of your own cost of living rising recently?** | | | | | | | | | | | |
| Cancelled or gone without days or nights out | 32 | 29 | 32 | 28 | 40 | 15 | 37 | 28 | 27 | 36 | 38 |
| Cancelled non-essential outgoings, such as TV subscriptions | 23 | 19 | 25 | 17 | 28 | 14 | 27 | 16 | 18 | 28 | 27 |
| Cancelled holiday plans | 15 | 17 | 14 | 14 | 16 | 9 | 20 | 15 | 13 | 24 | 15 |
| Put essential bills on your credit card | 14 | 13 | 16 | 10 | 17 | 10 | 26 | 10 | 7 | 22 | 18 |
| Gone without food so your children can eat | 11 | 9 | 13 | 9 | 9 | 7 | 17 | 9 | 10 | 10 | 11 |
| Missed one or more rent payment | 6 | 4 | 5 | 4 | 7 | 0 | 8 | 3 | 5 | 6 | 5 |
| Used payday lender | 4 | 4 | 2 | 2 | 6 | 0 | 4 | 2 | 2 | 9 | 3 |
| Missed one or more mortgage payment | 3 | 2 | 5 | 1 | 5 | 1 | 4 | 1 | 1 | 2 | 8 |
| Used a pawn broker | 3 | 3 | 2 | 1 | 4 | 0 | 5 | 1 | 1 | 8 | 4 |
| None of the above | 47 | 52 | 46 | 57 | 40 | 67 | 36 | 56 | 59 | 41 | 39 |
| Don't know | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| All GB Adults | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **Generally speaking, how worried are you, if at all, about your own cost of living rising in the future?** | | | | | | | | | | | |
| Very worried | 24 | 27 | 21 | 21 | 26 | 19 | 33 | 22 | 15 | 38 | 23 |
| Fairly worried | 56 | 54 | 56 | 57 | 58 | 62 | 44 | 59 | 55 | 51 | 54 |
| Not very worried | 15 | 13 | 19 | 17 | 12 | 12 | 16 | 12 | 27 | 4 | 20 |
| Not at all worried | 4 | 5 | 4 | 5 | 2 | 5 | 7 | 7 | 3 | 3 | 1 |
| Don't know | 2 | 1 | 1 | 0 | 2 | 2 | 0 | 0 | 0 | 4 | 1 |
| Worried (All) | 80 | 81 | 77 | 78 | 84 | 81 | 77 | 81 | 70 | 89 | 77 |
| Not worried (All) | 19 | 18 | 23 | 22 | 14 | 17 | 23 | 19 | 30 | 7 | 21 |
| NET | +61 | +63 | +54 | +56 | +70 | +64 | +54 | +62 | +40 | +82 | +56 |


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| Mirror | Total | Region | | | | | | Social Grade | | Conservative Seats | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | London | Rest of South | Midlands | North | Wales | Scotland | ABC1 | C2DE | Gained by Con | Held by Con | Not Won by Con |
| All GB Adults | 1515 | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| All who have noticed the cost of living rising | 1318 | 176 | 421 | 216 | 321 | 67 | 118 | 765 | 554 | 102 | 644 | 564 |
| Unweighted Sample | 1309 | 149 | 428 | 230 | 332 | 62 | 108 | 634 | 675 | 109 | 637 | 553 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **Have you personally done any of the following as a result of your own cost of living rising recently?** | | | | | | | | | | | | |
| Cancelled or gone without days or nights out | 32 | 36 | 28 | 30 | 38 | 32 | 30 | 37 | 25 | 30 | 32 | 33 |
| Cancelled non-essential outgoings, such as TV subscriptions | 23 | 23 | 19 | 31 | 27 | 15 | 21 | 26 | 20 | 25 | 23 | 24 |
| Cancelled holiday plans | 15 | 13 | 17 | 14 | 16 | 12 | 16 | 15 | 15 | 14 | 15 | 16 |
| Put essential bills on your credit card | 14 | 11 | 10 | 13 | 19 | 20 | 20 | 17 | 10 | 13 | 14 | 15 |
| Gone without food so your children can eat | 11 | 9 | 9 | 10 | 14 | 12 | 10 | 10 | 11 | 12 | 11 | 10 |
| Missed one or more rent payment | 6 | 12 | 4 | 4 | 6 | 12 | 2 | 6 | 5 | 6 | 4 | 8 |
| Used payday lender | 4 | 4 | 4 | 3 | 6 | 1 | 3 | 4 | 4 | 3 | 4 | 3 |
| Missed one or more mortgage payment | 3 | 4 | 1 | 3 | 5 | 0 | 3 | 4 | 2 | 3 | 2 | 4 |
| Used a pawn broker | 3 | 1 | 2 | 4 | 4 | 6 | 2 | 3 | 3 | 4 | 2 | 4 |
| None of the above | 47 | 45 | 52 | 50 | 42 | 49 | 42 | 42 | 54 | 48 | 48 | 46 |
| Don't know | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| All GB Adults | 1515 | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **Generally speaking, how worried are you, if at all, about your own cost of living rising in the future?** | | | | | | | | | | | | |
| Very worried | 24 | 15 | 25 | 23 | 24 | 33 | 29 | 22 | 26 | 30 | 21 | 25 |
| Fairly worried | 56 | 73 | 54 | 58 | 54 | 38 | 48 | 59 | 52 | 57 | 60 | 51 |
| Not very worried | 15 | 10 | 15 | 13 | 16 | 25 | 14 | 13 | 16 | 9 | 13 | 17 |
| Not at all worried | 4 | 2 | 5 | 3 | 5 | 3 | 5 | 5 | 3 | 3 | 4 | 4 |
| Don't know | 2 | 0 | 1 | 3 | 2 | 0 | 3 | 1 | 2 | 0 | 2 | 2 |
| Worried (All) | 80 | 88 | 79 | 81 | 78 | 71 | 77 | 81 | 78 | 87 | 81 | 76 |
| Not worried (All) | 19 | 12 | 20 | 16 | 21 | 28 | 19 | 18 | 19 | 12 | 17 | 21 |
| NET | +61 | +76 | +59 | +65 | +57 | +43 | +58 | +63 | +59 | +75 | +64 | +55 |


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| Mirror | | Gender | | Age | | | | | Generation | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18 to 24 | 25 to 34 | 35 to 54 | 55 to 64 | 65+ | Millennials | Generation X | Baby Boomers |
| All GB Adults | 1515 | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | % | % | % | % | % | % | % | % | % | % | % |
| All who are very, fairly or not very worried about their own cost of living rising | 1430 | 675 | 747 | 161 | 213 | 509 | 237 | 310 | 440 | 443 | 466 |
| Unweighted Sample | 1441 | 688 | 745 | 136 | 261 | 488 | 232 | 324 | 453 | 432 | 458 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **An increase in the cost of which of the following are you most worried about?** | | | | | | | | | | | |
| Energy bills | 59 | 61 | 57 | 15 | 46 | 61 | 77 | 73 | 34 | 64 | 74 |
| The cost of food and drink | 13 | 12 | 13 | 22 | 12 | 12 | 13 | 10 | 14 | 13 | 11 |
| Rent / Mortgage payments | 10 | 5 | 14 | 19 | 13 | 11 | 1 | 7 | 18 | 8 | 5 |
| Council tax | 6 | 7 | 6 | 9 | 8 | 7 | 6 | 4 | 9 | 6 | 5 |
| Transport costs | 2 | 1 | 2 | 1 | 4 | 2 | 1 | 0 | 3 | 1 | 1 |
| Insurance premiums | 2 | 2 | 1 | 8 | 2 | 1 | 0 | 0 | 4 | 1 | 0 |
| Childcare | 2 | 2 | 2 | 4 | 6 | 2 | 0 | 0 | 5 | 1 | 0 |
| Telephone bills (including mobile phones) | 1 | 1 | 0 | 0 | 2 | 1 | 0 | 0 | 1 | 0 | 0 |
| Other (Please specify) | 2 | 3 | 1 | 12 | 2 | 0 | 0 | 2 | 5 | 0 | 1 |
| I am not at all worried about any increases | 2 | 3 | 1 | 3 | 2 | 2 | 1 | 3 | 3 | 2 | 2 |
| Don't know | 2 | 1 | 3 | 7 | 3 | 1 | 0 | 1 | 4 | 1 | 0 |
| **Which of the following statements comes closest to your own view?** | | | | | | | | | | | |
| Worrying about an increase in my cost of living has had a significant impact on my mental health | 17 | 17 | 17 | 22 | 25 | 22 | 12 | 7 | 22 | 23 | 9 |
| Worrying about an increase in my cost of living has impacted on my mental health, but not significantly | 31 | 26 | 36 | 32 | 46 | 34 | 30 | 16 | 39 | 34 | 23 |
| Worrying about an increase in my cost of living has not affected my mental health | 45 | 50 | 41 | 33 | 25 | 37 | 54 | 70 | 28 | 39 | 62 |
| Don't know | 7 | 6 | 7 | 13 | 4 | 6 | 4 | 7 | 11 | 4 | 5 |


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| Mirror | | EU Ref Vote | | GE 19 Vote | | | | Party Brexit Groups | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Leave | Remain | Con | Lab | Lib Dem | Other | Con Leavers | Con Remainers | Lab Leavers | Lab Remainers |
| All GB Adults | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | % | % | % | % | % | % | % | % | % | % | % |
| All who are very, fairly or not very worried about their own cost of living rising | 1430 | 602 | 566 | 552 | 418 | 144 | 130 | 371 | 152 | 110 | 230 |
| Unweighted Sample | 1441 | 632 | 581 | 544 | 354 | 91 | 136 | 380 | 146 | 98 | 230 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **An increase in the cost of which of the following are you most worried about?** | | | | | | | | | | | |
| Energy bills | 59 | 66 | 63 | 67 | 52 | 64 | 58 | 70 | 64 | 58 | 58 |
| The cost of food and drink | 13 | 8 | 12 | 11 | 16 | 12 | 13 | 9 | 14 | 8 | 12 |
| Rent / Mortgage payments | 10 | 10 | 9 | 8 | 9 | 11 | 9 | 10 | 3 | 16 | 9 |
| Council tax | 6 | 8 | 6 | 7 | 4 | 4 | 8 | 7 | 10 | 5 | 5 |
| Transport costs | 2 | 3 | 1 | 1 | 2 | 0 | 1 | 1 | 1 | 5 | 1 |
| Insurance premiums | 2 | 0 | 2 | 0 | 3 | 0 | 4 | 0 | 0 | 2 | 4 |
| Childcare | 2 | 2 | 2 | 1 | 4 | 2 | 0 | 1 | 0 | 4 | 5 |
| Telephone bills (including mobile phones) | 1 | 1 | 0 | 0 | 0 | 2 | 2 | 0 | 0 | 1 | 0 |
| Other (Please specify) | 2 | 0 | 1 | 2 | 5 | 1 | 1 | 0 | 3 | 0 | 1 |
| I am not at all worried about any increases | 2 | 1 | 3 | 3 | 2 | 0 | 2 | 1 | 4 | 0 | 5 |
| Don't know | 2 | 1 | 1 | 1 | 3 | 3 | 1 | 1 | 1 | 0 | 1 |
| **Which of the following statements comes closest to your own view?** | | | | | | | | | | | |
| Worrying about an increase in my cost of living has had a significant impact on my mental health | 17 | 16 | 16 | 10 | 16 | 12 | 36 | 12 | 8 | 17 | 16 |
| Worrying about an increase in my cost of living has impacted on my mental health, but not significantly | 31 | 32 | 27 | 30 | 36 | 21 | 27 | 30 | 26 | 43 | 32 |
| Worrying about an increase in my cost of living has not affected my mental health | 45 | 44 | 54 | 53 | 41 | 63 | 32 | 49 | 62 | 33 | 49 |
| Don't know | 7 | 9 | 3 | 7 | 7 | 4 | 5 | 9 | 4 | 7 | 2 |


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| Mirror | Total | Region | | | | | | Social Grade | | Conservative Seats | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | London | Rest of South | Midlands | North | Wales | Scotland | ABC1 | C2DE | Gained by Con | Held by Con | Not Won by Con |
| **All GB Adults** | **1515** | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | **%** | % | % | % | % | % | % | % | % | % | % | % |
| **All who are very, fairly or not very worried about their own cost of living rising** | **1430** | 198 | 465 | 237 | 339 | 70 | 121 | 812 | 619 | 121 | 693 | 607 |
| Unweighted Sample | 1441 | 178 | 468 | 255 | 355 | 70 | 115 | 695 | 746 | 126 | 693 | 610 |
| | **%** | % | % | % | % | % | % | % | % | % | % | % |
| **An increase in the cost of which of the following are you most worried about?** | | | | | | | | | | | | |
| Energy bills | **59** | 34 | 56 | 63 | 68 | 80 | 67 | 56 | 63 | 70 | 61 | 54 |
| The cost of food and drink | **13** | 12 | 17 | 10 | 10 | 5 | 14 | 12 | 14 | 9 | 15 | 12 |
| Rent / Mortgage payments | **10** | 17 | 10 | 8 | 9 | 2 | 10 | 11 | 8 | 9 | 9 | 11 |
| Council tax | **6** | 10 | 7 | 8 | 3 | 6 | 5 | 5 | 8 | 7 | 7 | 6 |
| Transport costs | **2** | 0 | 1 | 2 | 3 | 0 | 1 | 2 | 1 | 1 | 2 | 2 |
| Insurance premiums | **2** | 3 | 1 | 1 | 2 | 1 | 0 | 2 | 0 | 0 | 1 | 2 |
| Childcare | **2** | 7 | 2 | 1 | 1 | 1 | 0 | 3 | 1 | 2 | 2 | 2 |
| Telephone bills (including mobile phones) | **1** | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 1 |
| Other (Please specify) | **2** | 9 | 3 | 0 | 0 | 0 | 1 | 4 | 0 | 0 | 1 | 3 |
| I am not at all worried about any increases | **2** | 3 | 2 | 3 | 3 | 2 | 1 | 2 | 3 | 0 | 2 | 4 |
| Don't know | **2** | 7 | 1 | 3 | 1 | 2 | 0 | 2 | 2 | 0 | 1 | 3 |
| **Which of the following statements comes closest to your own view?** | | | | | | | | | | | | |
| Worrying about an increase in my cost of living has had a significant impact on my mental health | **17** | 18 | 15 | 19 | 17 | 15 | 24 | 17 | 17 | 22 | 15 | 19 |
| Worrying about an increase in my cost of living has impacted on my mental health, but not significantly | **31** | 22 | 39 | 29 | 30 | 31 | 23 | 33 | 29 | 22 | 35 | 29 |
| Worrying about an increase in my cost of living has not affected my mental health | **45** | 46 | 41 | 47 | 46 | 51 | 49 | 44 | 47 | 48 | 44 | 46 |
| Don't know | **7** | 14 | 6 | 5 | 6 | 3 | 4 | 6 | 7 | 8 | 7 | 6 |


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| Mirror | | Gender | | Age | | | | | Generation | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18 to 24 | 25 to 34 | 35 to 54 | 55 to 64 | 65+ | Millennials | Generation X | Baby Boomers |
| All GB Adults | 1515 | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | % | % | % | % | % | % | % | % | % | % | % |
| All GB Adults | 1515 | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **Have you personally noticed an increase in the cost of any of the following in the last three months?** | | | | | | | | | | | |
| The cost of food and drink | **76** | 72 | 80 | 61 | 62 | 78 | 84 | 85 | 64 | 77 | 85 |
| Energy bills | **67** | 65 | 68 | 56 | 70 | 69 | 67 | 66 | 65 | 69 | 69 |
| Transport costs | **28** | 31 | 25 | 33 | 28 | 31 | 28 | 21 | 32 | 29 | 25 |
| Council tax | **21** | 23 | 19 | 26 | 25 | 23 | 20 | 15 | 29 | 19 | 17 |
| Telephone bills (including mobile phones) | **17** | 18 | 16 | 36 | 14 | 16 | 14 | 12 | 23 | 16 | 13 |
| Insurance premiums | **11** | 9 | 14 | 11 | 13 | 12 | 10 | 10 | 15 | 10 | 9 |
| Rent / Mortgage payments | **10** | 9 | 11 | 19 | 16 | 10 | 10 | 3 | 15 | 11 | 7 |
| Childcare | **4** | 6 | 3 | 6 | 13 | 5 | 0 | 1 | 10 | 4 | 1 |
| None of the above | **4** | 5 | 3 | 5 | 1 | 4 | 3 | 6 | 3 | 4 | 5 |
| Don't know | **2** | 4 | 1 | 5 | 2 | 2 | 1 | 2 | 3 | 2 | 1 |


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| Mirror | | EU Ref Vote | | GE 19 Vote | | | | Party Brexit Groups | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Leave | Remain | Con | Lab | Lib Dem | Other | Con Leavers | Con Remainers | Lab Leavers | Lab Remainers |
| All GB Adults | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | % | % | % | % | % | % | % | % | % | % | % |
| All GB Adults | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **Have you personally noticed an increase in the cost of any of the following in the last three months?** | | | | | | | | | | | |
| The cost of food and drink | 76 | 77 | 77 | 78 | 80 | 81 | 74 | 80 | 74 | 79 | 76 |
| Energy bills | 67 | 68 | 68 | 69 | 69 | 62 | 66 | 70 | 63 | 69 | 70 |
| Transport costs | 28 | 27 | 29 | 23 | 34 | 38 | 26 | 21 | 25 | 40 | 31 |
| Council tax | 21 | 22 | 21 | 22 | 22 | 9 | 23 | 24 | 20 | 19 | 23 |
| Telephone bills (including mobile phones) | 17 | 10 | 19 | 10 | 26 | 10 | 20 | 6 | 21 | 16 | 22 |
| Insurance premiums | 11 | 11 | 14 | 11 | 12 | 7 | 14 | 11 | 13 | 10 | 12 |
| Rent / Mortgage payments | 10 | 7 | 14 | 8 | 10 | 17 | 5 | 6 | 10 | 7 | 14 |
| Childcare | 4 | 3 | 5 | 2 | 5 | 3 | 9 | 3 | 1 | 2 | 8 |
| None of the above | 4 | 5 | 3 | 6 | 1 | 4 | 2 | 8 | 4 | 0 | 1 |
| Don't know | 2 | 3 | 0 | 1 | 1 | 3 | 2 | 2 | 1 | 3 | 0 |


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| Mirror | | Region | | | | | | Social Grade | | Conservative Seats | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | London | Rest of South | Midlands | North | Wales | Scotland | ABC1 | C2DE | Gained by Con | Held by Con | Not Won by Con |
| All GB Adults | 1515 | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| All GB Adults | 1515 | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **Have you personally noticed an increase in the cost of any of the following in the last three months?** | | | | | | | | | | | | |
| The cost of food and drink | **76** | 73 | 78 | 73 | 74 | 83 | 79 | 77 | 75 | 67 | 81 | 73 |
| Energy bills | **67** | 56 | 70 | 66 | 66 | 76 | 71 | 69 | 65 | 64 | 69 | 64 |
| Transport costs | **28** | 34 | 25 | 25 | 33 | 15 | 29 | 32 | 23 | 14 | 30 | 28 |
| Council tax | **21** | 29 | 20 | 18 | 22 | 29 | 13 | 23 | 19 | 15 | 23 | 20 |
| Telephone bills (including mobile phones) | **17** | 31 | 13 | 15 | 15 | 28 | 15 | 18 | 16 | 16 | 13 | 22 |
| Insurance premiums | **11** | 14 | 10 | 14 | 12 | 8 | 11 | 14 | 8 | 13 | 12 | 10 |
| Rent / Mortgage payments | **10** | 15 | 12 | 9 | 8 | 5 | 8 | 11 | 10 | 6 | 10 | 12 |
| Childcare | **4** | 3 | 4 | 4 | 6 | 3 | 3 | 6 | 3 | 5 | 4 | 5 |
| None of the above | **4** | 1 | 4 | 7 | 3 | 4 | 4 | 5 | 3 | 10 | 4 | 2 |
| Don't know | **2** | 4 | 3 | 2 | 2 | 0 | 0 | 2 | 3 | 5 | 1 | 3 |


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| Mirror | | Gender | | Age | | | | | Generation | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18 to 24 | 25 to 34 | 35 to 54 | 55 to 64 | 65+ | Millennials | Generation X | Baby Boomers |
| **All GB Adults** | **1515** | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | **%** | % | % | % | % | % | % | % | % | % | % |
| **All who have noticed more than one thing increasing in cost in te last three months** | **1061** | 497 | 558 | 106 | 162 | 378 | 177 | 237 | 317 | 330 | 359 |
| Unweighted Sample | 1058 | 494 | 558 | 87 | 195 | 356 | 172 | 248 | 317 | 321 | 347 |
| | **%** | % | % | % | % | % | % | % | % | % | % |
| **And of the following, which increase has had the greatest impact on you personally, so far?** | | | | | | | | | | | |
| Energy bills | **49** | 52 | 46 | 37 | 52 | 47 | 50 | 56 | 43 | 50 | 53 |
| The cost of food and drink | **30** | 27 | 34 | 38 | 22 | 29 | 41 | 27 | 31 | 28 | 33 |
| Transport costs | **6** | 7 | 5 | 2 | 4 | 9 | 2 | 6 | 5 | 8 | 5 |
| Rent / Mortgage payments | **4** | 2 | 5 | 8 | 4 | 4 | 0 | 3 | 5 | 4 | 2 |
| Council tax | **3** | 4 | 2 | 8 | 7 | 2 | 2 | 1 | 6 | 3 | 1 |
| Telephone bills (including mobile phones) | **1** | 1 | 1 | 6 | 2 | 0 | 0 | 0 | 3 | 0 | 0 |
| Insurance premiums | **1** | 2 | 0 | 0 | 3 | 0 | 0 | 2 | 2 | 0 | 1 |
| Childcare | **1** | 1 | 1 | 2 | 2 | 1 | 0 | 0 | 2 | 1 | 0 |
| Don't know | **5** | 3 | 7 | 0 | 3 | 7 | 4 | 6 | 3 | 6 | 5 |
| Don't know | **0** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **All GB Adults** | **1515** | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | **%** | % | % | % | % | % | % | % | % | % | % |
| **In the last three months have your energy bills increased?** | | | | | | | | | | | |
| Yes | **64** | 65 | 63 | 67 | 76 | 67 | 58 | 56 | 71 | 67 | 59 |
| No | **20** | 22 | 17 | 9 | 13 | 17 | 28 | 27 | 13 | 17 | 27 |
| Don't know | **12** | 9 | 15 | 15 | 7 | 13 | 12 | 14 | 10 | 13 | 12 |
| Not applicable - I do not receive any energy | **4** | 4 | 4 | 9 | 4 | 3 | 2 | 3 | 5 | 4 | 3 |


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| Mirror | | Total | EU Ref Vote | | GE 19 Vote | | | | Party Brexit Groups | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Leave | Remain | Con | Lab | Lib Dem | Other | Con Leavers | Con Remainers | Lab Leavers | Lab Remainers |
| All GB Adults | | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | | % | % | % | % | % | % | % | % | % | % | % |
| All who have noticed more than one thing increasing in cost in te last three months | | 1061 | 447 | 432 | 406 | 322 | 115 | 95 | 280 | 103 | 87 | 168 |
| Unweighted Sample | | 1058 | 478 | 434 | 405 | 265 | 68 | 103 | 286 | 105 | 75 | 171 |
| | | % | % | % | % | % | % | % | % | % | % | % |
| **And of the following, which increase has had the greatest impact on you personally, so far?** | | | | | | | | | | | | |
| Energy bills | | 49 | 57 | 44 | 53 | 46 | 35 | 63 | 58 | 41 | 43 | 47 |
| The cost of food and drink | | 30 | 23 | 35 | 27 | 32 | 48 | 22 | 21 | 41 | 33 | 28 |
| Transport costs | | 6 | 7 | 6 | 6 | 8 | 2 | 1 | 8 | 4 | 10 | 11 |
| Rent / Mortgage payments | | 4 | 3 | 3 | 3 | 3 | 2 | 1 | 3 | 4 | 1 | 4 |
| Council tax | | 3 | 4 | 2 | 2 | 4 | 2 | 3 | 2 | 0 | 10 | 1 |
| Telephone bills (including mobile phones) | | 1 | 0 | 1 | 0 | 1 | 1 | 4 | 0 | 1 | 0 | 2 |
| Insurance premiums | | 1 | 0 | 2 | 2 | 1 | 0 | 3 | 0 | 5 | 0 | 1 |
| Childcare | | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 2 |
| Don't know | | 5 | 5 | 5 | 6 | 3 | 10 | 2 | 8 | 4 | 3 | 5 |
| Don't know | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| All GB Adults | | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | | % | % | % | % | % | % | % | % | % | % | % |
| **In the last three months have your energy bills increased?** | | | | | | | | | | | | |
| Yes | | 64 | 64 | 66 | 61 | 71 | 56 | 74 | 63 | 55 | 65 | 71 |
| No | | 20 | 21 | 23 | 25 | 15 | 25 | 13 | 22 | 32 | 20 | 17 |
| Don't know | | 12 | 12 | 9 | 13 | 11 | 15 | 6 | 13 | 12 | 12 | 10 |
| Not applicable - I do not receive any energy | | 4 | 4 | 2 | 2 | 3 | 5 | 6 | 2 | 1 | 2 | 3 |


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| Mirror | | Region | | | | | | Social Grade | | Conservative Seats | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | London | Rest of South | Midlands | North | Wales | Scotland | ABC1 | C2DE | Gained by Con | Held by Con | Not Won by Con |
| **All GB Adults** | **1515** | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **All who have noticed more than one thing increasing in cost in te last three months** | **1061** | 143 | 358 | 177 | 234 | 54 | 94 | 633 | 427 | 79 | 546 | 430 |
| Unweighted Sample | 1058 | 125 | 344 | 188 | 258 | 53 | 90 | 524 | 534 | 93 | 521 | 437 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **And of the following, which increase has had the greatest impact on you personally, so far?** | | | | | | | | | | | | |
| Energy bills | **49** | 34 | 48 | 46 | 53 | 76 | 56 | 44 | 56 | 55 | 45 | 53 |
| The cost of food and drink | **30** | 35 | 32 | 37 | 24 | 16 | 30 | 34 | 25 | 32 | 35 | 25 |
| Transport costs | **6** | 3 | 5 | 4 | 11 | 0 | 6 | 6 | 6 | 1 | 7 | 6 |
| Rent / Mortgage payments | **4** | 8 | 3 | 3 | 2 | 1 | 3 | 3 | 4 | 1 | 1 | 7 |
| Council tax | **3** | 11 | 2 | 3 | 3 | 0 | 1 | 4 | 3 | 0 | 3 | 4 |
| Telephone bills (including mobile phones) | **1** | 0 | 2 | 1 | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 1 |
| Insurance premiums | **1** | 2 | 0 | 2 | 2 | 0 | 0 | 1 | 1 | 1 | 1 | 1 |
| Childcare | **1** | 1 | 0 | 0 | 1 | 3 | 0 | 1 | 1 | 2 | 0 | 1 |
| Don't know | **5** | 5 | 8 | 4 | 3 | 2 | 3 | 6 | 4 | 8 | 7 | 2 |
| Don't know | **0** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **All GB Adults** | **1515** | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **In the last three months have your energy bills increased?** | | | | | | | | | | | | |
| Yes | **64** | 62 | 64 | 62 | 65 | 80 | 61 | 69 | 58 | 57 | 66 | 63 |
| No | **20** | 17 | 18 | 20 | 23 | 16 | 24 | 17 | 23 | 17 | 21 | 20 |
| Don't know | **12** | 17 | 15 | 13 | 9 | 3 | 9 | 10 | 15 | 18 | 11 | 13 |
| Not applicable - I do not receive any energy | **4** | 4 | 4 | 5 | 3 | 1 | 5 | 4 | 4 | 8 | 2 | 5 |


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| Mirror | | Gender | | Age | | | | | Generation | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18 to 24 | 25 to 34 | 35 to 54 | 55 to 64 | 65+ | Millennials | Generation X | Baby Boomers |
| All GB Adults | 1515 | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | % | % | % | % | % | % | % | % | % | % | % |
| All who have had their energy bills increase in the last three months | 972 | 472 | 493 | 116 | 166 | 354 | 142 | 194 | 326 | 309 | 293 |
| Unweighted Sample | 1017 | 484 | 526 | 102 | 205 | 351 | 164 | 195 | 350 | 308 | 309 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **What has the increase been to your monthly energy bills?** | | | | | | | | | | | |
| Under £10 a month | 8 | 5 | 11 | 8 | 6 | 9 | 6 | 12 | 6 | 10 | 9 |
| £11 to £20 a month | 23 | 26 | 21 | 13 | 28 | 21 | 29 | 24 | 22 | 21 | 27 |
| £21 to £30 a month | 24 | 20 | 28 | 10 | 20 | 31 | 23 | 24 | 20 | 29 | 23 |
| £31 to £40 a month | 9 | 10 | 9 | 9 | 11 | 9 | 9 | 8 | 10 | 9 | 10 |
| £41 to £50 a month | 10 | 10 | 10 | 21 | 12 | 5 | 14 | 6 | 14 | 6 | 10 |
| £50 to £75 a month | 6 | 9 | 3 | 1 | 8 | 8 | 1 | 6 | 7 | 8 | 3 |
| £76 to £100 a month | 5 | 7 | 4 | 6 | 4 | 7 | 1 | 5 | 4 | 8 | 2 |
| £101 to £150 a month | 1 | 2 | 1 | 6 | 2 | 1 | 1 | 1 | 3 | 1 | 1 |
| £151 to £200 a month | 1 | 2 | 1 | 0 | 4 | 1 | 0 | 2 | 2 | 1 | 2 |
| £201 to £250 a month | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| More than £250 a month | 0 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 0 |
| Don't know | 11 | 9 | 13 | 25 | 3 | 7 | 16 | 12 | 11 | 8 | 14 |
| **Would you say that you have you made any changes as a result of your energy bills increasing recently?** | | | | | | | | | | | |
| Yes | 61 | 60 | 62 | 62 | 62 | 66 | 65 | 47 | 66 | 63 | 53 |
| No | 34 | 35 | 33 | 22 | 34 | 28 | 34 | 51 | 26 | 31 | 45 |
| Don't know | 5 | 6 | 5 | 16 | 3 | 6 | 1 | 2 | 8 | 6 | 2 |


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|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Leave | Remain | Con | Lab | Lib Dem | Other | Con Leavers | Con Remainers | Lab Leavers | Lab Remainers |
| All GB Adults | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | % | % | % | % | % | % | % | % | % | % | % |
| All who have had their energy bills increase in the last three months | 972 | 411 | 390 | 356 | 307 | 86 | 104 | 249 | 86 | 76 | 168 |
| Unweighted Sample | 1017 | 444 | 420 | 361 | 261 | 58 | 106 | 258 | 89 | 69 | 172 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **What has the increase been to your monthly energy bills?** | | | | | | | | | | | |
| Under £10 a month | 8 | 10 | 9 | 11 | 8 | 3 | 6 | 11 | 15 | 5 | 11 |
| £11 to £20 a month | 23 | 23 | 25 | 18 | 26 | 31 | 21 | 18 | 20 | 34 | 28 |
| £21 to £30 a month | 24 | 22 | 29 | 27 | 23 | 28 | 27 | 25 | 27 | 16 | 30 |
| £31 to £40 a month | 9 | 10 | 8 | 10 | 7 | 7 | 12 | 10 | 10 | 10 | 6 |
| £41 to £50 a month | 10 | 10 | 8 | 10 | 12 | 5 | 11 | 10 | 13 | 12 | 7 |
| £50 to £75 a month | 6 | 6 | 5 | 6 | 5 | 3 | 11 | 7 | 2 | 4 | 7 |
| £76 to £100 a month | 5 | 7 | 4 | 7 | 5 | 4 | 2 | 8 | 5 | 12 | 5 |
| £101 to £150 a month | 1 | 2 | 1 | 2 | 1 | 0 | 2 | 2 | 0 | 0 | 1 |
| £151 to £200 a month | 1 | 1 | 0 | 2 | 2 | 2 | 0 | 2 | 1 | 0 | 1 |
| £201 to £250 a month | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| More than £250 a month | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 |
| Don't know | 11 | 8 | 9 | 7 | 12 | 17 | 8 | 7 | 8 | 7 | 5 |
| **Would you say that you have you made any changes as a result of your energy bills increasing recently?** | | | | | | | | | | | |
| Yes | 61 | 61 | 62 | 58 | 64 | 49 | 68 | 55 | 67 | 75 | 62 |
| No | 34 | 36 | 36 | 40 | 27 | 44 | 30 | 43 | 31 | 17 | 36 |
| Don't know | 5 | 4 | 2 | 2 | 9 | 6 | 2 | 2 | 2 | 8 | 3 |


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| Mirror | | Region | | | | | | Social Grade | | Conservative Seats | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | London | Rest of South | Midlands | North | Wales | Scotland | ABC1 | C2DE | Gained by Con | Held by Con | Not Won by Con |
| All GB Adults | 1515 | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| All who have had their energy bills increase in the last three months | 972 | 124 | 317 | 156 | 236 | 58 | 81 | 592 | 380 | 71 | 485 | 407 |
| Unweighted Sample | 1017 | 119 | 326 | 176 | 260 | 50 | 86 | 518 | 499 | 83 | 483 | 440 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **What has the increase been to your monthly energy bills?** | | | | | | | | | | | | |
| Under £10 a month | 8 | 1 | 13 | 9 | 8 | 6 | 4 | 9 | 8 | 14 | 10 | 6 |
| £11 to £20 a month | 23 | 11 | 23 | 21 | 27 | 18 | 37 | 19 | 29 | 13 | 22 | 26 |
| £21 to £30 a month | 24 | 12 | 18 | 31 | 31 | 46 | 20 | 26 | 21 | 27 | 25 | 23 |
| £31 to £40 a month | 9 | 10 | 10 | 10 | 9 | 4 | 7 | 9 | 9 | 12 | 10 | 7 |
| £41 to £50 a month | 10 | 23 | 11 | 5 | 6 | 6 | 10 | 10 | 10 | 6 | 10 | 10 |
| £50 to £75 a month | 6 | 6 | 7 | 4 | 5 | 6 | 7 | 6 | 5 | 5 | 7 | 6 |
| £76 to £100 a month | 5 | 8 | 4 | 6 | 6 | 5 | 1 | 5 | 5 | 12 | 4 | 5 |
| £101 to £150 a month | 1 | 3 | 2 | 1 | 1 | 0 | 1 | 1 | 2 | 1 | 1 | 2 |
| £151 to £200 a month | 1 | 0 | 2 | 4 | 0 | 0 | 0 | 2 | 0 | 7 | 1 | 0 |
| £201 to £250 a month | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| More than £250 a month | 0 | 0 | 0 | 1 | 1 | 0 | 1 | 1 | 0 | 0 | 0 | 1 |
| Don't know | 11 | 26 | 9 | 10 | 6 | 9 | 10 | 11 | 11 | 4 | 9 | 15 |
| **Would you say that you have you made any changes as a result of your energy bills increasing recently?** | | | | | | | | | | | | |
| Yes | 61 | 50 | 64 | 62 | 62 | 63 | 60 | 61 | 61 | 63 | 64 | 57 |
| No | 34 | 34 | 35 | 32 | 34 | 36 | 35 | 34 | 33 | 33 | 33 | 34 |
| Don't know | 5 | 16 | 2 | 6 | 4 | 1 | 5 | 5 | 5 | 4 | 3 | 8 |


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| Mirror | Total | Gender | | Age | | | | | Generation | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 18 to 24 | 25 to 34 | 35 to 54 | 55 to 64 | 65+ | Millennials | Generation X | Baby Boomers |
| **All GB Adults** | **1515** | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| **Unweighted Sample** | **1515** | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | **%** | % | % | % | % | % | % | % | % | % | % |
| **All who have made changes as a result of their energy bills increasing** | **592** | 281 | 306 | 72 | 103 | 235 | 92 | 90 | 216 | 194 | 156 |
| **Unweighted Sample** | **645** | 301 | 339 | 61 | 133 | 235 | 113 | 103 | 226 | 203 | 188 |
| | **%** | % | % | % | % | % | % | % | % | % | % |
| **Which of the following changes (if any) have you personally made as a result of your energy bills increasing recently?** | | | | | | | | | | | |
| Cut back on electricity use | **62** | 56 | 67 | 40 | 57 | 63 | 68 | 75 | 56 | 60 | 72 |
| Turned the heating down | **61** | 56 | 65 | 28 | 55 | 69 | 58 | 77 | 51 | 66 | 65 |
| Put on extra clothing | **59** | 44 | 71 | 23 | 58 | 63 | 67 | 66 | 51 | 60 | 67 |
| Gone without heating for short periods | **36** | 27 | 45 | 25 | 34 | 40 | 37 | 35 | 35 | 37 | 34 |
| Gone without heating for long periods | **32** | 24 | 38 | 6 | 46 | 34 | 39 | 23 | 35 | 29 | 32 |
| Gone without heating all day | **29** | 31 | 28 | 11 | 34 | 39 | 31 | 13 | 32 | 33 | 25 |
| Bought less food | **27** | 22 | 31 | 31 | 27 | 31 | 26 | 14 | 26 | 34 | 23 |
| Gone without meals | **13** | 11 | 15 | 3 | 6 | 22 | 11 | 6 | 12 | 18 | 10 |
| Other (please specify) | **1** | 3 | 0 | 0 | 0 | 2 | 0 | 5 | 1 | 1 | 3 |
| None of the above | **5** | 10 | 0 | 22 | 3 | 3 | 0 | 0 | 11 | 2 | 0 |
| Don't know | **0** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **All who receive energy bills** | **1458** | 701 | 749 | 157 | 211 | 514 | 242 | 334 | 433 | 448 | 488 |
| **Unweighted Sample** | **1466** | 710 | 748 | 137 | 264 | 490 | 240 | 335 | 458 | 433 | 474 |
| | **%** | % | % | % | % | % | % | % | % | % | % |
| **How worried are you, if at all, about your energy bills rising over the coming months?** | | | | | | | | | | | |
| Very worried | **35** | 27 | 42 | 21 | 36 | 41 | 37 | 29 | 32 | 40 | 34 |
| Fairly worried | **48** | 49 | 46 | 58 | 49 | 49 | 46 | 42 | 51 | 50 | 42 |
| Not very worried | **12** | 15 | 9 | 19 | 12 | 7 | 15 | 14 | 14 | 7 | 14 |
| Not at all worried | **4** | 7 | 1 | 0 | 3 | 2 | 2 | 10 | 1 | 3 | 7 |
| Don't know | **2** | 1 | 2 | 3 | 0 | 0 | 0 | 5 | 1 | 0 | 2 |
| Worried (All) | **83** | 76 | 88 | 79 | 85 | 90 | 83 | 71 | 83 | 90 | 76 |
| Not worried (All) | **16** | 22 | 10 | 19 | 15 | 9 | 17 | 24 | 15 | 10 | 21 |
| NET | **+67** | +54 | +78 | +60 | +70 | +81 | +66 | +47 | +68 | +80 | +55 |


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| Mirror | Total | EU Ref Vote | | GE 19 Vote | | | | Party Brexit Groups | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Leave | Remain | Con | Lab | Lib Dem | Other | Con Leavers | Con Remainers | Lab Leavers | Lab Remainers |
| **All GB Adults** | **1515** | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | **%** | % | % | % | % | % | % | % | % | % | % |
| **All who have made changes as a result of their energy bills increasing** | **592** | 249 | 242 | 206 | 198 | 42 | 71 | 136 | 57 | 57 | 103 |
| Unweighted Sample | 645 | 293 | 262 | 227 | 174 | 34 | 71 | 160 | 58 | 51 | 110 |
| | **%** | % | % | % | % | % | % | % | % | % | % |
| **Which of the following changes (if any) have you personally made as a result of your energy bills increasing recently?** | | | | | | | | | | | |
| Cut back on electricity use | **62** | 69 | 56 | 60 | 51 | 80 | 79 | 65 | 52 | 78 | 43 |
| Turned the heating down | **61** | 67 | 60 | 63 | 53 | 53 | 78 | 67 | 64 | 74 | 50 |
| Put on extra clothing | **59** | 63 | 61 | 60 | 56 | 62 | 54 | 64 | 60 | 63 | 59 |
| Gone without heating for short periods | **36** | 40 | 36 | 39 | 36 | 30 | 41 | 42 | 36 | 37 | 37 |
| Gone without heating for long periods | **32** | 39 | 28 | 31 | 36 | 32 | 29 | 35 | 25 | 48 | 32 |
| Gone without heating all day | **29** | 27 | 35 | 29 | 27 | 28 | 32 | 29 | 28 | 14 | 41 |
| Bought less food | **27** | 27 | 26 | 20 | 32 | 16 | 41 | 23 | 18 | 37 | 31 |
| Gone without meals | **13** | 19 | 8 | 14 | 9 | 8 | 25 | 21 | 0 | 12 | 8 |
| Other (please specify) | **1** | 2 | 2 | 2 | 1 | 7 | 0 | 3 | 0 | 0 | 1 |
| None of the above | **5** | 0 | 3 | 3 | 10 | 1 | 0 | 0 | 6 | 0 | 4 |
| Don't know | **0** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **All who receive energy bills** | **1458** | 619 | 581 | 573 | 421 | 147 | 131 | 388 | 155 | 115 | 230 |
| Unweighted Sample | 1466 | 649 | 591 | 557 | 360 | 95 | 138 | 390 | 148 | 103 | 232 |
| | **%** | % | % | % | % | % | % | % | % | % | % |
| **How worried are you, if at all, about your energy bills rising over the coming months?** | | | | | | | | | | | |
| Very worried | **35** | 43 | 30 | 35 | 36 | 28 | 36 | 42 | 26 | 52 | 32 |
| Fairly worried | **48** | 40 | 50 | 46 | 50 | 48 | 46 | 41 | 50 | 43 | 47 |
| Not very worried | **12** | 11 | 15 | 13 | 10 | 17 | 10 | 10 | 20 | 3 | 16 |
| Not at all worried | **4** | 5 | 3 | 6 | 3 | 0 | 6 | 7 | 3 | 2 | 4 |
| Don't know | **2** | 1 | 2 | 0 | 0 | 7 | 3 | 0 | 0 | 0 | 1 |
| Worried (All) | **83** | 83 | 80 | 81 | 86 | 76 | 82 | 83 | 76 | 95 | 79 |
| Not worried (All) | **16** | 16 | 18 | 19 | 13 | 17 | 16 | 17 | 23 | 5 | 20 |
| NET | **+67** | +67 | +62 | +62 | +73 | +59 | +66 | +66 | +53 | +90 | +59 |


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| Mirror | Total | Region | | | | | | Social Grade | | Conservative Seats | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | London | Rest of South | Midlands | North | Wales | Scotland | ABC1 | C2DE | Gained by Con | Held by Con | Not Won by Con |
| **All GB Adults** | **1515** | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | **%** | % | % | % | % | % | % | % | % | % | % | % |
| **All who have made changes as a result of their energy bills increasing** | **592** | 63 | 201 | 97 | 147 | 37 | 49 | 359 | 234 | 45 | 309 | 234 |
| Unweighted Sample | 645 | 62 | 224 | 108 | 166 | 29 | 56 | 336 | 309 | 54 | 317 | 268 |
| | **%** | % | % | % | % | % | % | % | % | % | % | % |
| **Which of the following changes (if any) have you personally made as a result of your energy bills increasing recently?** | | | | | | | | | | | | |
| Cut back on electricity use | **62** | 44 | 65 | 66 | 59 | 52 | 78 | 60 | 65 | 55 | 65 | 59 |
| Turned the heating down | **61** | 50 | 58 | 68 | 59 | 67 | 75 | 63 | 58 | 63 | 63 | 58 |
| Put on extra clothing | **59** | 33 | 60 | 57 | 61 | 71 | 70 | 61 | 54 | 62 | 62 | 53 |
| Gone without heating for short periods | **36** | 17 | 35 | 40 | 34 | 73 | 33 | 42 | 27 | 42 | 37 | 33 |
| Gone without heating for long periods | **32** | 23 | 25 | 37 | 35 | 28 | 50 | 35 | 26 | 29 | 30 | 35 |
| Gone without heating all day | **29** | 16 | 21 | 32 | 37 | 36 | 49 | 29 | 30 | 34 | 25 | 34 |
| Bought less food | **27** | 22 | 26 | 25 | 26 | 36 | 33 | 31 | 21 | 24 | 24 | 32 |
| Gone without meals | **13** | 17 | 7 | 9 | 19 | 23 | 17 | 15 | 11 | 12 | 11 | 16 |
| Other (please specify) | **1** | 2 | 1 | 1 | 2 | 5 | 0 | 1 | 2 | 0 | 2 | 1 |
| None of the above | **5** | 26 | 4 | 0 | 3 | 0 | 1 | 2 | 8 | 0 | 2 | 9 |
| Don't know | **0** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **All who receive energy bills** | **1458** | 194 | 475 | 239 | 353 | 72 | 125 | 828 | 630 | 115 | 717 | 616 |
| Unweighted Sample | 1466 | 177 | 470 | 256 | 374 | 72 | 117 | 706 | 760 | 122 | 705 | 627 |
| | **%** | % | % | % | % | % | % | % | % | % | % | % |
| **How worried are you, if at all, about your energy bills rising over the coming months?** | | | | | | | | | | | | |
| Very worried | **35** | 22 | 33 | 39 | 40 | 40 | 36 | 35 | 34 | 42 | 35 | 34 |
| Fairly worried | **48** | 62 | 49 | 48 | 40 | 35 | 50 | 49 | 47 | 43 | 50 | 47 |
| Not very worried | **12** | 13 | 10 | 10 | 14 | 15 | 14 | 10 | 15 | 5 | 10 | 16 |
| Not at all worried | **4** | 3 | 6 | 2 | 3 | 9 | 0 | 5 | 2 | 2 | 5 | 3 |
| Don't know | **2** | 0 | 1 | 2 | 3 | 1 | 0 | 1 | 2 | 7 | 0 | 1 |
| Worried (All) | **83** | 84 | 82 | 87 | 80 | 75 | 86 | 84 | 81 | 85 | 85 | 81 |
| Not worried (All) | **16** | 16 | 16 | 12 | 17 | 24 | 14 | 15 | 17 | 7 | 15 | 19 |
| NET | **+67** | +68 | +66 | +75 | +63 | +51 | +72 | +69 | +64 | +78 | +70 | +62 |


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| Mirror | | Gender | | Age | | | | | Generation | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18 to 24 | 25 to 34 | 35 to 54 | 55 to 64 | 65+ | Millennials | Generation X | Baby Boomers |
| All GB Adults | 1515 | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **Imagine that your energy bills were to rise. If you had to say, by roughly how much a month do you think it would need to rise before you and your household faced extreme financial difficulties? By extreme financial difficulties we mean, for example, not having enough money to buy food and other basic items, not being able to pay utility bills and not being able to pay for** | | | | | | | | | | | |
| My household is already facing extreme financial difficulties | 9 | 7 | 11 | 3 | 9 | 16 | 8 | 4 | 9 | 14 | 6 |
| Under £10 a month | 5 | 4 | 5 | 9 | 5 | 5 | 3 | 3 | 6 | 5 | 3 |
| £11 to £20 a month | 9 | 9 | 9 | 6 | 11 | 8 | 10 | 9 | 8 | 8 | 10 |
| £21 to £30 a month | 12 | 11 | 12 | 15 | 11 | 12 | 16 | 7 | 12 | 12 | 11 |
| £31 to £40 a month | 9 | 9 | 8 | 13 | 12 | 9 | 6 | 6 | 12 | 9 | 6 |
| £41 to £50 a month | 9 | 11 | 9 | 19 | 9 | 9 | 11 | 5 | 14 | 8 | 8 |
| £50 to £75 a month | 8 | 10 | 6 | 2 | 9 | 7 | 9 | 10 | 6 | 8 | 7 |
| £76 to £100 a month | 7 | 6 | 8 | 3 | 14 | 7 | 5 | 6 | 9 | 7 | 5 |
| £101 to £150 a month | 4 | 4 | 3 | 5 | 2 | 5 | 2 | 3 | 3 | 6 | 3 |
| £151 to £200 a month | 3 | 4 | 2 | 0 | 2 | 2 | 3 | 6 | 1 | 2 | 6 |
| £201 to £250 a month | 2 | 0 | 3 | 2 | 0 | 1 | 5 | 1 | 1 | 1 | 2 |
| More than £250 a month | 6 | 9 | 3 | 1 | 7 | 4 | 7 | 10 | 4 | 4 | 9 |
| Don't know | 18 | 16 | 21 | 20 | 8 | 17 | 15 | 29 | 15 | 16 | 23 |


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| Mirror | | EU Ref Vote | | GE 19 Vote | | | | Party Brexit Groups | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Leave | Remain | Con | Lab | Lib Dem | Other | Con Leavers | Con Remainers | Lab Leavers | Lab Remainers |
| All GB Adults | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **Imagine that your energy bills were to rise. If you had to say, by roughly how much a month do you think it would need to rise before you and your household faced extreme financial difficulties? By extreme financial difficulties we mean, for example, not having enough money to buy food and other basic items, not being able to pay utility bills and not being able to pay for** | | | | | | | | | | | |
| My household is already facing extreme financial difficulties | 9 | 12 | 7 | 10 | 7 | 3 | 20 | 12 | 4 | 10 | 7 |
| Under £10 a month | 5 | 3 | 6 | 1 | 8 | 0 | 7 | 1 | 1 | 4 | 13 |
| £11 to £20 a month | 9 | 12 | 5 | 11 | 10 | 1 | 7 | 11 | 9 | 20 | 6 |
| £21 to £30 a month | 12 | 11 | 10 | 9 | 13 | 9 | 17 | 10 | 7 | 16 | 11 |
| £31 to £40 a month | 9 | 9 | 9 | 6 | 8 | 16 | 7 | 7 | 5 | 9 | 7 |
| £41 to £50 a month | 9 | 7 | 10 | 8 | 12 | 8 | 7 | 8 | 6 | 4 | 13 |
| £50 to £75 a month | 8 | 8 | 10 | 11 | 4 | 14 | 5 | 9 | 14 | 3 | 5 |
| £76 to £100 a month | 7 | 7 | 7 | 8 | 7 | 5 | 5 | 8 | 8 | 9 | 6 |
| £101 to £150 a month | 4 | 4 | 4 | 4 | 4 | 3 | 1 | 4 | 4 | 4 | 5 |
| £151 to £200 a month | 3 | 2 | 5 | 3 | 4 | 2 | 2 | 2 | 7 | 2 | 6 |
| £201 to £250 a month | 2 | 1 | 2 | 2 | 1 | 1 | 3 | 2 | 1 | 0 | 2 |
| More than £250 a month | 6 | 6 | 8 | 6 | 4 | 13 | 8 | 5 | 9 | 2 | 6 |
| Don't know | 18 | 18 | 17 | 20 | 18 | 25 | 11 | 20 | 23 | 17 | 14 |


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| Mirror | | Region | | | | | | Social Grade | | Conservative Seats | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | London | Rest of South | Midlands | North | Wales | Scotland | ABC1 | C2DE | Gained by Con | Held by Con | Not Won by Con |
| All GB Adults | 1515 | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **Imagine that your energy bills were to rise. If you had to say, by roughly how much a month do you think it would need to rise before you and your household faced extreme financial difficulties? By extreme financial difficulties we mean, for example, not having enough money to buy food and other basic items, not being able to pay utility bills and not being able to pay for** | | | | | | | | | | | | |
| My household is already facing extreme financial difficulties | 9 | 4 | 6 | 7 | 16 | 13 | 13 | 8 | 11 | 8 | 9 | 10 |
| Under £10 a month | 5 | 4 | 4 | 5 | 5 | 6 | 5 | 5 | 5 | 3 | 4 | 6 |
| £11 to £20 a month | 9 | 6 | 8 | 7 | 11 | 13 | 10 | 6 | 12 | 12 | 6 | 11 |
| £21 to £30 a month | 12 | 20 | 9 | 15 | 9 | 5 | 13 | 11 | 12 | 16 | 11 | 11 |
| £31 to £40 a month | 9 | 7 | 13 | 6 | 6 | 7 | 7 | 8 | 9 | 9 | 10 | 7 |
| £41 to £50 a month | 9 | 13 | 9 | 8 | 9 | 11 | 9 | 10 | 9 | 5 | 10 | 10 |
| £50 to £75 a month | 8 | 4 | 11 | 9 | 8 | 0 | 6 | 10 | 6 | 8 | 11 | 5 |
| £76 to £100 a month | 7 | 6 | 6 | 10 | 5 | 15 | 5 | 9 | 5 | 9 | 8 | 5 |
| £101 to £150 a month | 4 | 3 | 4 | 4 | 3 | 3 | 7 | 4 | 4 | 2 | 4 | 4 |
| £151 to £200 a month | 3 | 1 | 2 | 3 | 4 | 8 | 3 | 3 | 3 | 2 | 2 | 4 |
| £201 to £250 a month | 2 | 2 | 0 | 1 | 3 | 0 | 3 | 1 | 2 | 4 | 1 | 1 |
| More than £250 a month | 6 | 5 | 4 | 2 | 8 | 10 | 12 | 6 | 5 | 2 | 4 | 8 |
| Don't know | 18 | 26 | 23 | 21 | 12 | 8 | 6 | 19 | 18 | 20 | 20 | 17 |


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| Mirror | | Gender | | Age | | | | | Generation | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18 to 24 | 25 to 34 | 35 to 54 | 55 to 64 | 65+ | Millennials | Generation X | Baby Boomers |
| All GB Adults | 1515 | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **If your energy bills were to rise, which of the following do you think would be the most likely steps you would take?** | | | | | | | | | | | |
| Going without heating for long periods | 17 | 14 | 19 | 22 | 19 | 21 | 12 | 9 | 23 | 19 | 11 |
| Cutting back on electricity use | 16 | 17 | 15 | 29 | 16 | 15 | 12 | 12 | 19 | 17 | 13 |
| Turning the heating down | 14 | 14 | 14 | 3 | 11 | 12 | 14 | 24 | 8 | 12 | 19 |
| Putting on extra clothing | 14 | 12 | 15 | 22 | 15 | 11 | 11 | 14 | 17 | 12 | 12 |
| Going without heating for short periods | 10 | 11 | 9 | 11 | 6 | 10 | 15 | 10 | 11 | 8 | 12 |
| Going without heating all day | 9 | 7 | 12 | 3 | 12 | 14 | 8 | 4 | 8 | 15 | 6 |
| I would not take any steps | 8 | 11 | 4 | 3 | 3 | 4 | 12 | 14 | 3 | 5 | 13 |
| Buying less food | 5 | 4 | 5 | 2 | 6 | 5 | 3 | 6 | 4 | 5 | 6 |
| Going without meals | 3 | 3 | 2 | 4 | 5 | 3 | 2 | 0 | 4 | 3 | 1 |
| Don't know | 5 | 6 | 4 | 0 | 6 | 4 | 11 | 6 | 3 | 4 | 7 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| All GB Adults | 1515 | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **Thinking now specifically about your grocery bills, including paying for food and drink...** | | | | | | | | | | | |
| **In the last three months have your grocery bills increased?** | | | | | | | | | | | |
| Yes | 79 | 73 | 86 | 60 | 74 | 80 | 88 | 85 | 71 | 79 | 88 |
| No | 13 | 17 | 10 | 33 | 19 | 12 | 9 | 7 | 22 | 12 | 7 |
| Don't know | 6 | 9 | 4 | 4 | 7 | 8 | 2 | 7 | 6 | 9 | 5 |
| Not applicable - I do not have any grocery bills | 1 | 1 | 0 | 3 | 1 | 0 | 1 | 1 | 1 | 0 | 0 |


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| Mirror | Total | EU Ref Vote | | GE 19 Vote | | | | Party Brexit Groups | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Leave | Remain | Con | Lab | Lib Dem | Other | Con Leavers | Con Remainers | Lab Leavers | Lab Remainers |
| All GB Adults | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **If your energy bills were to rise, which of the following do you think would be the most likely steps you would take?** | | | | | | | | | | | |
| Going without heating for long periods | **17** | 20 | 13 | 16 | 20 | 9 | 12 | 18 | 14 | 31 | 15 |
| Cutting back on electricity use | **16** | 13 | 15 | 15 | 14 | 9 | 22 | 13 | 16 | 13 | 11 |
| Turning the heating down | **14** | 14 | 18 | 18 | 13 | 12 | 10 | 17 | 24 | 13 | 16 |
| Putting on extra clothing | **14** | 12 | 15 | 14 | 14 | 14 | 12 | 13 | 15 | 13 | 12 |
| Going without heating for short periods | **10** | 6 | 14 | 8 | 9 | 25 | 9 | 7 | 10 | 1 | 13 |
| Going without heating all day | **9** | 8 | 11 | 6 | 14 | 3 | 18 | 7 | 4 | 10 | 17 |
| I would not take any steps | **8** | 11 | 6 | 10 | 7 | 7 | 6 | 12 | 6 | 6 | 9 |
| Buying less food | **5** | 7 | 2 | 5 | 5 | 3 | 5 | 7 | 0 | 8 | 2 |
| Going without meals | **3** | 2 | 2 | 1 | 2 | 2 | 5 | 1 | 3 | 3 | 3 |
| Don't know | **5** | 6 | 6 | 6 | 3 | 17 | 0 | 5 | 8 | 2 | 2 |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| All GB Adults | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **Thinking now specifically about your grocery bills, including paying for food and drink...** | | | | | | | | | | | |
| **In the last three months have your grocery bills increased?** | | | | | | | | | | | |
| Yes | **79** | 82 | 83 | 81 | 82 | 80 | 78 | 85 | 77 | 87 | 85 |
| No | **13** | 9 | 13 | 14 | 13 | 8 | 8 | 9 | 22 | 8 | 13 |
| Don't know | **6** | 7 | 3 | 5 | 4 | 12 | 13 | 7 | 2 | 5 | 2 |
| Not applicable - I do not have any grocery bills | **1** | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |


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| Mirror | Total | Region | | | | | | Social Grade | | Conservative Seats | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | London | Rest of South | Midlands | North | Wales | Scotland | ABC1 | C2DE | Gained by Con | Held by Con | Not Won by Con |
| All GB Adults | 1515 | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **If your energy bills were to rise, which of the following do you think would be the most likely steps you would take?** | | | | | | | | | | | | |
| Going without heating for long periods | 17 | 22 | 13 | 15 | 21 | 15 | 14 | 20 | 12 | 14 | 17 | 17 |
| Cutting back on electricity use | 16 | 24 | 17 | 18 | 9 | 10 | 15 | 17 | 14 | 23 | 15 | 15 |
| Turning the heating down | 14 | 9 | 10 | 16 | 17 | 18 | 22 | 14 | 14 | 15 | 14 | 14 |
| Putting on extra clothing | 14 | 13 | 16 | 11 | 14 | 11 | 13 | 13 | 15 | 9 | 15 | 13 |
| Going without heating for short periods | 10 | 6 | 13 | 9 | 10 | 7 | 11 | 10 | 11 | 8 | 12 | 9 |
| Going without heating all day | 9 | 7 | 9 | 11 | 9 | 17 | 11 | 10 | 9 | 9 | 9 | 10 |
| I would not take any steps | 8 | 6 | 6 | 5 | 11 | 15 | 8 | 7 | 8 | 6 | 7 | 8 |
| Buying less food | 5 | 4 | 6 | 5 | 5 | 1 | 3 | 4 | 6 | 6 | 4 | 6 |
| Going without meals | 3 | 3 | 2 | 5 | 1 | 4 | 4 | 3 | 3 | 4 | 2 | 3 |
| Don't know | 5 | 7 | 8 | 7 | 3 | 2 | 0 | 3 | 8 | 6 | 6 | 5 |

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| All GB Adults | 1515 | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **Thinking now specifically about your grocery bills, including paying for food and drink...** | | | | | | | | | | | | |
| **In the last three months have your grocery bills increased?** | | | | | | | | | | | | |
| Yes | 79 | 69 | 81 | 77 | 82 | 88 | 83 | 82 | 76 | 73 | 82 | 78 |
| No | 13 | 22 | 12 | 13 | 14 | 9 | 8 | 11 | 17 | 13 | 11 | 16 |
| Don't know | 6 | 7 | 7 | 10 | 3 | 3 | 9 | 7 | 6 | 14 | 6 | 5 |
| Not applicable - I do not have any grocery bills | 1 | 2 | 0 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 1 |


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| Mirror | | Gender | | Age | | | | | Generation | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18 to 24 | 25 to 34 | 35 to 54 | 55 to 64 | 65+ | Millennials | Generation X | Baby Boomers |
| All GB Adults | 1515 | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | % | % | % | % | % | % | % | % | % | % | % |
| All who have had their grocery bills increase in the last three months | 1203 | 534 | 667 | 103 | 162 | 425 | 217 | 295 | 324 | 366 | 441 |
| Unweighted Sample | 1199 | 548 | 648 | 89 | 194 | 400 | 210 | 306 | 326 | 357 | 424 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **What has the increase been to your typical weekly grocery bill?** | | | | | | | | | | | |
| Under £1 a week | 1 | 0 | 1 | 9 | 0 | 0 | 0 | 1 | 3 | 0 | 0 |
| £1 to £2 a week | 2 | 5 | 1 | 0 | 0 | 1 | 5 | 5 | 1 | 1 | 4 |
| £2 to £3 a week | 6 | 6 | 6 | 11 | 3 | 2 | 12 | 7 | 5 | 2 | 9 |
| £3 to £4 a week | 4 | 3 | 4 | 2 | 4 | 3 | 3 | 5 | 3 | 4 | 4 |
| £4 to £5 a week | 14 | 12 | 15 | 4 | 10 | 10 | 16 | 23 | 7 | 10 | 19 |
| £5 to £10 a week | 25 | 30 | 22 | 15 | 26 | 18 | 27 | 37 | 20 | 20 | 33 |
| £10 to £15 a week | 19 | 14 | 23 | 13 | 19 | 29 | 15 | 9 | 23 | 25 | 12 |
| £15 to £20 a week | 7 | 7 | 8 | 4 | 10 | 11 | 4 | 3 | 8 | 12 | 4 |
| £20 to £25 a week | 6 | 6 | 6 | 2 | 12 | 11 | 2 | 1 | 9 | 11 | 2 |
| £25 to £30 a week | 3 | 5 | 2 | 10 | 5 | 3 | 1 | 0 | 6 | 4 | 0 |
| £30 to £40 a week | 2 | 1 | 3 | 0 | 2 | 3 | 5 | 0 | 1 | 3 | 2 |
| £40 to £50 a week | 2 | 1 | 2 | 1 | 1 | 3 | 0 | 1 | 1 | 3 | 1 |
| More than £50 a week | 1 | 1 | 1 | 6 | 3 | 1 | 1 | 0 | 3 | 1 | 0 |
| Don't know | 8 | 8 | 8 | 24 | 4 | 5 | 10 | 8 | 11 | 4 | 9 |
| **Would you say that you have made any changes as a result of your grocery bills increasing recently?** | | | | | | | | | | | |
| Yes | 57 | 50 | 63 | 81 | 71 | 66 | 46 | 36 | 75 | 65 | 43 |
| No | 41 | 48 | 35 | 15 | 28 | 31 | 52 | 64 | 24 | 31 | 56 |
| Don't know | 2 | 1 | 2 | 4 | 0 | 3 | 2 | 1 | 1 | 4 | 1 |


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| Mirror | | EU Ref Vote | | GE 19 Vote | | | | Party Brexit Groups | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Leave | Remain | Con | Lab | Lib Dem | Other | Con Leavers | Con Remainers | Lab Leavers | Lab Remainers |
| All GB Adults | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | % | % | % | % | % | % | % | % | % | % | % |
| All who have had their grocery bills increase in the last three months | 1203 | 529 | 494 | 474 | 357 | 124 | 109 | 337 | 120 | 102 | 201 |
| Unweighted Sample | 1199 | 548 | 488 | 473 | 298 | 77 | 112 | 338 | 121 | 88 | 190 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **What has the increase been to your typical weekly grocery bill?** | | | | | | | | | | | |
| Under £1 a week | 1 | 0 | 2 | 0 | 3 | 2 | 0 | 0 | 0 | 1 | 4 |
| £1 to £2 a week | 2 | 1 | 4 | 3 | 1 | 7 | 0 | 2 | 6 | 1 | 1 |
| £2 to £3 a week | 6 | 8 | 4 | 6 | 5 | 7 | 8 | 6 | 7 | 4 | 3 |
| £3 to £4 a week | 4 | 4 | 4 | 4 | 2 | 2 | 9 | 4 | 2 | 2 | 3 |
| £4 to £5 a week | 14 | 14 | 16 | 15 | 15 | 10 | 14 | 16 | 12 | 7 | 21 |
| £5 to £10 a week | 25 | 25 | 28 | 26 | 23 | 32 | 28 | 24 | 32 | 28 | 22 |
| £10 to £15 a week | 19 | 20 | 19 | 21 | 21 | 11 | 15 | 23 | 16 | 23 | 25 |
| £15 to £20 a week | 7 | 8 | 7 | 6 | 7 | 2 | 9 | 7 | 6 | 11 | 7 |
| £20 to £25 a week | 6 | 5 | 7 | 7 | 4 | 10 | 5 | 6 | 7 | 4 | 5 |
| £25 to £30 a week | 3 | 3 | 2 | 2 | 3 | 1 | 3 | 2 | 1 | 7 | 2 |
| £30 to £40 a week | 2 | 3 | 1 | 3 | 2 | 0 | 0 | 3 | 2 | 4 | 2 |
| £40 to £50 a week | 2 | 2 | 0 | 1 | 1 | 0 | 2 | 2 | 0 | 0 | 1 |
| More than £50 a week | 1 | 1 | 1 | 1 | 1 | 0 | 0 | 1 | 1 | 0 | 2 |
| Don't know | 8 | 6 | 5 | 5 | 10 | 16 | 3 | 4 | 8 | 7 | 3 |
| **Would you say that you have made any changes as a result of your grocery bills increasing recently?** | | | | | | | | | | | |
| Yes | 57 | 55 | 54 | 52 | 64 | 31 | 75 | 53 | 45 | 62 | 60 |
| No | 41 | 42 | 45 | 47 | 32 | 69 | 24 | 46 | 54 | 30 | 38 |
| Don't know | 2 | 2 | 1 | 1 | 4 | 0 | 0 | 1 | 1 | 8 | 2 |


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| Mirror | | Total | Region | | | | | | Social Grade | | Conservative Seats | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | London | Rest of South | Midlands | North | Wales | Scotland | ABC1 | C2DE | Gained by Con | Held by Con | Not Won by Con |
| All GB Adults | | 1515 | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | | % | % | % | % | % | % | % | % | % | % | % | % |
| All who have had their grocery bills increase in the last three months | | 1203 | 140 | 399 | 194 | 297 | 65 | 110 | 705 | 499 | 91 | 603 | 501 |
| Unweighted Sample | | 1199 | 133 | 399 | 203 | 302 | 57 | 105 | 578 | 621 | 99 | 590 | 500 |
| | | % | % | % | % | % | % | % | % | % | % | % | % |
| **What has the increase been to your typical weekly grocery bill?** | | | | | | | | | | | | | |
| Under £1 a week | **1** | | 0 | 0 | 1 | 3 | 0 | 0 | 1 | 1 | 0 | 0 | 2 |
| £1 to £2 a week | **2** | | 1 | 2 | 7 | 2 | 3 | 0 | 2 | 3 | 1 | 3 | 2 |
| £2 to £3 a week | **6** | | 9 | 4 | 5 | 9 | 4 | 6 | 4 | 9 | 7 | 5 | 7 |
| £3 to £4 a week | **4** | | 0 | 3 | 4 | 4 | 6 | 6 | 3 | 4 | 2 | 4 | 3 |
| £4 to £5 a week | **14** | | 15 | 11 | 18 | 11 | 32 | 13 | 14 | 13 | 25 | 11 | 15 |
| £5 to £10 a week | **25** | | 17 | 31 | 26 | 22 | 15 | 27 | 23 | 28 | 28 | 24 | 25 |
| £10 to £15 a week | **19** | | 11 | 19 | 11 | 26 | 24 | 19 | 20 | 16 | 15 | 20 | 17 |
| £15 to £20 a week | **7** | | 8 | 7 | 8 | 7 | 3 | 10 | 9 | 5 | 11 | 7 | 6 |
| £20 to £25 a week | **6** | | 5 | 5 | 8 | 6 | 8 | 7 | 8 | 4 | 4 | 8 | 5 |
| £25 to £30 a week | **3** | | 9 | 3 | 1 | 2 | 1 | 2 | 4 | 2 | 0 | 3 | 3 |
| £30 to £40 a week | **2** | | 1 | 3 | 3 | 1 | 0 | 1 | 3 | 1 | 2 | 2 | 2 |
| £40 to £50 a week | **2** | | 1 | 3 | 2 | 0 | 0 | 1 | 2 | 2 | 1 | 2 | 1 |
| More than £50 a week | **1** | | 0 | 1 | 1 | 2 | 1 | 4 | 1 | 2 | 1 | 1 | 2 |
| Don't know | **8** | | 23 | 8 | 6 | 5 | 3 | 3 | 6 | 10 | 2 | 8 | 9 |
| **Would you say that you have made any changes as a result of your grocery bills increasing recently?** | | | | | | | | | | | | | |
| Yes | **57** | | 65 | 60 | 41 | 56 | 55 | 71 | 61 | 52 | 47 | 55 | 62 |
| No | **41** | | 31 | 40 | 55 | 42 | 44 | 29 | 38 | 45 | 47 | 44 | 36 |
| Don't know | **2** | | 4 | 1 | 4 | 2 | 2 | 0 | 1 | 3 | 6 | 1 | 2 |


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| Mirror | | Gender | | Age | | | | | Generation | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Male | Female | 18 to 24 | 25 to 34 | 35 to 54 | 55 to 64 | 65+ | Millennials | Generation X | Baby Boomers |
| All GB Adults | 1515 | 729 | 778 | 172 | 219 | 531 | 246 | 346 | 458 | 464 | 501 |
| Unweighted Sample | 1515 | 731 | 776 | 146 | 272 | 507 | 243 | 347 | 476 | 449 | 483 |
| | % | % | % | % | % | % | % | % | % | % | % |
| All who have made changes as a result of their grocery bills increasing | 686 | 268 | 417 | 84 | 115 | 282 | 100 | 106 | 242 | 239 | 189 |
| Unweighted Sample | 712 | 302 | 409 | 65 | 144 | 272 | 117 | 114 | 236 | 245 | 207 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **Which of the following changes (if any) have you personally made as a result of your grocery bills increasing recently?** | | | | | | | | | | | |
| Cut out luxuries | 52 | 56 | 49 | 32 | 60 | 47 | 55 | 66 | 45 | 51 | 61 |
| Bought less overall | 52 | 43 | 57 | 51 | 55 | 45 | 56 | 63 | 55 | 41 | 59 |
| Bought more special offers | 45 | 43 | 46 | 51 | 34 | 42 | 45 | 60 | 49 | 35 | 52 |
| Switched from big brands to supermarket own labels | 38 | 36 | 39 | 31 | 41 | 40 | 28 | 44 | 33 | 44 | 37 |
| Gone without snacks | 37 | 31 | 41 | 44 | 36 | 36 | 41 | 31 | 40 | 35 | 36 |
| Used discount supermarkets more | 35 | 31 | 37 | 18 | 41 | 40 | 25 | 34 | 38 | 35 | 30 |
| Used food at home that's passed it best before date | 27 | 27 | 27 | 14 | 25 | 32 | 30 | 26 | 24 | 30 | 29 |
| Used food at home that's passed its use by date | 17 | 17 | 17 | 2 | 18 | 17 | 20 | 25 | 10 | 20 | 24 |
| Gone without meals | 16 | 20 | 13 | 6 | 14 | 20 | 20 | 11 | 15 | 17 | 17 |
| Switched supermarket | 15 | 15 | 16 | 6 | 28 | 16 | 10 | 12 | 17 | 18 | 11 |
| Gone without food so your children can eat | 10 | 10 | 10 | 7 | 10 | 18 | 1 | 1 | 13 | 16 | 1 |
| None of the above | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 |
| Don't know | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |


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| Mirror | | EU Ref Vote | | GE 19 Vote | | | | Party Brexit Groups | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | Leave | Remain | Con | Lab | Lib Dem | Other | Con Leavers | Con Remainers | Lab Leavers | Lab Remainers |
| All GB Adults | 1515 | 642 | 595 | 584 | 434 | 154 | 140 | 398 | 156 | 117 | 236 |
| Unweighted Sample | 1515 | 666 | 608 | 569 | 371 | 99 | 143 | 398 | 152 | 104 | 239 |
| | % | % | % | % | % | % | % | % | % | % | % |
| All who have made changes as a result of their grocery bills increasing | 686 | 293 | 266 | 245 | 229 | 38 | 82 | 178 | 54 | 63 | 121 |
| Unweighted Sample | 712 | 317 | 288 | 250 | 190 | 33 | 86 | 177 | 63 | 56 | 119 |
| | % | % | % | % | % | % | % | % | % | % | % |
| **Which of the following changes (if any) have you personally made as a result of your grocery bills increasing recently?** | | | | | | | | | | | |
| Cut out luxuries | 52 | 54 | 50 | 54 | 53 | 56 | 49 | 51 | 60 | 61 | 45 |
| Bought less overall | 52 | 49 | 49 | 51 | 53 | 62 | 52 | 53 | 45 | 43 | 45 |
| Bought more special offers | 45 | 47 | 38 | 43 | 58 | 39 | 32 | 48 | 27 | 53 | 52 |
| Switched from big brands to supermarket own labels | 38 | 37 | 36 | 32 | 39 | 50 | 36 | 29 | 37 | 56 | 32 |
| Gone without snacks | 37 | 36 | 36 | 40 | 35 | 38 | 27 | 41 | 38 | 32 | 33 |
| Used discount supermarkets more | 35 | 36 | 37 | 39 | 34 | 24 | 38 | 37 | 36 | 39 | 38 |
| Used food at home that's passed it best before date | 27 | 27 | 30 | 31 | 23 | 9 | 32 | 24 | 46 | 37 | 23 |
| Used food at home that's passed its use by date | 17 | 18 | 17 | 18 | 17 | 15 | 15 | 13 | 28 | 25 | 17 |
| Gone without meals | 16 | 18 | 12 | 18 | 9 | 7 | 25 | 17 | 19 | 11 | 10 |
| Switched supermarket | 15 | 14 | 13 | 14 | 14 | 8 | 25 | 13 | 8 | 14 | 14 |
| Gone without food so your children can eat | 10 | 11 | 12 | 9 | 9 | 9 | 12 | 12 | 3 | 14 | 10 |
| None of the above | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Don't know | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |


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| Mirror | | Region | | | | | | Social Grade | | Conservative Seats | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Total | London | Rest of South | Midlands | North | Wales | Scotland | ABC1 | C2DE | Gained by Con | Held by Con | Not Won by Con |
| All GB Adults | 1515 | 202 | 493 | 252 | 363 | 73 | 133 | 860 | 655 | 125 | 735 | 645 |
| Unweighted Sample | 1515 | 187 | 486 | 265 | 384 | 73 | 120 | 728 | 787 | 129 | 721 | 652 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| All who have made changes as a result of their grocery bills increasing | 686 | 91 | 238 | 79 | 166 | 35 | 78 | 428 | 258 | 43 | 331 | 308 |
| Unweighted Sample | 712 | 81 | 249 | 104 | 179 | 28 | 71 | 372 | 340 | 50 | 348 | 308 |
| | % | % | % | % | % | % | % | % | % | % | % | % |
| **Which of the following changes (if any) have you personally made as a result of your grocery bills increasing recently?** | | | | | | | | | | | | |
| Cut out luxuries | 52 | 48 | 54 | 68 | 48 | 46 | 43 | 51 | 53 | 73 | 51 | 50 |
| Bought less overall | 52 | 72 | 55 | 46 | 47 | 57 | 31 | 54 | 47 | 46 | 53 | 51 |
| Bought more special offers | 45 | 52 | 45 | 30 | 47 | 59 | 42 | 48 | 41 | 25 | 44 | 49 |
| Switched from big brands to supermarket own labels | 38 | 33 | 43 | 33 | 32 | 41 | 43 | 36 | 41 | 35 | 38 | 38 |
| Gone without snacks | 37 | 34 | 40 | 33 | 41 | 50 | 21 | 36 | 38 | 21 | 36 | 39 |
| Used discount supermarkets more | 35 | 28 | 33 | 41 | 33 | 40 | 40 | 38 | 29 | 28 | 43 | 26 |
| Used food at home that's passed it best before date | 27 | 17 | 27 | 26 | 35 | 33 | 19 | 27 | 26 | 15 | 30 | 26 |
| Used food at home that's passed its use by date | 17 | 7 | 21 | 14 | 18 | 14 | 20 | 16 | 19 | 20 | 19 | 15 |
| Gone without meals | 16 | 2 | 13 | 12 | 30 | 15 | 16 | 17 | 13 | 23 | 17 | 14 |
| Switched supermarket | 15 | 10 | 17 | 9 | 17 | 13 | 21 | 15 | 16 | 8 | 15 | 17 |
| Gone without food so your children can eat | 10 | 7 | 4 | 13 | 18 | 28 | 4 | 12 | 7 | 8 | 9 | 12 |
| None of the above | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 6 | 0 | 0 |
| Don't know | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |


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