

COST OF LIVING POLL July 2022

- CLIENT:** Family First New Zealand
- POLL DATES:** Sun 3 to Sun 10 July 2022. The median response was collected on Thu 07 July 2022.
- TARGET POPULATION:** Eligible New Zealand voters.
- SAMPLE POPULATION:** Eligible New Zealand voters who are contactable on a landline or mobile phone or online panel.
- SAMPLE SIZE:** 1,200 respondents agreed to participate – 700 via phone and 500 via online panel.
- SAMPLE SELECTION:** A random selection of 20,000 nationwide phone numbers and a random selection from the online panel.
- WEIGHTING:** The results are weighted to reflect the overall voting adult population in terms of gender, age, and area.
- SAMPLE ERROR:** Based on this sample of 1,200 respondents, the maximum sampling error (for a result of 50%) is +/- 2.8%, at the 95% confidence level.
- CODE COMPLIANCE:** This poll was conducted in accordance with the Research Association New Zealand Code of Practice and the International Chamber of Commerce/European Society for Opinion and Market Research Code on Market and Social Research.

I'm going to read out some actions other people have taken in response to the rising cost of living. For each action can you please tell me if you have done this, considering doing it but not done it yet, or not considered doing it.

		Count	Col %
Not turned on heating	Have done this	449	38%
	Considered this	174	15%
	Not considered this	460	39%
	N/A	52	4%
	Unsure	44	4%
	Total	1181	100%
Gone out socialising less	Have done this	516	44%
	Considered this	109	9%
	Not considered this	347	29%
	N/A	156	13%
	Unsure	49	4%
	Total	1178	100%
Driven your car less	Have done this	595	50%
	Considered this	157	13%
	Not considered this	319	27%
	N/A	69	6%
	Unsure	39	3%
	Total	1180	100%
Switched to cheaper supermarket	Have done this	443	38%
	Considered this	197	17%
	Not considered this	397	34%
	N/A	107	9%
	Unsure	36	3%
	Total	1181	100%
Used price comparison websites	Have done this	470	40%
	Considered this	155	13%
	Not considered this	409	35%
	N/A	83	7%
	Unsure	62	5%
	Total	1180	100%
Worked from home more	Have done this	289	25%
	Considered this	78	7%
	Not considered this	285	24%
	N/A	473	40%

	Unsure	54	5%
	Total	1179	100%
Cancelled TV/streaming services	Have done this	305	26%
	Considered this	154	13%
	Not considered this	482	41%
	N/A	196	17%
	Unsure	41	4%
	Total	1179	100%
Skipped meals	Have done this	260	22%
	Considered this	93	8%
	Not considered this	634	54%
	N/A	96	8%
	Unsure	88	7%
	Total	1171	100%
Borrowed more money	Have done this	157	13%
	Considered this	104	9%
	Not considered this	721	62%
	N/A	132	11%
	Unsure	53	5%
	Total	1167	100%

The proportion of New Zealanders who have done the following activities in response to the increased cost of living is:

1. Driven car less 50%
2. Gone out socialising less 44%
3. Used price comparison websites 40%
4. Not turned on heating 38%
5. Switched to cheaper supermarket 38%
6. Cancelled TV or streaming services 26%
7. Worked from home more 25%
8. Skipped meals 22%
9. Borrowed more money 13%

The proportion who have, or considered doing, an activity is:

1. Driven car less 63%
2. Switched to cheaper supermarket 55%
3. Gone out socialising less 53%
4. Used price comparison websites 53%
5. Not turned on heating 53%
6. Cancelled TV or streaming services 39%
7. Worked from home more 32%
8. Skipped meals 30%

9. Borrowed more money 22%

		Gender	
		Female	Male
		Col %	Col %
Not turned on heating	Have done this	40%	36%
	Considered this	16%	13%
	Not considered this	36%	43%
	N/A	5%	4%
	Unsure	3%	4%
Gone out socialising less	Have done this	51%	36%
	Considered this	8%	11%
	Not considered this	23%	36%
	N/A	14%	13%
	Unsure	4%	5%
Driven your car less	Have done this	59%	41%
	Considered this	12%	15%
	Not considered this	21%	34%
	N/A	6%	6%
	Unsure	3%	4%
Switched to cheaper supermarket	Have done this	42%	33%
	Considered this	15%	18%
	Not considered this	30%	38%
	N/A	11%	7%
	Unsure	3%	3%
Used price comparison websites	Have done this	44%	36%
	Considered this	12%	14%
	Not considered this	32%	38%
	N/A	8%	7%
	Unsure	5%	6%
Worked from home more	Have done this	31%	17%
	Considered this	3%	11%
	Not considered this	21%	28%
	N/A	41%	39%
	Unsure	4%	5%
Cancelled TV/streaming services	Have done this	32%	20%
	Considered this	12%	14%
	Not considered this	36%	46%
	N/A	17%	16%

	Unsure	3%	4%
Skipped meals	Have done this	24%	20%
	Considered this	6%	10%
	Not considered this	58%	50%
	N/A	7%	10%
	Unsure	5%	10%
Borrowed more money	Have done this	19%	8%
	Considered this	7%	11%
	Not considered this	62%	61%
	N/A	8%	15%
	Unsure	4%	5%

		Age		
		18 - 39	40 - 59	60+
		Col %	Col %	Col %
Not turned on heating	Have done this	47%	42%	28%
	Considered this	20%	15%	11%
	Not considered this	24%	36%	52%
	N/A	4%	3%	6%
	Unsure	5%	4%	3%
Gone out socialising less	Have done this	55%	48%	32%
	Considered this	15%	9%	5%
	Not considered this	20%	23%	42%
	N/A	8%	15%	16%
	Unsure	3%	4%	5%
Driven your car less	Have done this	56%	53%	44%
	Considered this	17%	17%	8%
	Not considered this	15%	24%	38%
	N/A	8%	3%	6%
	Unsure	4%	3%	4%
Switched to cheaper supermarket	Have done this	48%	37%	30%
	Considered this	23%	16%	13%
	Not considered this	17%	34%	46%
	N/A	9%	10%	8%
	Unsure	3%	3%	3%
Used price comparison websites	Have done this	52%	45%	27%
	Considered this	19%	15%	7%
	Not considered this	19%	28%	52%
	N/A	7%	8%	7%
	Unsure	4%	4%	7%
Worked from home more	Have done this	38%	27%	13%
	Considered this	12%	8%	2%
	Not considered this	14%	23%	33%
	N/A	31%	40%	47%
	Unsure	5%	3%	6%
Cancelled TV/streaming services	Have done this	44%	28%	11%
	Considered this	15%	18%	7%
	Not considered this	30%	34%	55%
	N/A	8%	17%	23%
	Unsure	3%	3%	5%
Skipped meals	Have done this	34%	21%	14%

	Considered this	12%	10%	3%
	Not considered this	43%	56%	61%
	N/A	5%	7%	12%
	Unsure	5%	7%	10%
Borrowed more money	Have done this	30%	13%	2%
	Considered this	13%	11%	4%
	Not considered this	45%	67%	70%
	N/A	9%	5%	19%
	Unsure	5%	3%	5%

		Area					
		Akl	Wgtn	Chch	Prov Cities	Towns	Rural
		Col %	Col %	Col %	Col %	Col %	Col %
Not turned on heating	Have done this	40%	43%	39%	41%	39%	26%
	Considered this	24%	11%	11%	8%	15%	13%
	Not considered this	26%	40%	43%	45%	40%	46%
	N/A	6%	2%	2%	2%	2%	11%
	Unsure	4%	4%	5%	4%	3%	3%
Gone out socialising less	Have done this	45%	53%	52%	43%	47%	29%
	Considered this	16%	8%	8%	5%	7%	9%
	Not considered this	25%	19%	22%	34%	30%	39%
	N/A	9%	12%	13%	13%	13%	21%
	Unsure	4%	9%	5%	5%	3%	1%
Driven your car less	Have done this	47%	45%	59%	52%	46%	59%
	Considered this	20%	18%	5%	9%	15%	6%
	Not considered this	22%	22%	22%	30%	28%	33%
	N/A	6%	10%	11%	4%	7%	2%
	Unsure	4%	4%	3%	5%	3%	0%
Switched to cheaper supermarket	Have done this	40%	42%	39%	30%	36%	42%
	Considered this	24%	17%	17%	13%	17%	10%
	Not considered this	24%	28%	38%	45%	32%	35%
	N/A	9%	8%	6%	8%	10%	12%
	Unsure	3%	4%	0%	4%	5%	0%
Used price comparison websites	Have done this	41%	50%	42%	38%	33%	43%
	Considered this	24%	17%	13%	5%	10%	10%
	Not considered this	24%	23%	37%	45%	43%	31%
	N/A	6%	4%	5%	6%	8%	11%
	Unsure	5%	6%	2%	6%	6%	5%
Worked from home more	Have done this	30%	41%	7%	18%	22%	28%
	Considered this	14%	6%	14%	1%	5%	2%
	Not considered this	18%	13%	23%	29%	26%	31%
	N/A	35%	35%	54%	44%	42%	36%
	Unsure	4%	6%	2%	7%	5%	3%
Cancelled TV/streaming services	Have done this	28%	26%	36%	21%	25%	27%
	Considered this	15%	25%	13%	7%	11%	14%
	Not considered this	36%	38%	36%	50%	41%	39%
	N/A	18%	7%	15%	18%	17%	19%
	Unsure	4%	4%	0%	4%	6%	1%
Skipped meals	Have done this	28%	26%	19%	17%	27%	13%

	Considered this	15%	7%	10%	3%	7%	5%
	Not considered this	45%	51%	58%	63%	54%	56%
	N/A	8%	4%	13%	8%	6%	12%
	Unsure	4%	12%	0%	10%	6%	14%
Borrowed more money	Have done this	18%	21%	19%	10%	12%	7%
	Considered this	15%	7%	5%	6%	11%	3%
	Not considered this	53%	65%	54%	65%	62%	72%
	N/A	10%	3%	21%	13%	10%	12%
	Unsure	3%	4%	2%	6%	5%	6%

		Probed Party Vote				
		National	Labour	ACT	Greens	Unsure
		Col %	Col %	Col %	Col %	Col %
Not turned on heating	Have done this	37%	36%	31%	58%	27%
	Considered this	15%	19%	24%	7%	8%
	Not considered this	42%	39%	42%	30%	43%
	N/A	4%	3%	1%	3%	10%
	Unsure	2%	3%	2%	2%	13%
Gone out socialising less	Have done this	40%	48%	35%	48%	47%
	Considered this	15%	9%	7%	9%	0%
	Not considered this	28%	27%	39%	36%	37%
	N/A	14%	13%	13%	7%	12%
	Unsure	3%	3%	5%	0%	4%
Driven your car less	Have done this	47%	50%	43%	70%	49%
	Considered this	17%	14%	10%	6%	13%
	Not considered this	29%	27%	40%	13%	33%
	N/A	6%	6%	2%	11%	1%
	Unsure	1%	3%	5%	0%	4%
Switched to cheaper supermarket	Have done this	38%	43%	30%	37%	14%
	Considered this	18%	15%	23%	13%	31%
	Not considered this	36%	31%	40%	30%	46%
	N/A	7%	7%	7%	19%	7%
	Unsure	1%	3%	0%	0%	3%
Used price comparison websites	Have done this	32%	40%	58%	65%	31%
	Considered this	17%	13%	10%	4%	11%
	Not considered this	39%	36%	29%	27%	36%
	N/A	7%	5%	2%	3%	16%
	Unsure	5%	5%	0%	0%	7%
Worked from home more	Have done this	25%	21%	19%	27%	22%
	Considered this	6%	7%	8%	5%	10%
	Not considered this	25%	21%	31%	28%	26%
	N/A	40%	47%	37%	38%	40%
	Unsure	3%	4%	4%	2%	3%
Cancelled TV/streaming services	Have done this	25%	26%	27%	41%	21%
	Considered this	14%	13%	15%	8%	14%
	Not considered this	42%	38%	44%	43%	44%
	N/A	17%	19%	14%	8%	13%
	Unsure	2%	4%	0%	0%	7%
Skipped meals	Have done this	18%	28%	23%	22%	15%

	Considered this	7%	10%	10%	14%	7%
	Not considered this	61%	44%	51%	57%	68%
	N/A	7%	12%	5%	6%	5%
	Unsure	8%	6%	10%	0%	5%
Borrowed more money	Have done this	9%	17%	13%	22%	8%
	Considered this	7%	14%	6%	12%	6%
	Not considered this	70%	50%	72%	59%	71%
	N/A	9%	15%	10%	8%	11%
	Unsure	5%	5%	0%	0%	4%

		Have children under 18	
		Yes	No
		Col %	Col %
Not turned on heating	Have done this	47%	35%
	Considered this	18%	14%
	Not considered this	29%	43%
	N/A	3%	5%
	Unsure	4%	4%
Gone out socialising less	Have done this	55%	40%
	Considered this	11%	9%
	Not considered this	17%	34%
	N/A	13%	13%
	Unsure	4%	4%
Driven your car less	Have done this	51%	51%
	Considered this	19%	11%
	Not considered this	21%	29%
	N/A	5%	6%
	Unsure	3%	3%
Switched to cheaper supermarket	Have done this	46%	35%
	Considered this	16%	17%
	Not considered this	24%	37%
	N/A	11%	8%
	Unsure	3%	3%
Used price comparison websites	Have done this	52%	36%
	Considered this	17%	12%
	Not considered this	23%	39%
	N/A	5%	8%
	Unsure	4%	6%
Worked from home more	Have done this	32%	22%
	Considered this	11%	5%
	Not considered this	16%	27%
	N/A	37%	41%
	Unsure	3%	5%
Cancelled TV/streaming services	Have done this	39%	21%
	Considered this	18%	11%
	Not considered this	26%	46%
	N/A	14%	18%
	Unsure	3%	4%
Skipped meals	Have done this	27%	20%

	Considered this	14%	6%
	Not considered this	46%	57%
	N/A	9%	8%
	Unsure	4%	9%
Borrowed more money	Have done this	21%	11%
	Considered this	16%	6%
	Not considered this	54%	65%
	N/A	7%	13%
	Unsure	3%	5%

I'm going to read out some areas of household spending and can you please tell me for the next six months if you expect spending in this area to increase a lot, , increase a little, decrease a little, decrease a lot or stay the same

		Count	Col %
Utilities	Increase a lot	277	24%
	Increase a little	509	43%
	Stay the same	273	23%
	Decrease a little	56	5%
	Decrease a lot	13	1%
	N/A	7	1%
	Unsure	39	3%
	Total	1175	100%
Motoring fuel	Increase a lot	567	48%
	Increase a little	297	25%
	Stay the same	145	12%
	Decrease a little	73	6%
	Decrease a lot	30	3%
	N/A	30	3%
	Unsure	29	2%
	Total	1171	100%
Food shopping	Increase a lot	463	39%
	Increase a little	403	34%
	Stay the same	184	16%
	Decrease a little	64	5%
	Decrease a lot	14	1%
	N/A	8	1%
	Unsure	36	3%
	Total	1173	100%
Other household shopping	Increase a lot	270	23%
	Increase a little	421	36%
	Stay the same	281	24%
	Decrease a little	84	7%
	Decrease a lot	40	3%
	N/A	25	2%
	Unsure	48	4%
	Total	1170	100%
Going out socialising	Increase a lot	166	14%
	Increase a little	246	21%

	Stay the same	366	31%
	Decrease a little	121	10%
	Decrease a lot	111	10%
	N/A	110	9%
	Unsure	49	4%
	Total	1169	100%
TV/streaming subs	Increase a lot	107	9%
	Increase a little	203	17%
	Stay the same	455	39%
	Decrease a little	95	8%
	Decrease a lot	60	5%
	N/A	179	15%
	Unsure	72	6%
	Total	1171	100%
Mortgage/rent	Increase a lot	269	23%
	Increase a little	294	25%
	Stay the same	287	24%
	Decrease a little	42	4%
	Decrease a lot	11	1%
	N/A	220	19%
	Unsure	50	4%
	Total	1173	100%

The areas where New Zealanders say they expect spending to increase a lot are, in order:

1. Motoring fuel 48%
2. Food shopping 39%
3. Utilities 24%
4. Mortgage/rent 23%
5. Other household shopping 23%
6. Going out socializing 14%
7. TV/streaming subs 9%

The areas where New Zealanders say they expect spending to increase, in order:

1. Motoring fuel 73%
2. Food shopping 73%
3. Utilities 67%
4. Mortgage/rent 48%
5. Other household shopping 59%
6. Going out socializing 35%
7. TV/streaming subs 26%

		Gender	
		Female Col %	Male Col %
Utilities	Increase a lot	29%	18%
	Increase a little	38%	49%
	Stay the same	22%	25%
	Decrease a little	4%	5%
	Decrease a lot	2%	1%
	N/A	1%	0%
	Unsure	4%	3%
Motoring fuel	Increase a lot	52%	45%
	Increase a little	24%	27%
	Stay the same	11%	14%
	Decrease a little	5%	8%
	Decrease a lot	2%	3%
	N/A	4%	1%
	Unsure	3%	2%
Food shopping	Increase a lot	46%	33%
	Increase a little	29%	40%
	Stay the same	13%	18%
	Decrease a little	5%	6%
	Decrease a lot	2%	1%
	N/A	1%	0%
	Unsure	4%	2%
Other household shopping	Increase a lot	25%	21%
	Increase a little	32%	40%
	Stay the same	23%	25%
	Decrease a little	7%	7%
	Decrease a lot	3%	3%
	N/A	3%	1%
	Unsure	6%	2%
Going out socialising	Increase a lot	13%	16%
	Increase a little	20%	23%
	Stay the same	30%	33%
	Decrease a little	11%	10%
	Decrease a lot	10%	9%
	N/A	11%	8%
	Unsure	6%	3%
TV/streaming subs	Increase a lot	8%	10%

	Increase a little	15%	20%
	Stay the same	38%	40%
	Decrease a little	9%	7%
	Decrease a lot	6%	5%
	N/A	18%	13%
	Unsure	7%	5%
Mortgage/rent	Increase a lot	24%	21%
	Increase a little	26%	24%
	Stay the same	25%	24%
	Decrease a little	3%	4%
	Decrease a lot	1%	1%
	N/A	16%	21%
	Unsure	4%	4%

		Age		
		18 - 39	40 - 59	60+
		Col %	Col %	Col %
Utilities	Increase a lot	24%	26%	21%
	Increase a little	36%	43%	49%
	Stay the same	23%	21%	25%
	Decrease a little	11%	4%	1%
	Decrease a lot	1%	2%	1%
	N/A	0%	1%	1%
	Unsure	5%	3%	2%
Motoring fuel	Increase a lot	48%	54%	43%
	Increase a little	18%	24%	33%
	Stay the same	13%	10%	14%
	Decrease a little	7%	7%	5%
	Decrease a lot	5%	1%	2%
	N/A	5%	1%	2%
	Unsure	4%	3%	1%
Food shopping	Increase a lot	38%	49%	32%
	Increase a little	30%	28%	44%
	Stay the same	16%	14%	17%
	Decrease a little	10%	4%	4%
	Decrease a lot	2%	1%	1%
	N/A	1%	1%	1%
	Unsure	3%	4%	2%
Other household shopping	Increase a lot	24%	26%	19%
	Increase a little	31%	39%	37%
	Stay the same	25%	20%	27%
	Decrease a little	8%	7%	6%
	Decrease a lot	6%	4%	2%
	N/A	0%	1%	5%
	Unsure	5%	4%	4%
Going out socialising	Increase a lot	14%	17%	13%
	Increase a little	15%	24%	23%
	Stay the same	28%	25%	39%
	Decrease a little	17%	11%	5%
	Decrease a lot	17%	9%	5%
	N/A	4%	11%	12%
	Unsure	5%	5%	3%
TV/streaming subs	Increase a lot	9%	7%	11%

	Increase a little	16%	18%	18%
	Stay the same	40%	39%	38%
	Decrease a little	13%	9%	4%
	Decrease a lot	10%	5%	1%
	N/A	5%	16%	22%
	Unsure	7%	6%	6%
Mortgage/rent	Increase a lot	27%	27%	17%
	Increase a little	26%	25%	24%
	Stay the same	29%	29%	17%
	Decrease a little	5%	3%	3%
	Decrease a lot	2%	1%	0%
	N/A	6%	12%	35%
	Unsure	5%	3%	5%

		Area					
		Akl Col %	Wgtn Col %	Chch Col %	Prov Cities Col %	Towns Col %	Rural Col %
Utilities	Increase a lot	22%	27%	35%	23%	20%	24%
	Increase a little	38%	37%	36%	54%	43%	43%
	Stay the same	27%	19%	22%	17%	25%	26%
	Decrease a little	8%	7%	5%	1%	6%	3%
	Decrease a lot	1%	0%	3%	2%	0%	2%
	N/A	1%	2%	0%	1%	0%	0%
	Unsure	3%	8%	0%	1%	6%	3%
Motoring fuel	Increase a lot	47%	39%	55%	58%	40%	51%
	Increase a little	21%	25%	26%	20%	31%	33%
	Stay the same	14%	15%	5%	9%	16%	12%
	Decrease a little	9%	2%	10%	7%	6%	1%
	Decrease a lot	4%	0%	2%	2%	4%	0%
	N/A	3%	14%	3%	1%	1%	0%
	Unsure	3%	4%	0%	3%	2%	3%
Food shopping	Increase a lot	39%	36%	50%	39%	33%	47%
	Increase a little	33%	35%	36%	41%	30%	31%
	Stay the same	16%	19%	7%	10%	23%	15%
	Decrease a little	7%	4%	5%	1%	11%	3%
	Decrease a lot	2%	0%	0%	2%	1%	0%
	N/A	1%	2%	2%	1%	0%	0%
	Unsure	2%	4%	0%	5%	2%	5%
Other household shopping	Increase a lot	26%	21%	33%	22%	14%	29%
	Increase a little	35%	29%	28%	42%	36%	37%
	Stay the same	21%	26%	24%	24%	32%	17%
	Decrease a little	9%	6%	5%	5%	8%	8%
	Decrease a lot	3%	9%	7%	1%	5%	0%
	N/A	1%	2%	3%	2%	1%	4%
	Unsure	4%	6%	0%	5%	4%	5%
Going out socialising	Increase a lot	12%	16%	18%	17%	10%	16%
	Increase a little	20%	18%	30%	13%	23%	28%
	Stay the same	30%	31%	23%	39%	30%	28%
	Decrease a little	14%	11%	5%	8%	12%	8%
	Decrease a lot	15%	10%	15%	7%	7%	6%
	N/A	6%	9%	9%	10%	15%	7%
	Unsure	3%	4%	0%	5%	4%	7%
TV/streaming	Increase a lot	8%	5%	6%	11%	9%	11%

subs	Increase a little	18%	23%	29%	9%	23%	13%
	Stay the same	37%	36%	41%	43%	34%	43%
	Decrease a little	11%	14%	12%	2%	8%	8%
	Decrease a lot	9%	4%	4%	4%	4%	3%
	N/A	14%	10%	8%	20%	18%	13%
	Unsure	4%	8%	0%	11%	3%	10%
Mortgage/rent	Increase a lot	23%	29%	17%	23%	24%	20%
	Increase a little	24%	27%	31%	18%	30%	27%
	Stay the same	27%	24%	21%	21%	23%	29%
	Decrease a little	5%	4%	3%	2%	2%	5%
	Decrease a lot	2%	3%	0%	1%	0%	0%
	N/A	15%	8%	25%	30%	18%	12%
	Unsure	5%	4%	3%	5%	2%	6%

		Probed Party Vote				
		National Col %	Labour Col %	ACT Col %	Greens Col %	Unsure Col %
Utilities	Increase a lot	24%	24%	17%	19%	20%
	Increase a little	50%	40%	55%	46%	38%
	Stay the same	19%	26%	25%	28%	32%
	Decrease a little	3%	4%	3%	3%	7%
	Decrease a lot	2%	2%	0%	0%	0%
	N/A	1%	0%	0%	0%	0%
	Unsure	1%	4%	0%	4%	3%
Motoring fuel	Increase a lot	51%	44%	42%	56%	42%
	Increase a little	30%	28%	38%	15%	24%
	Stay the same	9%	13%	14%	20%	19%
	Decrease a little	7%	7%	3%	0%	8%
	Decrease a lot	2%	4%	1%	0%	1%
	N/A	1%	3%	2%	10%	1%
	Unsure	0%	1%	0%	0%	6%
Food shopping	Increase a lot	39%	37%	46%	40%	40%
	Increase a little	37%	34%	35%	45%	30%
	Stay the same	14%	19%	12%	10%	21%
	Decrease a little	7%	4%	7%	1%	3%
	Decrease a lot	1%	3%	0%	0%	0%
	N/A	1%	0%	0%	0%	0%
	Unsure	2%	1%	0%	4%	6%
Other household shopping	Increase a lot	23%	22%	29%	22%	21%
	Increase a little	38%	37%	28%	57%	28%
	Stay the same	22%	25%	35%	10%	32%
	Decrease a little	9%	6%	7%	3%	5%
	Decrease a lot	4%	4%	0%	4%	3%
	N/A	2%	3%	0%	0%	4%
	Unsure	3%	3%	1%	4%	7%
Going out socialising	Increase a lot	16%	12%	16%	18%	4%
	Increase a little	21%	18%	33%	20%	30%
	Stay the same	34%	33%	28%	29%	34%
	Decrease a little	11%	8%	11%	15%	14%
	Decrease a lot	8%	12%	4%	11%	9%
	N/A	8%	14%	4%	2%	2%
	Unsure	3%	3%	4%	4%	7%
TV/streaming subs	Increase a lot	10%	8%	7%	6%	2%

	Increase a little	23%	18%	14%	25%	7%
	Stay the same	35%	41%	53%	35%	44%
	Decrease a little	9%	8%	8%	7%	7%
	Decrease a lot	3%	6%	0%	11%	4%
	N/A	14%	15%	18%	8%	24%
	Unsure	6%	4%	0%	7%	12%
Mortgage/rent	Increase a lot	28%	24%	16%	20%	10%
	Increase a little	28%	24%	35%	21%	24%
	Stay the same	19%	28%	24%	46%	32%
	Decrease a little	3%	3%	7%	2%	4%
	Decrease a lot	1%	1%	1%	2%	0%
	N/A	19%	16%	15%	9%	20%
	Unsure	2%	4%	3%	0%	10%

		Have children under 18	
		Yes	No
		Col %	Col %
Utilities	Increase a lot	24%	23%
	Increase a little	45%	43%
	Stay the same	20%	24%
	Decrease a little	8%	4%
	Decrease a lot	0%	2%
	N/A	1%	0%
	Unsure	1%	4%
Motoring fuel	Increase a lot	55%	46%
	Increase a little	22%	27%
	Stay the same	10%	13%
	Decrease a little	7%	6%
	Decrease a lot	3%	3%
	N/A	2%	3%
	Unsure	1%	3%
Food shopping	Increase a lot	50%	36%
	Increase a little	23%	38%
	Stay the same	15%	16%
	Decrease a little	9%	4%
	Decrease a lot	1%	1%
	N/A	1%	1%
	Unsure	1%	4%
Other household shopping	Increase a lot	29%	21%
	Increase a little	30%	38%
	Stay the same	22%	25%
	Decrease a little	10%	6%
	Decrease a lot	6%	2%
	N/A	1%	3%
	Unsure	2%	5%
Going out socialising	Increase a lot	13%	15%
	Increase a little	19%	22%
	Stay the same	25%	34%
	Decrease a little	11%	10%
	Decrease a lot	19%	6%
	N/A	11%	9%
	Unsure	1%	5%
TV/streaming subs	Increase a lot	7%	10%

	Increase a little	22%	15%
	Stay the same	35%	40%
	Decrease a little	11%	7%
	Decrease a lot	11%	3%
	N/A	9%	18%
	Unsure	4%	7%
Mortgage/rent	Increase a lot	34%	19%
	Increase a little	25%	25%
	Stay the same	26%	24%
	Decrease a little	4%	3%
	Decrease a lot	0%	1%
	N/A	8%	23%
	Unsure	2%	5%

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