



Global Counsel

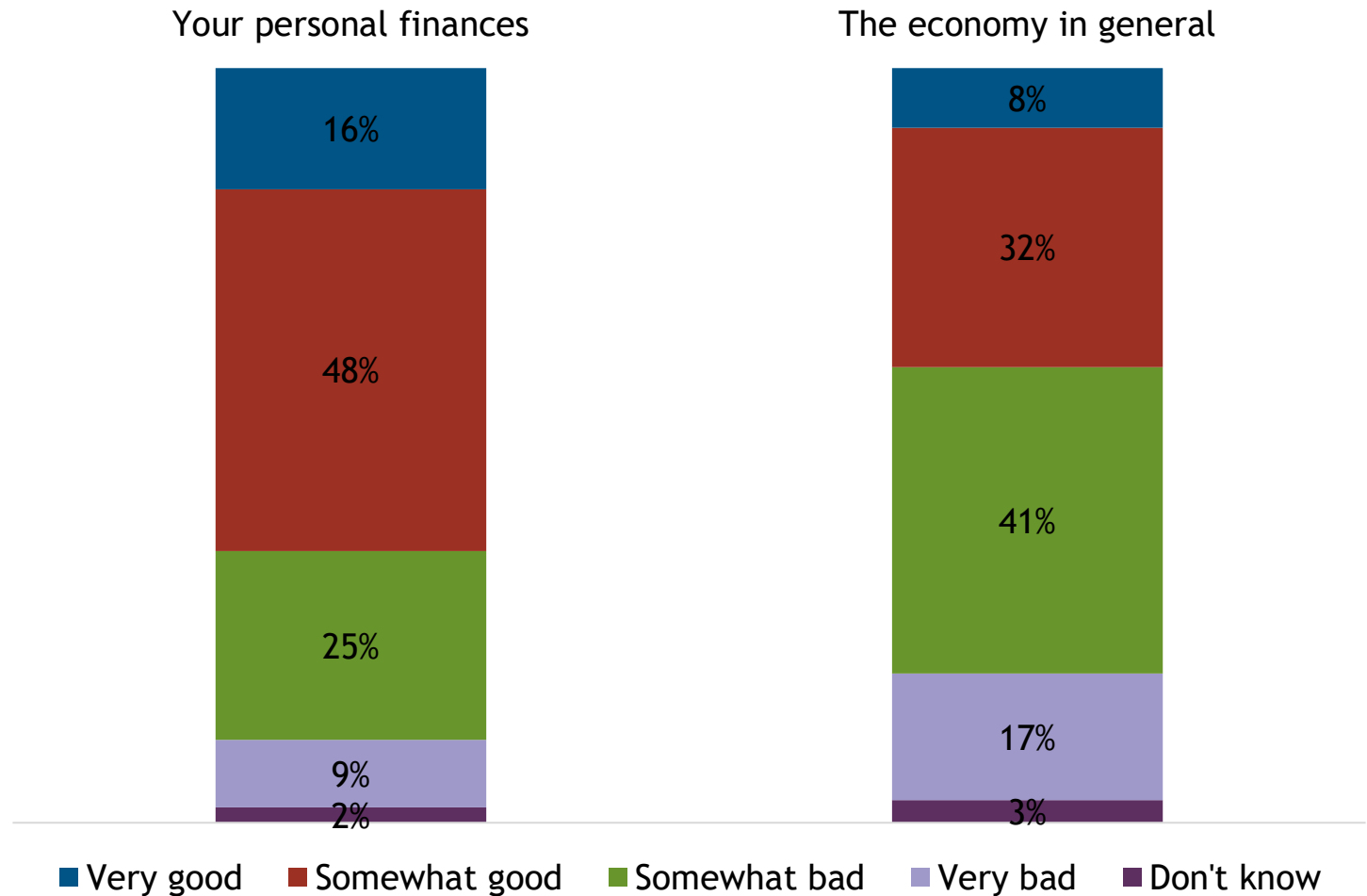
Inflation, price rises and the cost of living

Public perceptions and political implications

Selected Polling September 2021

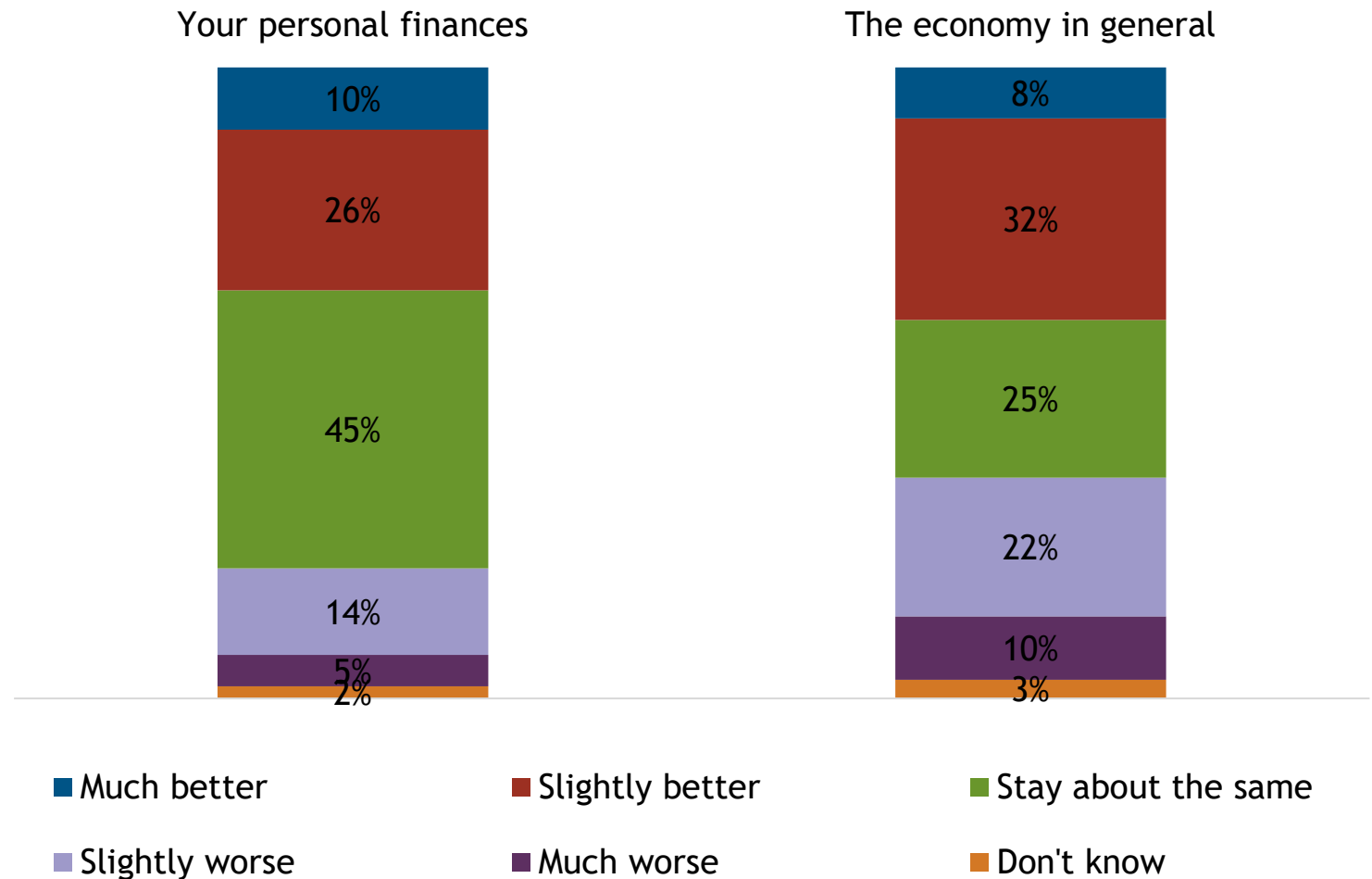
State of personal and national finances

Q1. To what extent would you currently rate each of the following as good or bad?
Base = 2060



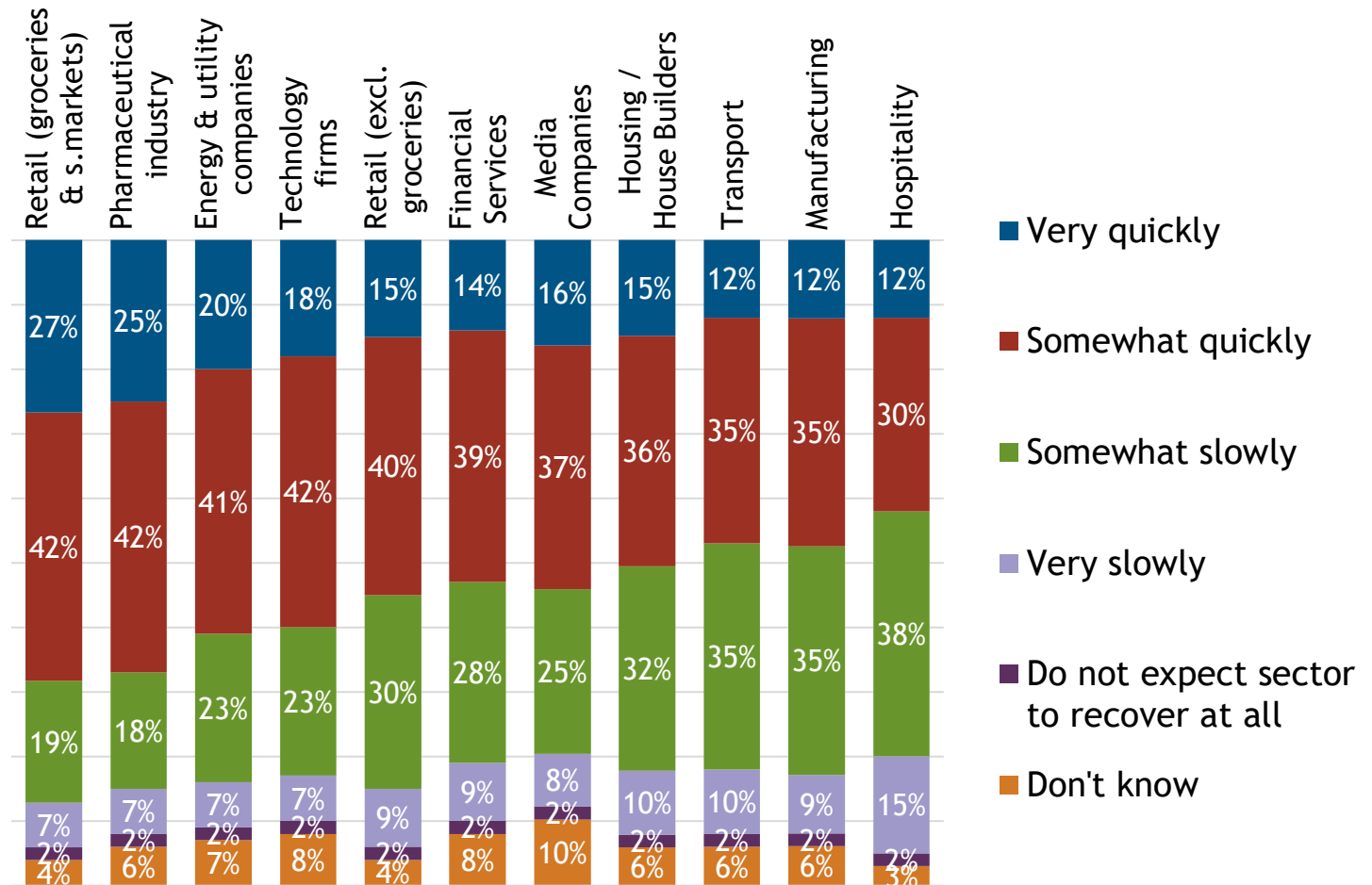
Personal and national finances: 12 months ahead

Q2. And to what extent do you think each of the following will get better or worse over the next 12 months, or will they stay about the same? Base = 2060



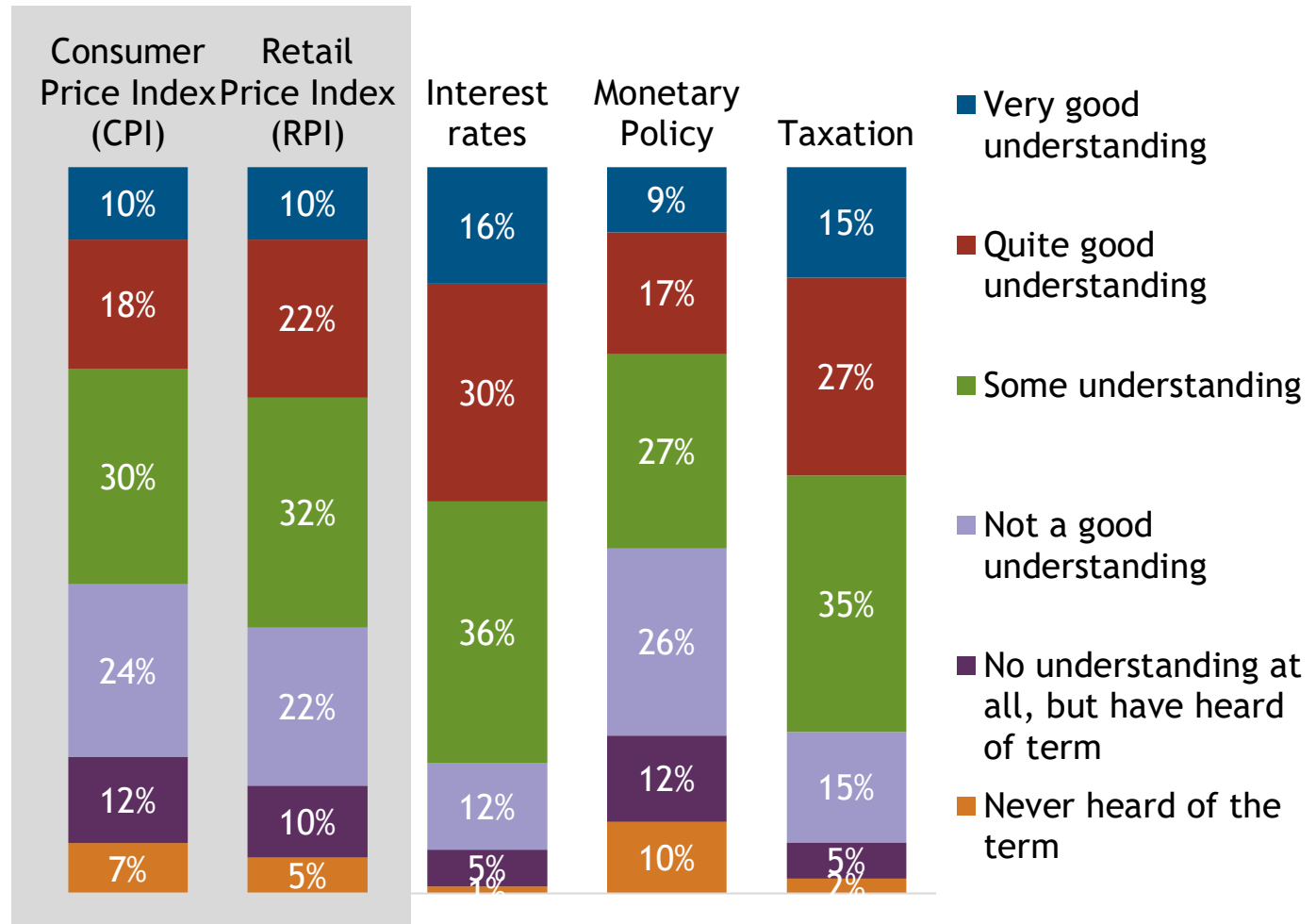
Sectoral recovery expectations

Q3. To what extent do you expect each of the following sectors to financially recover quickly or slowly from the coronavirus pandemic?
Base = 2060



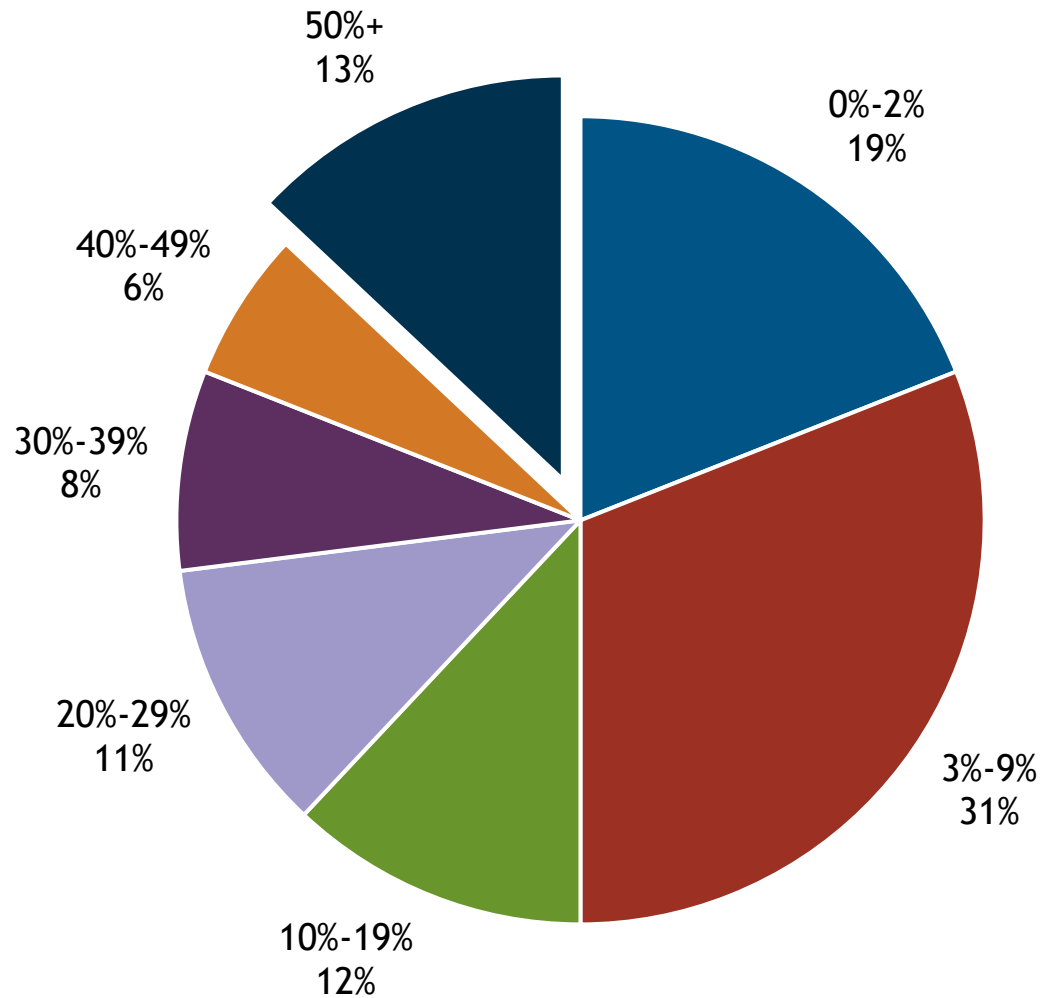
Personal and national finances: 12 months ahead

Q6. To what extent would you say you do, or do not, have an understanding of each of the following terms?
Base = 2060



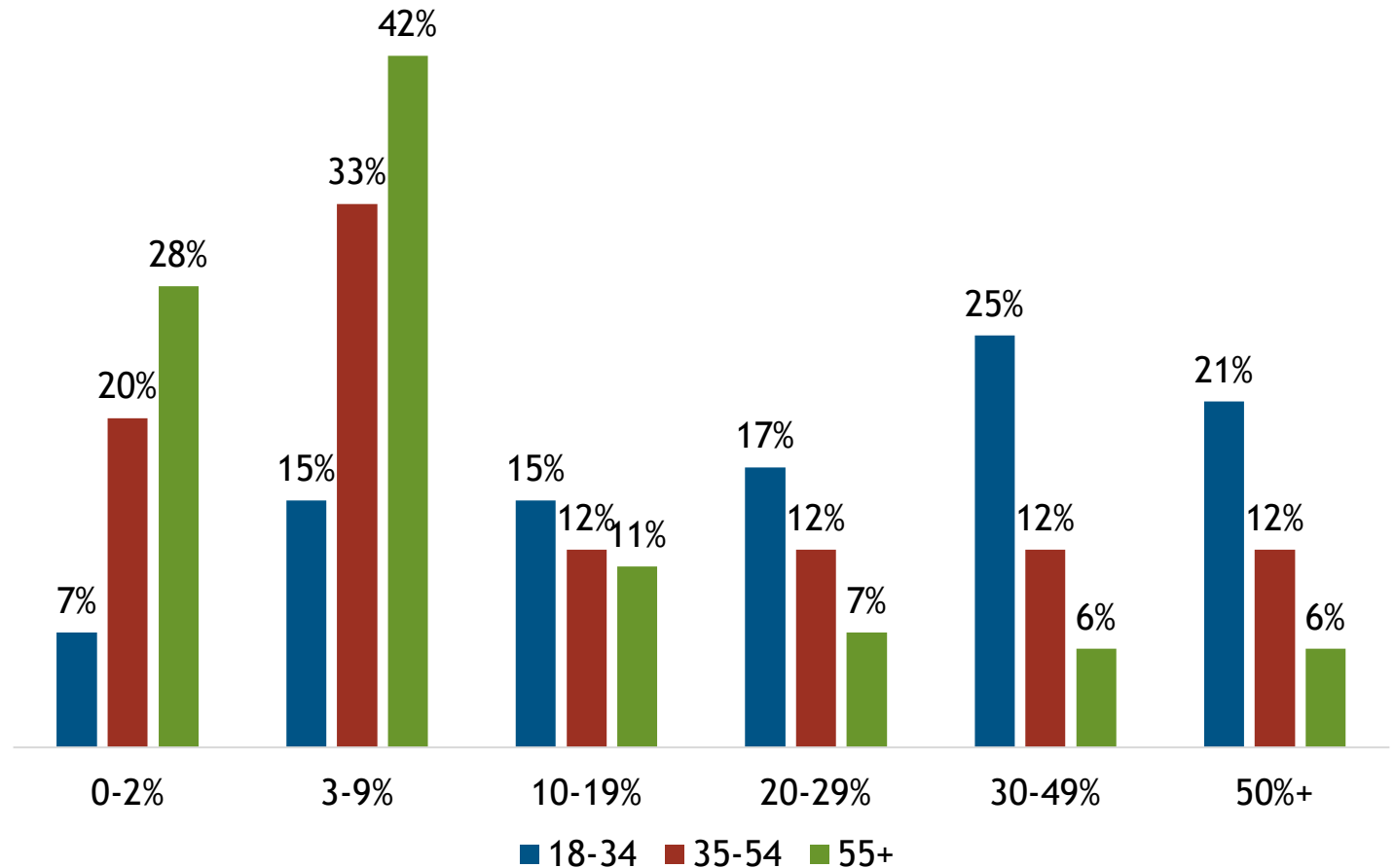
Understanding of inflation concept

Q7. What do you think the current level of inflation is in the UK?
Base = 2060



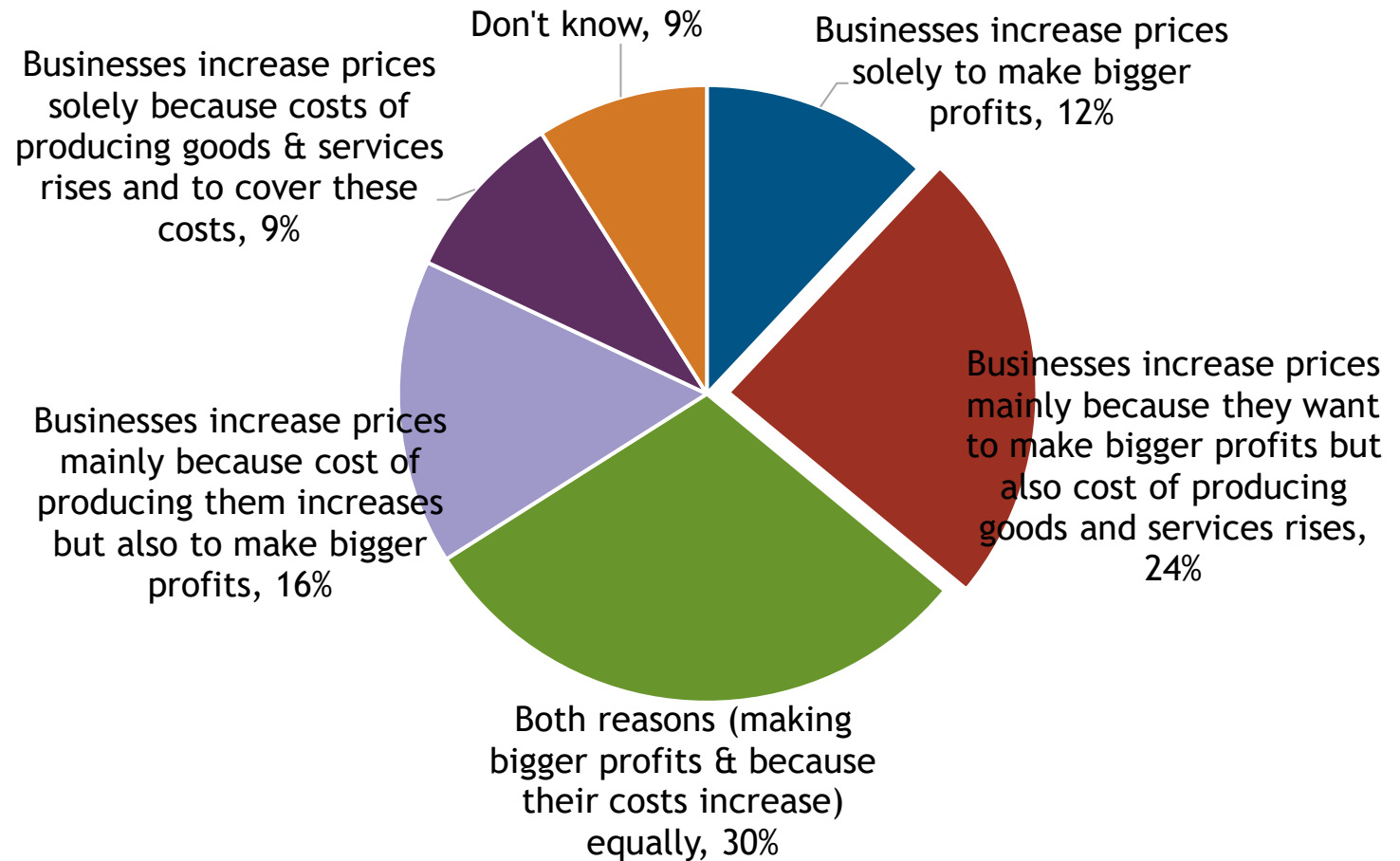
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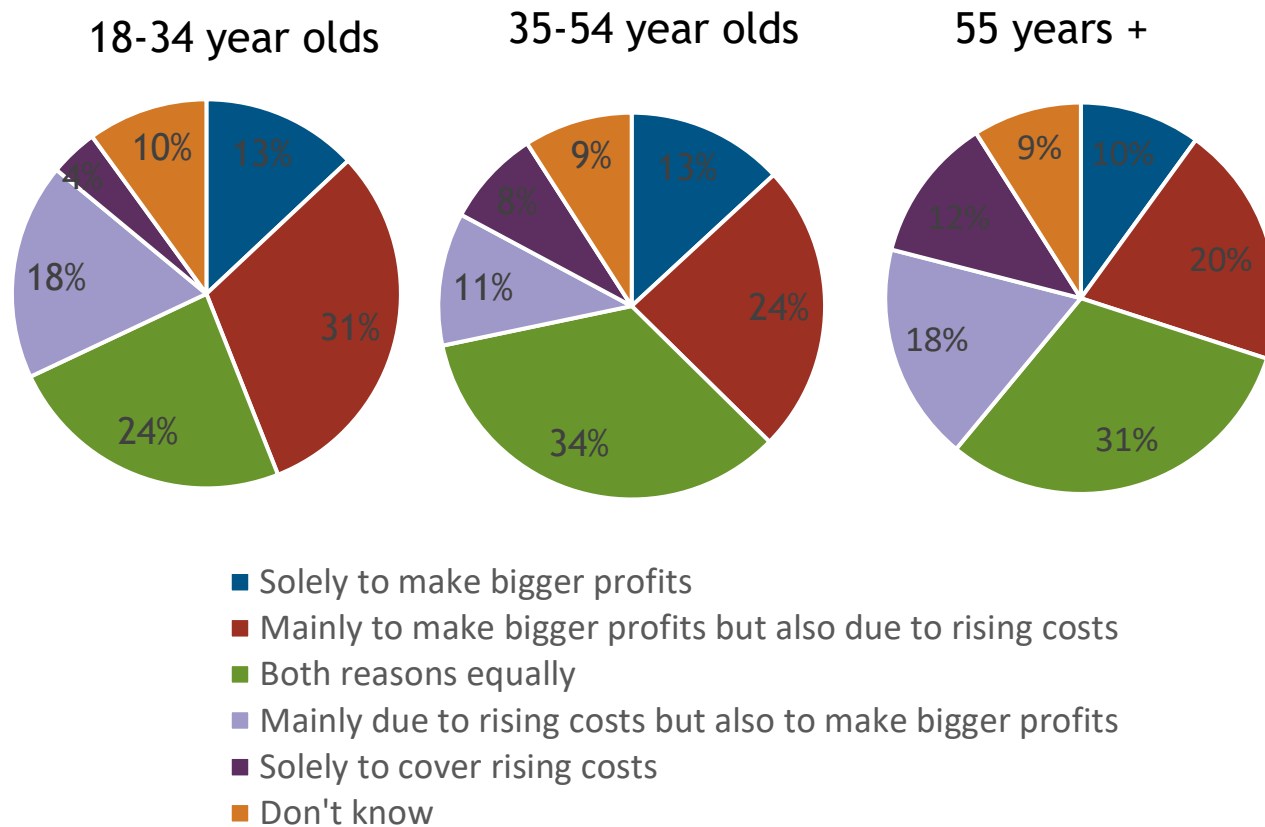
What drives price rises?

Q4. When the prices of goods and services go up, which of the following do you think best describes why?
Base = 2060



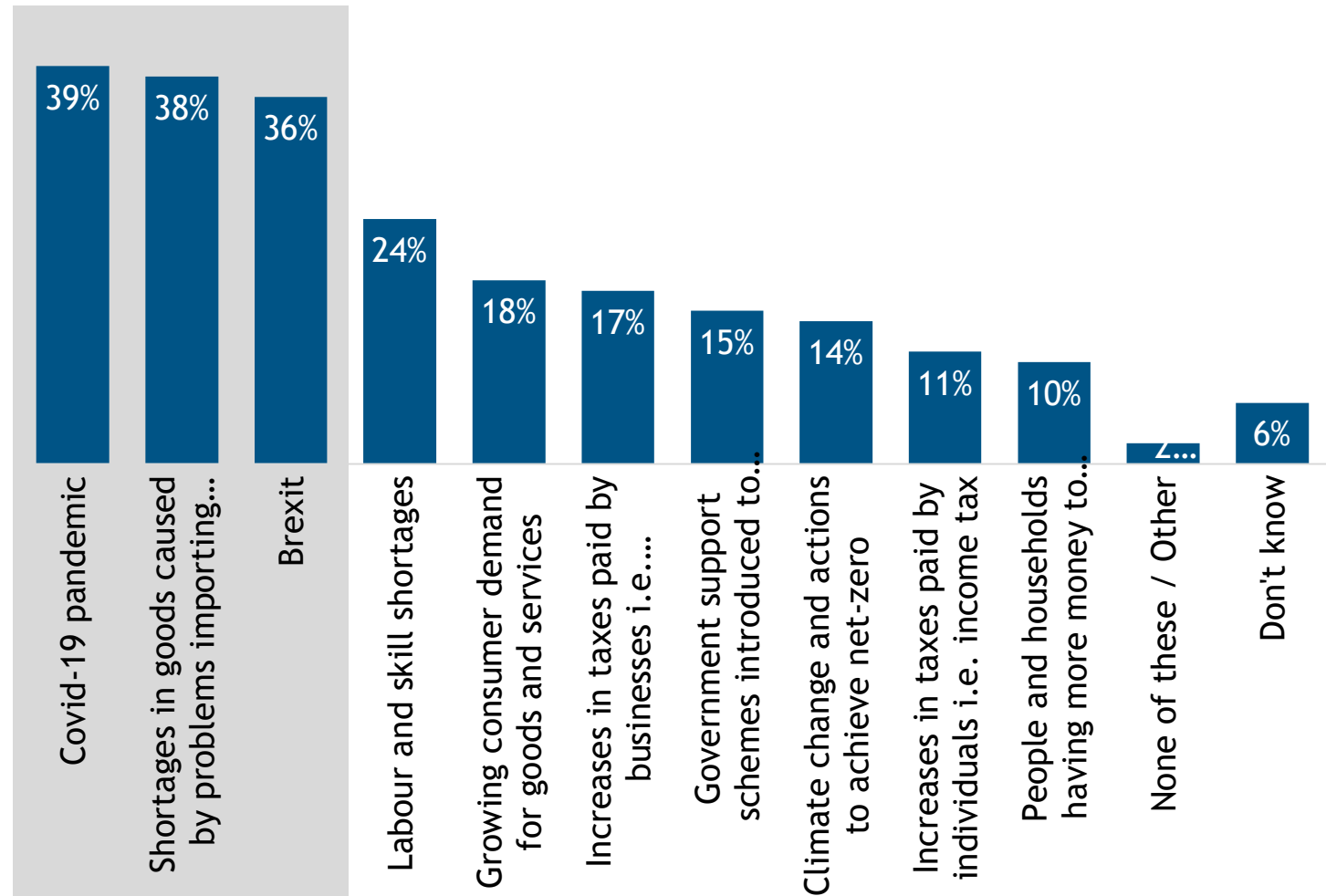
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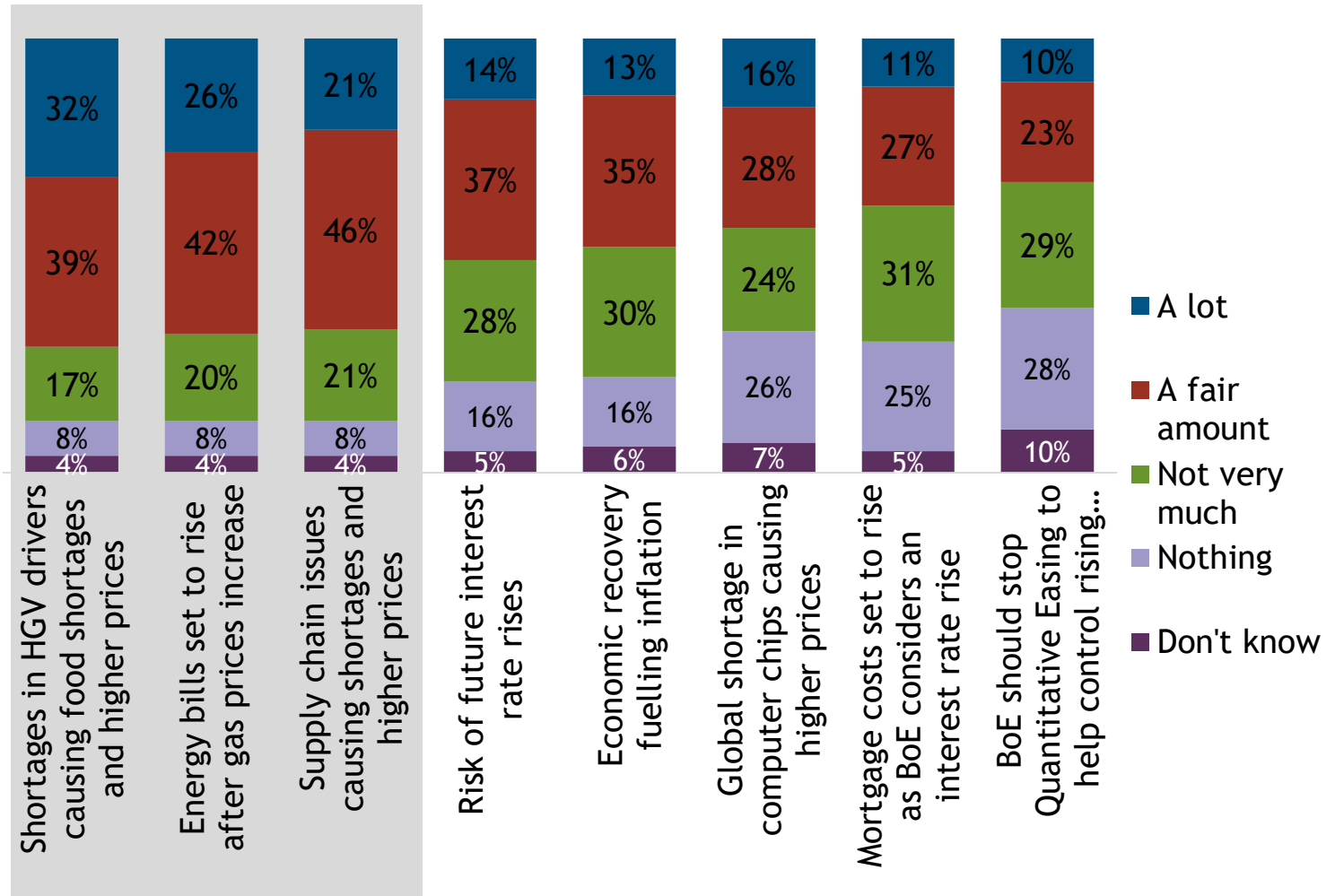
What drives price rises?

Q8. Which of the following, if any, do you think has the most impact on businesses increasing prices for goods and services? Base = 2060



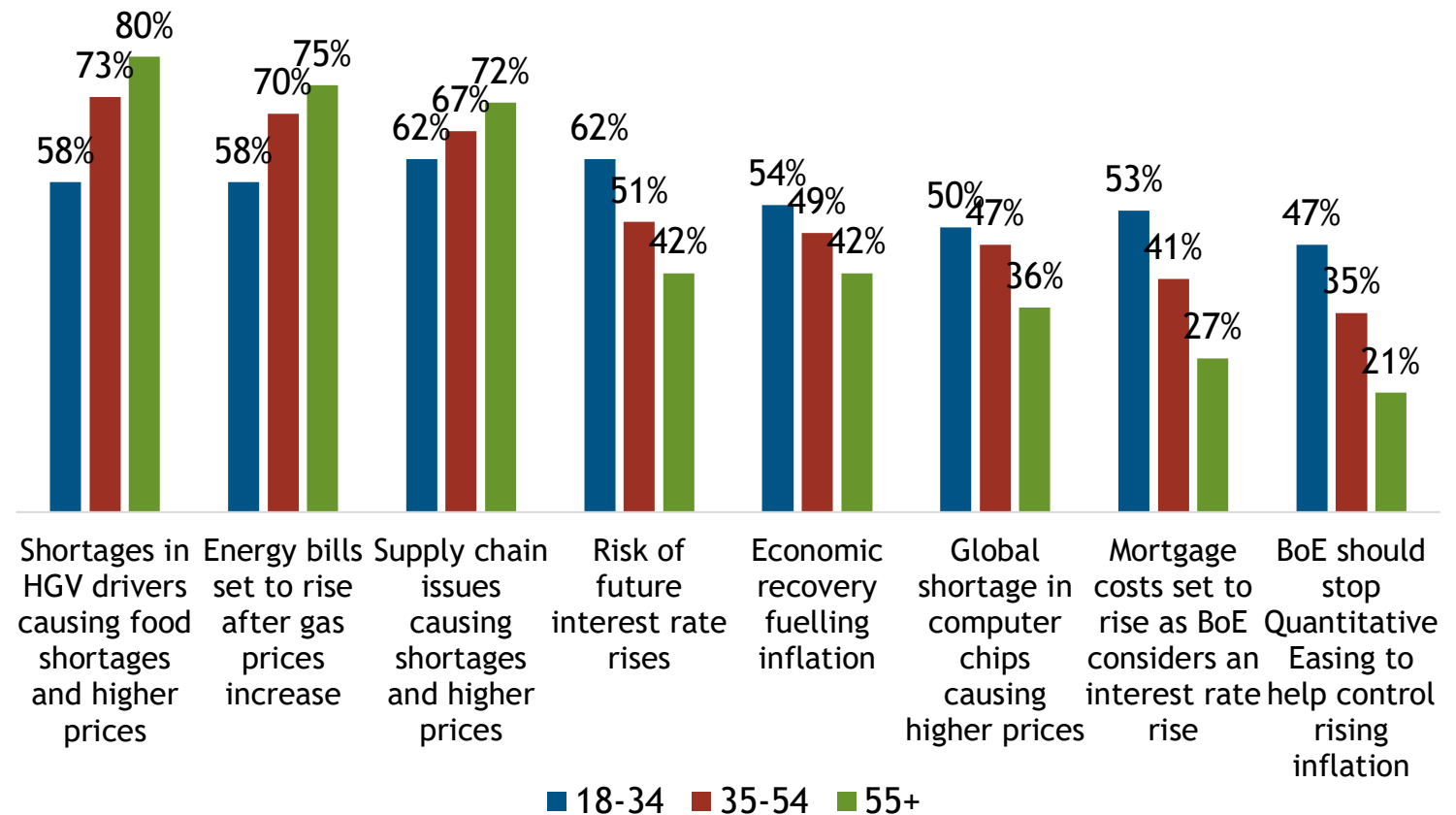
What drives price rises?

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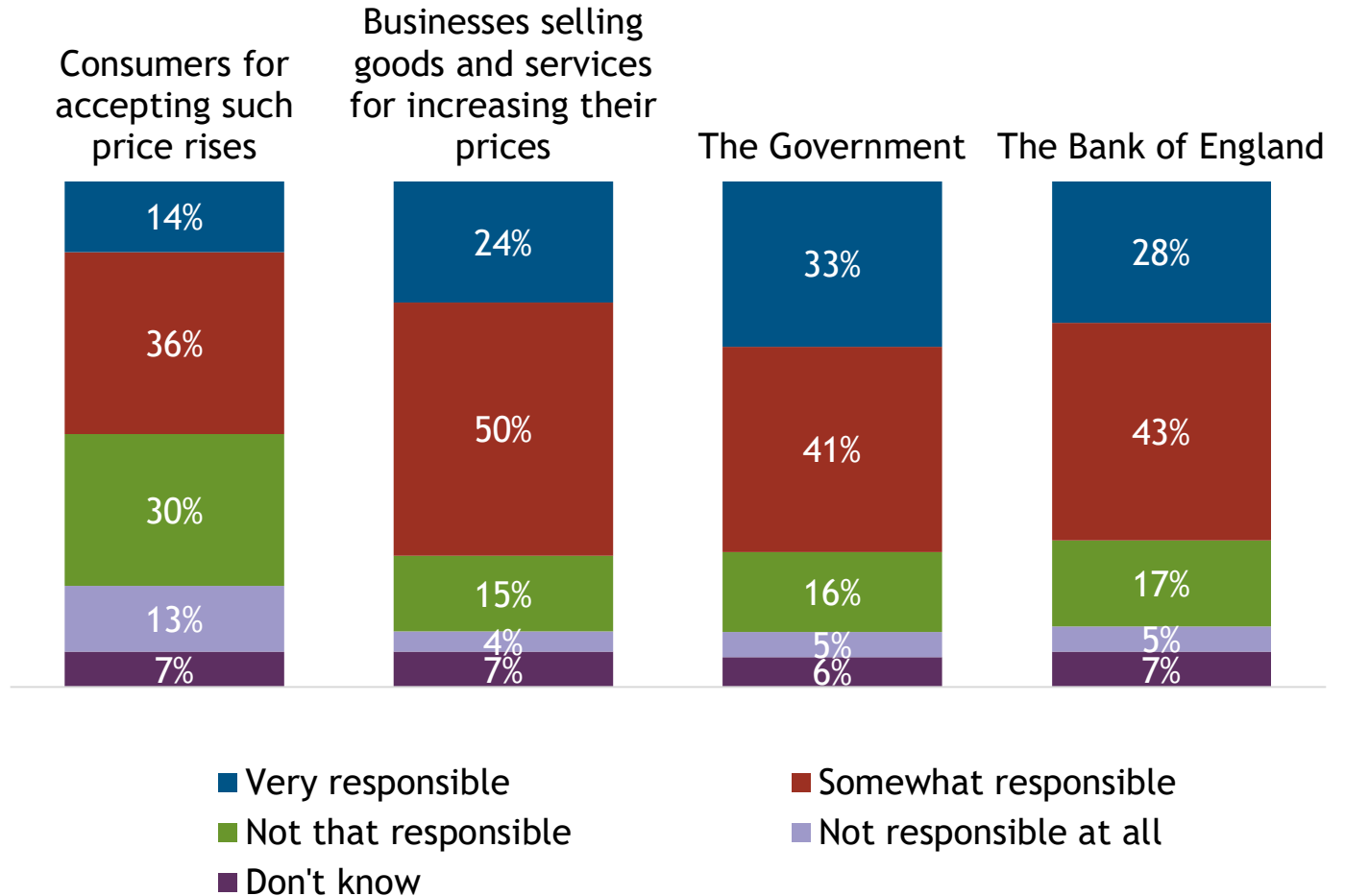
What drives price rises?

Q9. How much, if anything, have you heard about the following recent news stories? Base = 2060



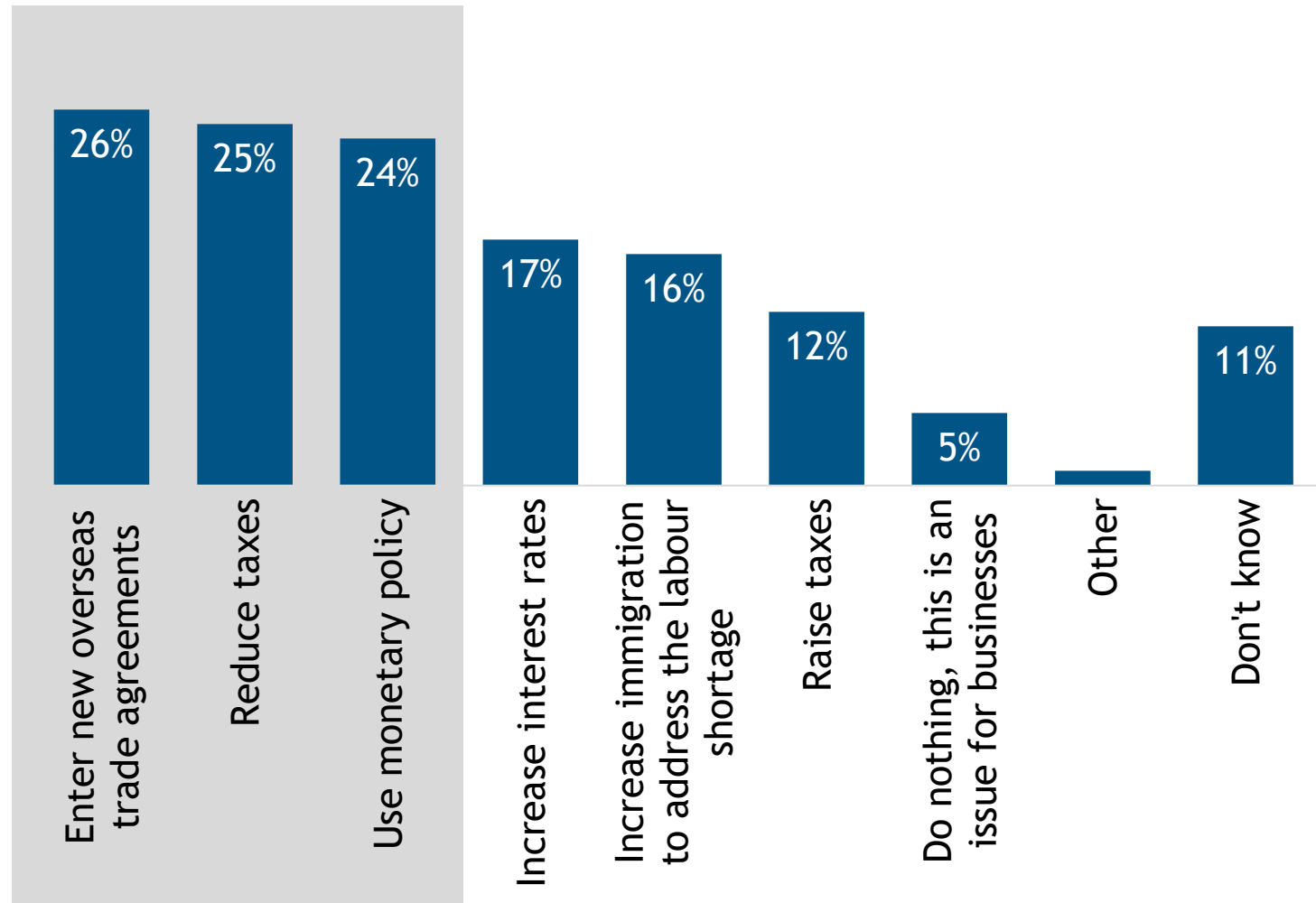
Who is responsible for price rises?

Q10. When inflation is higher than the preferred rate of 2%, as it is now, to what extent do you think that each of the following would be responsible for such a rise?
Base = 2060



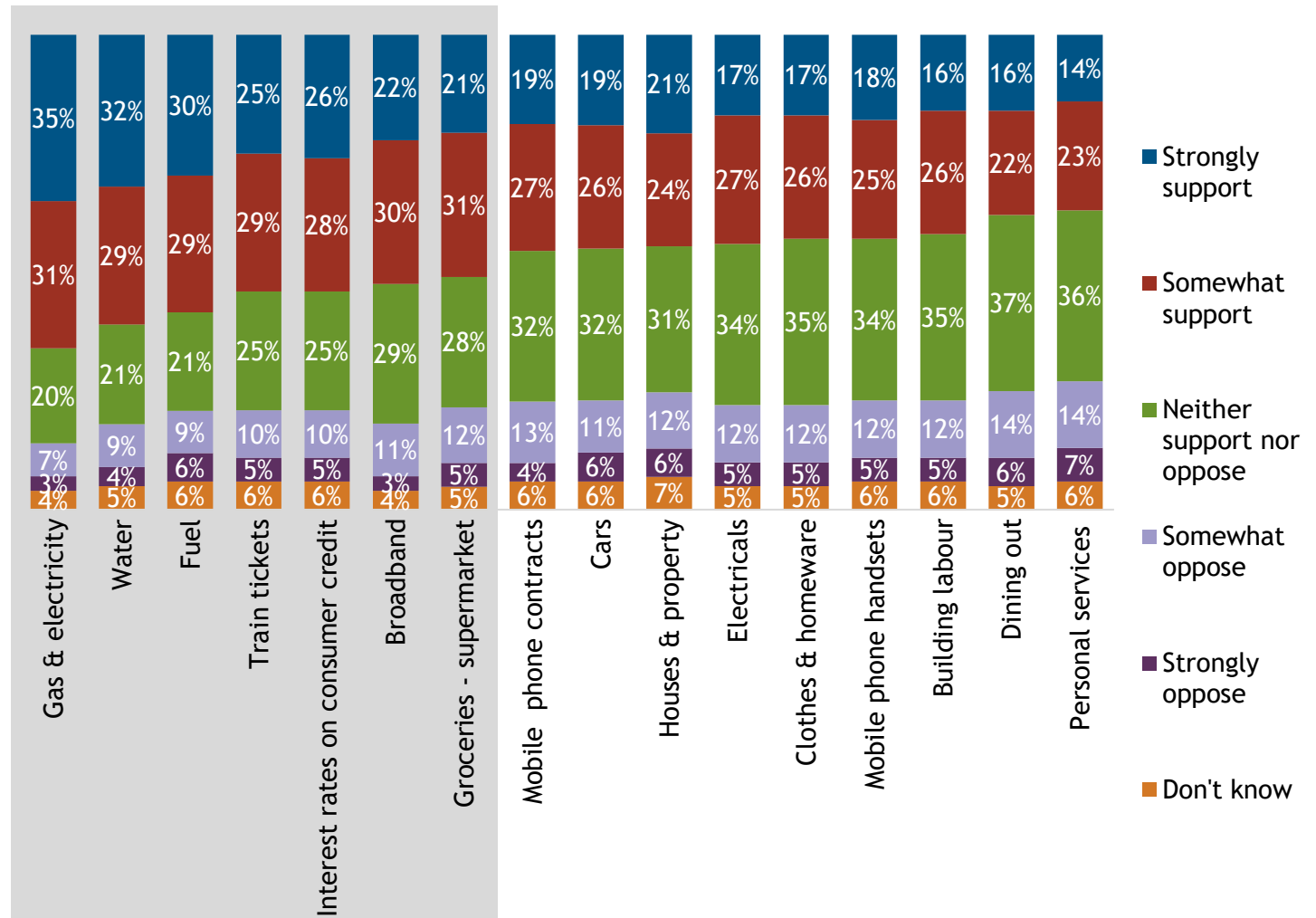
What should be done about rising prices?

Q14. Which of the following, if any, do you think the UK Government should do control rising prices?
Base = 2060



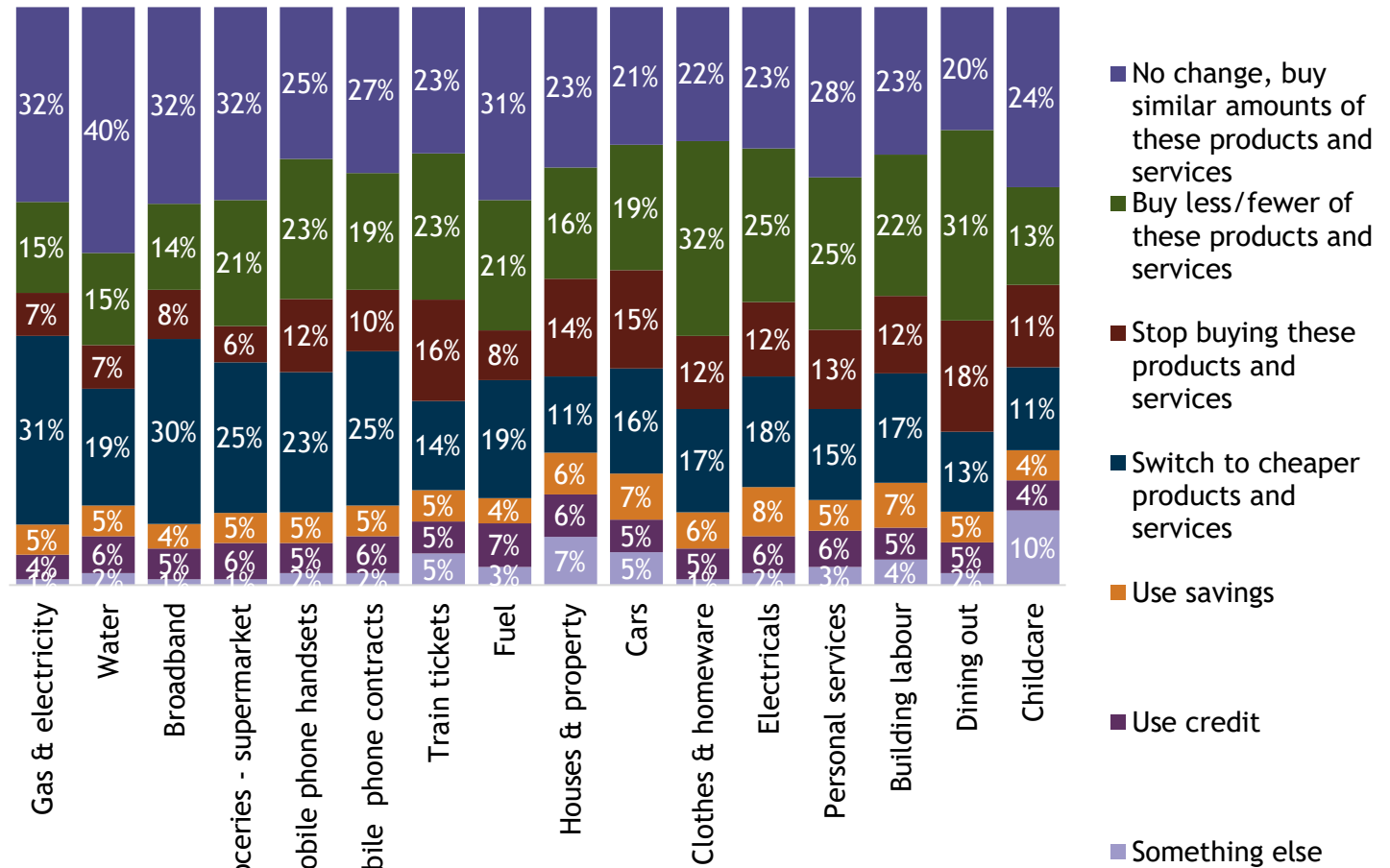
Preference for price caps by sector

Q15. To what extent would you support or oppose price controls set by government for the following types of products and services?
Base = 2060



Responses to rising prices

Q12. And thinking again about the following products and services, if their prices were to rise due to inflation, how do you think you would react to the new, higher, prices? Base = 2060



Field work and full results



Savanta ComRes surveyed 2,060 UK adults aged 18+ online between 20th and 23rd August 2021.

Data were weighted to be representative of the UK population by age, gender, region and social grade.

Data tables can be found at comresglobal.com/our-work/poll-archive/



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