

BBC Breakfast Cost of Living Study

METHODOLOGY NOTE

ComRes interviewed 1,003 GB adults by telephone between 7th and 11th March 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

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Cost of Living Survey CATI Fieldwork : 7th-11th March 2014

Absolutes/col percents

Table 1

CRQ1. Over the last 12 months would you say your personal financial situation has improved, got worse or stayed about the same?

Base: All respondents

	Gender		Age						Social Grade				Region				Working Status						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Full time	Part time	Not working	Retired	Student
Unweighted base	1003	461	542	63	129	125	188	213	285	340	214	122	327	260	258	251	145	89	393	143	117	322	26
Weighted base	1003	491	512	120	161	191	171	150	210	271	291	211	231	255	265	252	145	87	441	120	138	243	56
Improved	175 17%	95 19%	80 16%	51 42%	28 17%	41 22%	22 13%	14 9%	19 9%	54 20%	49 17%	47 23%	24 10%	53 21%	45 17%	43 17%	18 13%	15 17%	98 22%	20 17%	18 13%	21 9%	15 27%
Got worse	312 31%	148 30%	164 32%	27 22%	52 32%	50 26%	55 33%	61 40%	67 32%	72 27%	84 29%	61 29%	95 41%	82 32%	77 29%	78 31%	51 35%	25 29%	131 30%	34 28%	51 37%	79 33%	15 27%
Stayed about the same	511 51%	245 50%	265 52%	41 34%	81 50%	100 52%	92 54%	75 50%	123 59%	144 53%	156 54%	99 47%	112 48%	119 47%	139 53%	130 52%	76 52%	47 54%	212 48%	64 53%	67 48%	143 59%	26 46%
Don't know	5 1%	3 1%	2 *	2 2%	- -	- -	1 *	1 1%	1 1%	1 *	1 *	3 2%	- -	1 *	4 1%	1 *	- -	- -	1 *	2 2%	2 2%	- -	- -

Cost of Living Survey CATI Fieldwork : 7th-11th March 2014

Absolutes/col percents

Table 2

CRQ2. And do you think your own personal financial situation will improve, get worse, or stay the same in the next 12 months?

Base: All respondents

	Gender		Age						Social Grade				Region				Working Status						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Full time	Part time	Not working	Retired	Student
Unweighted base	1003	461	542	63	129	125	188	213	285	340	214	122	327	260	258	251	145	89	393	143	117	322	26
Weighted base	1003	491	512	120	161	191	171	150	210	271	291	211	231	255	265	252	145	87	441	120	138	243	56
Improve	282 28%	175 36%	107 21%	62 51%	70 44%	60 32%	39 23%	26 17%	24 11%	85 31%	88 30%	56 27%	53 23%	78 31%	74 28%	71 28%	33 23%	25 29%	140 32%	40 33%	46 33%	29 12%	24 43%
Get worse	190 19%	83 17%	107 21%	18 15%	24 15%	33 17%	27 16%	39 26%	48 23%	52 19%	44 15%	39 18%	54 24%	60 24%	48 18%	42 17%	24 17%	16 18%	79 18%	16 14%	24 17%	57 23%	12 22%
Stay about the same	507 51%	224 46%	282 55%	39 32%	58 36%	95 50%	102 60%	80 53%	133 63%	128 47%	153 52%	110 52%	115 50%	113 44%	136 51%	130 52%	83 57%	46 53%	216 49%	59 49%	61 44%	152 63%	19 33%
Don't know	25 2%	10 2%	15 3%	1 1%	9 5%	3 2%	2 1%	5 3%	6 3%	5 2%	6 2%	5 2%	8 4%	4 2%	7 3%	9 4%	4 3%	- -	6 1%	5 4%	7 5%	5 2%	1 2%

Cost of Living Survey

CATI Fieldwork : 7th-11th March 2014

Absolutes/col percents

Table 3
CRQ3. Do you agree or disagree with each of the following statements?

SUMMARY TABLE

Base: All respondents

	I am spending less on eating out and leisure activities now than I did last year	I have more money to spend on non-essential items now than I did last year	I put some money into savings every month	I have some money left over at the end of each month	I spend more than I earn	I expect to have less money to spend on non-essential items next year than I do now	My financial situation is causing stress for me and my family
Unweighted base	1003	1003	1003	1003	1003	1003	1003
Weighted base	1003	1003	1003	1003	1003	1003	1003
Agree	585 58%	269 27%	513 51%	598 60%	192 19%	481 48%	278 28%
Disagree	392 39%	717 71%	481 48%	383 38%	800 80%	480 48%	715 71%
Don't know	26 3%	17 2%	9 1%	22 2%	12 1%	42 4%	9 1%

Cost of Living Survey CATI Fieldwork : 7th-11th March 2014

Absolutes/col percents

Table 4

CRQ3. Do you agree or disagree with each of the following statements?

I am spending less on eating out and leisure activities now than I did last year

Base: All respondents

	Gender		Age						Social Grade				Region					Working Status					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Full time	Part time	Not working	Retired	Student
Unweighted base	1003	461	542	63	129	125	188	213	285	340	214	122	327	260	258	251	145	89	393	143	117	322	26
Weighted base	1003	491	512	120	161	191	171	150	210	271	291	211	231	255	265	252	145	87	441	120	138	243	56
Agree	585	269	317	66	104	115	101	93	106	145	159	142	139	137	139	157	95	57	256	75	98	127	28
	58%	55%	62%	55%	65%	60%	59%	62%	50%	54%	55%	67%	60%	54%	52%	62%	66%	66%	58%	62%	71%	52%	50%
Disagree	392	213	179	55	51	69	64	54	99	118	124	65	85	111	120	88	46	26	176	45	32	110	26
	39%	43%	35%	45%	31%	36%	38%	36%	47%	44%	43%	31%	37%	43%	45%	35%	32%	30%	40%	38%	23%	45%	47%
Don't know	26	10	17	-	6	6	5	3	6	7	8	4	7	7	6	7	3	4	9	*	9	6	2
	3%	2%	3%	-	3%	3%	3%	2%	3%	3%	3%	2%	3%	3%	2%	3%	2%	4%	2%	*	6%	3%	3%

Cost of Living Survey CATI Fieldwork : 7th-11th March 2014

Absolutes/col percents

Table 5

CRQ3. Do you agree or disagree with each of the following statements?

I have more money to spend on non-essential items now than I did last year

Base: All respondents

	Gender		Age						Social Grade				Region					Working Status					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Full time	Part time	Not working	Retired	Student
Unweighted base	1003	461	542	63	129	125	188	213	285	340	214	122	327	260	258	251	145	89	393	143	117	322	26
Weighted base	1003	491	512	120	161	191	171	150	210	271	291	211	231	255	265	252	145	87	441	120	138	243	56
Agree	269 27%	159 32%	110 21%	69 57%	45 28%	50 26%	37 21%	24 16%	44 21%	76 28%	75 26%	75 35%	44 19%	76 30%	69 26%	71 28%	33 23%	20 23%	135 31%	33 27%	29 21%	45 19%	25 44%
Disagree	717 71%	323 66%	394 77%	51 42%	113 70%	137 72%	131 77%	125 83%	161 77%	187 69%	213 73%	135 64%	182 79%	175 69%	190 72%	177 71%	110 76%	64 74%	298 68%	87 72%	106 77%	192 79%	31 56%
Don't know	17 2%	9 2%	8 2%	1 1%	2 1%	3 2%	3 2%	2 1%	5 3%	8 3%	3 1%	1 1%	5 2%	3 1%	6 2%	3 1%	2 1%	3 3%	7 2%	1 1%	3 2%	6 2%	-

Cost of Living Survey CATI Fieldwork : 7th-11th March 2014

Absolutes/col percents

Table 6
CRQ3. Do you agree or disagree with each of the following statements?

I put some money into savings every month

Base: All respondents

	Gender		Age						Social Grade				Region					Working Status					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Full time	Part time	Not working	Retired	Student
Unweighted base	1003	461	542	63	129	125	188	213	285	340	214	122	327	260	258	251	145	89	393	143	117	322	26
Weighted base	1003	491	512	120	161	191	171	150	210	271	291	211	231	255	265	252	145	87	441	120	138	243	56
Agree	513 51%	252 51%	261 51%	70 58%	80 50%	123 65%	80 47%	72 48%	87 41%	166 61%	144 49%	119 56%	84 36%	134 53%	139 53%	117 46%	76 52%	47 54%	258 59%	64 53%	52 38%	103 42%	34 60%
Disagree	481 48%	237 48%	244 48%	48 40%	79 49%	67 35%	90 53%	76 51%	121 58%	103 38%	141 49%	92 44%	145 63%	119 47%	124 47%	131 52%	68 47%	39 45%	180 41%	55 46%	83 60%	138 57%	23 40%
Don't know	9 1%	3 1%	6 1%	2 2%	1 1%	1 *	1 *	2 1%	2 1%	1 1%	6 2%	-	2 1%	2 1%	2 1%	4 1%	1 1%	1 1%	2 1%	1 1%	4 3%	2 1%	-

Cost of Living Survey CATI Fieldwork : 7th-11th March 2014

Absolutes/col percents

Table 7

CRQ3. Do you agree or disagree with each of the following statements?

I have some money left over at the end of each month

Base: All respondents

	Gender		Age						Social Grade				Region					Working Status					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Full time	Part time	Not working	Retired	Student
Unweighted base	1003	461	542	63	129	125	188	213	285	340	214	122	327	260	258	251	145	89	393	143	117	322	26
Weighted base	1003	491	512	120	161	191	171	150	210	271	291	211	231	255	265	252	145	87	441	120	138	243	56
Agree	598 60%	319 65%	279 55%	83 69%	87 54%	114 60%	90 53%	94 62%	130 62%	189 70%	177 61%	117 56%	115 50%	166 65%	160 61%	134 53%	87 60%	51 59%	279 63%	64 53%	60 43%	155 64%	39 69%
Disagree	383 38%	165 34%	218 43%	37 31%	73 45%	72 38%	79 46%	53 35%	70 33%	77 29%	104 36%	89 42%	113 49%	85 33%	101 38%	108 43%	57 39%	33 37%	158 36%	54 45%	74 53%	80 33%	16 28%
Don't know	22 2%	8 2%	14 3%	- -	1 1%	5 2%	2 1%	3 2%	10 5%	4 2%	10 4%	4 2%	3 1%	3 1%	4 1%	10 4%	1 1%	3 4%	5 1%	3 2%	5 4%	8 3%	2 3%

Cost of Living Survey CATI Fieldwork : 7th-11th March 2014

Absolutes/col percents

Table 8

CRQ3. Do you agree or disagree with each of the following statements?

I spend more than I earn

Base: All respondents

	Gender		Age						Social Grade				Region					Working Status					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Full time	Part time	Not working	Retired	Student
Unweighted base	1003	461	542	63	129	125	188	213	285	340	214	122	327	260	258	251	145	89	393	143	117	322	26
Weighted base	1003	491	512	120	161	191	171	150	210	271	291	211	231	255	265	252	145	87	441	120	138	243	56
Agree	192 19%	103 21%	89 17%	27 23%	48 30%	31 16%	39 23%	22 15%	24 11%	40 15%	57 19%	42 20%	54 23%	57 22%	50 19%	47 19%	26 18%	12 14%	90 20%	19 16%	37 27%	30 12%	15 27%
Disagree	800 80%	383 78%	416 81%	88 73%	112 70%	158 83%	131 77%	127 85%	183 87%	231 85%	229 79%	169 80%	171 74%	192 75%	214 81%	203 81%	116 80%	74 85%	348 79%	101 84%	100 72%	209 86%	39 70%
Don't know	12 1%	5 1%	6 1%	5 4%	1 1%	1 1%	- -	1 *	4 2%	- -	6 2%	- -	6 3%	6 2%	1 *	2 1%	3 2%	1 1%	3 1%	- -	1 1%	4 2%	2 4%

Cost of Living Survey CATI Fieldwork : 7th-11th March 2014

Absolutes/col percents

Table 9

CRQ3. Do you agree or disagree with each of the following statements?

I expect to have less money to spend on non-essential items next year than I do now

Base: All respondents

	Gender		Age						Social Grade				Region					Working Status					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Full time	Part time	Not working	Retired	Student
Unweighted base	1003	461	542	63	129	125	188	213	285	340	214	122	327	260	258	251	145	89	393	143	117	322	26
Weighted base	1003	491	512	120	161	191	171	150	210	271	291	211	231	255	265	252	145	87	441	120	138	243	56
Agree	481	227	254	52	74	85	78	84	108	125	124	107	125	119	130	125	66	41	209	54	67	127	21
	48%	46%	50%	43%	46%	45%	46%	56%	51%	46%	43%	51%	54%	47%	49%	50%	46%	47%	47%	45%	48%	52%	37%
Disagree	480	249	232	68	72	97	88	61	94	138	150	96	95	128	123	113	73	44	220	57	62	107	33
	48%	51%	45%	57%	45%	51%	52%	41%	45%	51%	52%	46%	41%	50%	46%	45%	50%	50%	50%	48%	45%	44%	59%
Don't know	42	16	26	-	14	9	5	5	9	8	17	7	10	7	12	14	6	3	12	9	9	9	2
	4%	3%	5%	-	9%	4%	3%	3%	4%	3%	6%	3%	4%	3%	5%	5%	4%	3%	3%	8%	6%	4%	3%

Cost of Living Survey CATI Fieldwork : 7th-11th March 2014

Absolutes/col percents

Table 10
CRQ3. Do you agree or disagree with each of the following statements?

My financial situation is causing stress for me and my family

Base: All respondents

	Gender		Age						Social Grade				Region			Working Status							
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Full time	Part time	Not working	Retired	Student
Unweighted base	1003	461	542	63	129	125	188	213	285	340	214	122	327	260	258	251	145	89	393	143	117	322	26
Weighted base	1003	491	512	120	161	191	171	150	210	271	291	211	231	255	265	252	145	87	441	120	138	243	56
Agree	278 28%	137 28%	141 28%	35 29%	62 39%	50 26%	58 34%	35 23%	39 18%	51 19%	72 25%	68 32%	87 38%	64 25%	70 27%	83 33%	40 28%	21 24%	117 27%	38 31%	61 44%	44 18%	19 34%
Disagree	715 71%	351 71%	364 71%	83 69%	96 60%	141 74%	112 66%	114 76%	169 80%	218 81%	214 74%	141 67%	141 61%	189 74%	192 73%	166 66%	102 71%	66 76%	320 73%	82 68%	75 54%	197 81%	37 66%
Don't know	9 1%	3 1%	6 1%	2 2%	2 2%	-	1 *	2 1%	2 1%	1 *	5 2%	1 1%	2 1%	2 1%	2 1%	3 1%	2 2%	-	4 1%	*	3 2%	2 1%	-

Cost of Living Survey

CATI Fieldwork : 7th-11th March 2014

Absolutes/col percents

Table 11

CRQ4. Which two or three, if any, of the following things do you worry about the most?

Base: All respondents

	Gender		Age						Social Grade				Region					Working Status					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Full time	Part time	Not working	Retired	Student
Unweighted base	1003	461	542	63	129	125	188	213	285	340	214	122	327	260	258	251	145	89	393	143	117	322	26
Weighted base	1003	491	512	120	161	191	171	150	210	271	291	211	231	255	265	252	145	87	441	120	138	243	56
Cost of petrol/diesel	394	190	203	49	57	76	71	74	66	118	117	82	78	79	119	102	50	43	188	61	40	84	19
	39%	39%	40%	41%	36%	40%	42%	49%	31%	43%	40%	39%	34%	31%	45%	40%	35%	49%	43%	51%	29%	35%	34%
Cost of public transport e.g. train and bus fares	158	93	64	34	34	29	19	18	24	45	53	27	32	55	32	32	25	14	73	15	20	26	20
	16%	19%	13%	29%	21%	15%	11%	12%	11%	17%	18%	13%	14%	22%	12%	13%	17%	16%	17%	13%	15%	11%	36%
Being able to pay utility bills e.g. gas, electric, water, council tax	476	232	244	36	81	85	83	76	115	97	130	117	132	106	120	139	72	40	193	55	79	129	21
	47%	47%	48%	30%	50%	45%	49%	50%	55%	36%	45%	55%	57%	41%	45%	55%	49%	46%	44%	45%	57%	53%	37%
Cost of food shopping	431	196	235	36	78	92	73	64	88	98	120	102	111	97	117	117	56	44	168	57	76	108	18
	43%	40%	46%	30%	48%	48%	43%	43%	42%	36%	41%	48%	48%	38%	44%	46%	39%	50%	38%	47%	55%	44%	33%
Being able to afford luxuries such as birthday presents, holidays etc.	238	101	137	39	44	47	36	37	35	68	75	47	48	55	65	65	36	17	105	25	40	45	23
	24%	21%	27%	32%	27%	25%	21%	25%	17%	25%	26%	22%	21%	22%	25%	26%	25%	19%	24%	21%	29%	18%	42%
Being able to afford mortgage/rent payments	232	128	105	50	51	57	38	26	11	59	64	79	30	68	60	54	34	17	125	33	28	17	28
	23%	26%	20%	41%	31%	30%	23%	17%	5%	22%	22%	38%	13%	27%	23%	21%	24%	19%	28%	28%	20%	7%	49%
Cost of childcare	100	46	54	13	36	33	4	7	8	34	34	16	17	32	29	17	17	5	48	25	9	9	9
	10%	9%	11%	10%	22%	18%	3%	5%	4%	12%	12%	7%	7%	12%	11%	7%	12%	6%	11%	20%	7%	4%	16%
Don't know	3	2	1	-	-	-	1	*	1	*	1	-	1	1	-	*	-	1	2	-	-	1	-
	*	*	*	-	-	-	1%	*	*	*	*	-	*	*	-	*	-	1%	*	-	-	*	-
No answer	93	51	42	4	9	11	18	19	32	35	22	13	23	34	20	14	15	10	40	7	8	39	-
	9%	10%	8%	3%	6%	6%	11%	13%	15%	13%	8%	6%	10%	13%	8%	6%	10%	12%	9%	6%	6%	16%	-

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Absolutes/col percents

Table 12
CRQ5. In the next 12 months do you expect your pay to...?
Base: All currently in work

	Gender		Age						Social Grade				Region				Working Status						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	Full time	Part time	Not working	Retired	Student
Unweighted base	536	274	262	35	106	100	145	126	24	245	142	79	70	148	145	117	81	45	393	143	-	-	-
Weighted base	562	307	255	61	129	143	130	83	16	197	189	129	46	152	156	125	86	43	441	120	-	-	-
Increase by 2% or more	149 27%	104 34%	46 18%	24 39%	45 35%	40 28%	23 18%	12 15%	5 31%	49 25%	47 25%	41 32%	12 26%	38 25%	44 28%	33 26%	24 28%	11 25%	125 28%	24 20%	-	-	-
Increase by less than 2%	99 18%	52 17%	47 19%	10 17%	24 19%	24 17%	20 15%	19 23%	2 14%	43 22%	32 17%	13 10%	11 23%	31 20%	21 13%	20 16%	13 15%	15 34%	81 18%	18 15%	-	-	-
Stay about the same	248 44%	112 36%	136 53%	22 35%	51 40%	60 42%	69 53%	39 48%	7 47%	86 44%	90 48%	53 41%	19 41%	67 44%	71 46%	51 41%	43 50%	17 39%	189 43%	59 49%	-	-	-
Decrease	50 9%	31 10%	19 8%	5 9%	6 5%	10 7%	17 13%	11 13%	1 9%	13 7%	15 8%	18 14%	4 9%	13 9%	17 11%	13 11%	6 8%	1 1%	36 8%	14 12%	-	-	-
Don't know	15 3%	8 3%	6 2%	-	3 2%	9 7%	1 1%	2 2%	-	5 3%	5 3%	4 3%	1 1%	3 2%	4 2%	7 6%	-	-	9 2%	5 5%	-	-	-