

YouGov / Independent Age Survey Results

Sample Size: 2188 adults in GB
Fieldwork: 29th May - 3rd June 2025

	Vote in 2024 GE							EU Ref 2016		Gender		Age			Social Grade		Country			Household income	
	Total	Con	Lab	Lib Dem	SNP	Plaid	Reform UK	Remain	Leave	Male	Female	65-69	70-74	75+	ABC1	C2DE	England	Wales	Scotland	Under £15,000 per year	Over £15,000 per year
Weighted Sample	2188	770	417	208	40	12	293	828	1237	1002	1186	587	549	1050	1238	834	1875	118	195	584	1602
Unweighted Sample	2188	628	519	196	132	55	281	945	1119	1061	1127	664	605	918	1291	782	1082	541	565	516	1671
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following statements best describes how you have been keeping up with payments on each of the following bills/costs over the **last six months**?

Water bill

[Asked only in England and Wales; n=1623]

I have kept up with the bill without difficulties	68	71	72	81	0	74	56	75	65	72	66	66	68	70	74	60	68	67	0	51	74
I have kept up with the bill but struggled from time to time	18	16	15	9	0	10	25	14	21	15	20	18	20	17	15	22	18	19	0	26	15
I have kept up with the bill but found it a constant struggle	9	7	6	5	0	10	17	5	11	9	8	10	7	8	6	13	9	8	0	16	6
I have fallen behind with the bill	1	1	2	0	0	0	1	1	1	1	1	3	1	1	2	1	1	1	0	2	1
Not applicable – I do not pay for this	4	5	4	5	0	6	1	5	3	3	5	3	3	4	3	4	4	5	0	4	4
Don't know	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0	1	0	0	0	1	0

Electricity bill

I have kept up with the bill without difficulties	63	66	70	74	56	57	45	71	58	67	59	58	62	66	72	51	63	65	62	46	69
I have kept up with the bill but struggled from time to time	24	23	18	16	31	32	33	19	27	21	26	25	25	22	18	31	24	23	25	33	21
I have kept up with the bill but found it a constant struggle	10	8	9	6	10	6	18	7	13	9	11	13	9	10	7	15	11	9	9	18	7
I have fallen behind with the bill	1	1	2	1	1	3	2	2	1	2	1	3	1	1	1	1	1	3	1	2	1
Not applicable – I do not pay for this	2	2	1	3	2	2	2	1	1	1	2	1	2	2	1	2	2	1	0	1	2
Don't know	0	0	0	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0

Gas/Heating bill

I have kept up with the bill without difficulties	58	61	65	71	52	52	41	67	52	64	53	54	58	60	66	49	58	59	58	40	65
I have kept up with the bill but struggled from time to time	24	23	19	13	29	22	35	18	28	19	28	25	25	23	19	30	24	21	27	33	21
I have kept up with the bill but found it a constant struggle	11	10	9	10	13	7	18	9	13	10	13	13	11	11	9	15	12	10	10	21	8
I have fallen behind with the bill	1	0	1	0	1	3	1	1	1	1	1	2	1	0	1	1	1	3	1	1	1
Not applicable – I do not pay for this	5	6	5	6	4	15	4	4	6	5	6	6	5	5	5	5	5	7	4	5	5
Don't know	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Broadband/internet bill																					
I have kept up with the bill without difficulties	66	70	72	82	62	65	51	73	62	72	61	64	66	68	72	58	66	68	68	50	72
I have kept up with the bill but struggled from time to time	21	19	16	11	22	20	30	17	24	18	24	21	22	21	18	26	22	19	18	28	19
I have kept up with the bill but found it a constant struggle	9	8	7	5	8	10	14	7	10	7	10	11	7	8	7	12	9	9	10	17	6
I have fallen behind with the bill	0	0	1	0	0	2	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0
Not applicable – I do not pay for this	3	2	5	2	7	2	4	2	4	2	5	3	4	3	3	4	3	4	4	4	3
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Food and drink																					
I have kept up with the bill without difficulties	64	67	68	78	55	64	50	71	61	69	60	61	64	66	70	55	65	63	60	45	71
I have kept up with the bill but struggled from time to time	23	24	19	16	36	28	27	20	25	19	27	24	24	23	20	29	23	25	29	34	19
I have kept up with the bill but found it a constant struggle	11	8	12	6	8	8	22	8	13	11	11	14	12	10	9	15	12	11	10	19	9
I have fallen behind with the bill	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1	0	0	1	1	0
Not applicable – I do not pay for this	0	1	0	1	1	0	0	0	1	0	1	0	0	1	1	0	0	0	0	1	0
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
Phone bill (landline or mobile)																					
I have kept up with the bill without difficulties	71	76	73	83	70	78	58	77	68	75	67	69	71	72	77	61	70	75	71	55	76
I have kept up with the bill but struggled from time to time	18	17	17	9	18	16	23	16	19	16	20	19	20	16	14	25	18	14	18	26	15
I have kept up with the bill but found it a constant struggle	7	4	5	5	8	6	14	5	8	7	7	9	5	7	6	8	7	7	7	13	5
I have fallen behind with the bill	0	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0
Not applicable – I do not pay for this	4	2	4	3	3	0	4	2	5	3	5	2	4	5	3	5	4	3	4	5	4
Don't know	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Council Tax																					
I have kept up with the bill without difficulties	62	65	69	76	66	71	46	71	57	67	59	61	61	64	72	49	62	59	69	43	70
I have kept up with the bill but struggled from time to time	19	19	11	15	22	18	28	15	22	19	20	20	21	18	17	22	19	18	20	22	18
I have kept up with the bill but found it a constant struggle	9	6	9	3	5	5	18	6	11	9	9	12	8	7	7	11	9	9	7	13	7
I have fallen behind with the bill	1	1	1	0	0	0	1	1	1	1	1	1	1	0	1	0	1	0	1	1	1
Not applicable – I do not pay for this	9	9	9	6	6	6	7	7	10	5	12	5	8	11	3	17	9	13	3	20	4
Don't know	0	0	1	0	1	0	1	0	0	0	0	1	1	0	0	0	0	0	0	1	0
Rent																					
I have kept up with the bill without difficulties	14	15	15	10	13	20	11	13	15	15	14	14	13	16	14	16	14	14	17	17	13
I have kept up with the bill but struggled from time to time	6	5	5	5	5	5	5	5	6	7	5	8	5	5	5	7	6	5	4	8	5
I have kept up with the bill but found it a constant struggle	3	2	4	1	2	0	4	2	4	3	4	5	3	2	2	4	3	3	2	6	2
I have fallen behind with the bill	0	1	0	0	0	0	1	0	1	1	0	1	1	0	0	0	0	0	0	0	0
Not applicable – I do not pay for this	76	77	74	84	80	74	79	80	74	75	77	72	77	77	79	71	76	78	76	67	79
Don't know	1	0	1	0	0	0	1	0	0	0	1	0	1	1	0	1	1	0	0	1	0
Insurance																					
I have kept up with the bill without difficulties	62	66	69	75	69	67	45	69	59	65	60	60	60	65	70	51	62	60	67	43	69
I have kept up with the bill but struggled from time to time	19	18	15	14	15	11	28	15	22	17	20	18	19	18	16	21	19	19	15	24	17
I have kept up with the bill but found it a constant struggle	8	8	5	3	10	11	14	7	9	8	9	12	8	7	8	10	8	10	9	14	6
I have fallen behind with the bill	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0
Not applicable – I do not pay for this	10	7	11	9	6	11	11	8	10	10	11	9	12	10	6	17	10	11	9	17	8

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Don't know	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	1	1	0

Thinking about your financial situation over the ****next six months****, how worried, if at all, are you that you will not be able to meet the following household payments?

Water bill

[Excluding those who do not pay for this; N=1558]

Very worried	6	4	6	3	0	3	12	5	6	6	6	7	6	5	4	9	6	4	0	11	4
Fairly worried	22	22	16	19	0	15	26	19	25	18	26	23	20	23	19	27	22	23	0	33	19
TOTAL WORRIED	28	26	22	22	0	18	38	24	31	24	32	30	26	28	23	36	28	27	0	44	23
Not very worried	38	39	39	31	0	58	37	36	39	36	41	36	40	39	38	39	38	42	0	40	38
Not at all worried	32	34	37	47	0	24	23	38	28	38	26	32	32	31	38	23	32	30	0	14	38
TOTAL NOT WORRIED	70	73	76	78	0	82	60	74	67	74	67	68	72	70	76	62	70	72	0	54	76
Don't know	2	2	2	0	0	0	3	2	2	2	2	2	2	2	1	3	2	1	0	3	1

Electricity bill

[Excluding those who do not pay for this; N=2160]

Very worried	8	6	9	5	7	3	16	5	9	6	9	9	7	7	5	12	8	8	6	13	6
Fairly worried	27	28	20	18	34	29	35	25	30	23	31	29	25	27	23	33	27	27	29	39	23
TOTAL WORRIED	35	34	29	23	41	32	51	30	39	29	40	38	32	34	28	45	35	35	35	52	29
Not very worried	34	33	37	41	32	45	25	35	33	32	36	30	37	35	35	33	34	36	34	32	35
Not at all worried	29	32	33	36	26	23	21	34	26	37	22	29	29	29	35	20	29	27	29	12	35
TOTAL NOT WORRIED	63	65	70	77	58	68	46	69	59	69	58	59	66	64	70	53	63	63	63	44	70
Don't know	2	1	1	0	2	0	4	1	2	2	2	2	2	1	2	2	2	1	2	3	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Gas/heating bill

[Excluding those who do not pay for this; N=2071]

Very worried	9	7	9	5	7	4	18	6	11	7	10	11	9	7	6	13	9	10	6	15	6
Fairly worried	27	27	21	20	35	28	29	25	28	21	32	29	24	28	24	31	27	28	29	39	23
TOTAL WORRIED	36	34	30	25	42	32	47	31	39	28	42	40	33	35	30	44	36	38	35	54	29
Not very worried	33	31	36	37	29	47	28	33	33	32	34	29	36	34	34	33	33	35	34	30	34
Not at all worried	29	32	33	36	27	20	20	34	25	37	21	29	28	29	35	20	29	27	29	11	35
TOTAL NOT WORRIED	62	63	69	73	56	67	48	67	58	69	55	58	64	63	69	53	62	62	63	41	69
Don't know	2	2	1	1	2	0	4	2	3	3	2	2	3	2	2	3	3	0	3	4	2

Broadband/internet bill

[Excluding those who do not pay for this; N=2112]

Very worried	4	3	4	2	3	6	8	3	4	3	4	4	5	3	2	5	4	4	3	8	2
Fairly worried	23	21	18	17	28	17	32	20	26	17	29	26	21	23	19	30	23	21	23	36	19
TOTAL WORRIED	27	24	22	19	31	23	40	23	30	20	33	30	26	26	21	35	27	25	26	44	21
Not very worried	39	41	40	36	40	54	33	39	39	38	41	39	38	41	40	39	39	43	41	39	40
Not at all worried	32	34	38	44	28	22	24	37	29	40	25	30	35	32	38	23	32	31	32	14	38
TOTAL NOT WORRIED	71	75	78	80	68	76	57	76	68	78	66	69	73	73	78	62	71	74	73	53	78
Don't know	2	1	0	1	1	0	3	1	2	1	2	1	2	1	1	2	2	1	1	3	1

Food and drink

[Excluding those who do not pay for this; N=2182]

Very worried	6	4	6	2	6	8	11	4	7	5	6	6	7	4	5	7	6	5	5	11	4
Fairly worried	24	22	21	17	25	13	29	20	26	19	28	26	19	25	18	31	24	22	22	38	19
TOTAL WORRIED	30	26	27	19	31	21	40	24	33	24	34	32	26	29	23	38	30	27	27	49	23
Not very worried	38	40	38	36	40	57	34	39	36	36	39	36	39	38	38	38	37	43	40	35	39
Not at all worried	31	34	35	45	28	21	23	37	29	38	26	30	34	31	38	22	32	29	31	14	38
TOTAL NOT WORRIED	69	74	73	81	68	78	57	76	65	74	65	66	73	69	76	60	69	72	71	49	77
Don't know	1	1	0	0	1	0	3	0	2	1	2	1	2	1	1	2	1	1	1	3	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Phone bill (landline or mobile)

[Excluding those who do not pay for this; N=2111]

Very worried	3	2	3	2	1	4	8	2	3	2	3	3	4	2	2	4	3	3	2	6	2
Fairly worried	19	17	16	12	24	15	27	17	20	14	23	22	16	18	15	24	19	15	17	29	15
TOTAL WORRIED	22	19	19	14	25	19	35	19	23	16	26	25	20	20	17	28	22	18	19	35	17
Not very worried	42	43	41	36	41	60	34	41	42	39	44	41	41	43	41	42	41	48	42	44	41
Not at all worried	35	36	40	48	33	21	28	39	32	42	28	33	37	34	41	26	34	33	37	18	41
TOTAL NOT WORRIED	77	79	81	84	74	81	62	80	74	81	72	74	78	77	82	68	75	81	79	62	82
Don't know	2	2	0	2	1	0	3	1	2	2	2	2	2	2	1	3	2	1	1	4	1

Council Tax

[Excluding those who do not pay for this; N=2027]

Very worried	7	6	5	3	4	3	18	3	10	5	8	6	9	6	4	10	7	10	6	12	5
Fairly worried	24	22	21	19	26	20	31	22	26	23	26	27	22	24	21	29	25	25	21	33	22
TOTAL WORRIED	31	28	26	22	30	23	49	25	36	28	34	33	31	30	25	39	32	35	27	45	27
Not very worried	37	38	35	36	37	51	29	37	35	33	39	34	37	38	37	37	36	35	39	38	36
Not at all worried	31	33	39	42	30	25	20	37	28	37	25	31	31	30	36	22	31	29	32	15	36
TOTAL NOT WORRIED	68	71	74	78	67	76	49	74	63	70	64	65	68	68	73	59	67	64	71	53	72
Don't know	2	1	1	0	3	0	2	1	2	1	2	2	1	2	1	2	2	1	2	3	1

Rent

[Excluding those who do not pay for this; N=497]

Very worried	10	12	8	0	7	0	16	9	11	12	8	11	14	7	11	10	11	8	6	16	7
Fairly worried	25	18	25	29	38	13	33	24	26	24	25	32	24	20	21	28	25	21	21	23	26
TOTAL WORRIED	35	30	33	29	45	13	49	33	37	36	33	43	38	27	32	38	36	29	27	39	33
Not very worried	35	33	31	40	28	72	33	36	34	31	39	36	34	36	33	39	34	44	41	44	30
Not at all worried	26	32	31	31	24	15	16	30	24	28	23	20	24	30	29	21	25	23	30	15	31
TOTAL NOT WORRIED	61	65	62	71	52	87	49	66	58	59	62	56	58	66	62	60	59	67	71	59	61
Don't know	4	5	5	0	4	0	3	2	5	4	4	1	4	6	5	1	4	4	1	1	6

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Insurance

[Excluding those who do not pay for this; N=1977]

Very worried	4	4	2	1	4	3	10	2	5	2	5	5	5	3	3	6	4	5	4	8	3
Fairly worried	22	21	17	19	23	14	26	20	23	18	25	21	20	23	18	27	22	21	20	31	19
TOTAL WORRIED	26	25	19	20	27	17	36	22	28	20	30	26	25	26	21	33	26	26	24	39	22
Not very worried	39	41	41	38	44	60	33	38	40	37	42	40	37	41	40	39	39	42	40	39	40
Not at all worried	33	33	38	43	27	23	27	37	30	41	26	33	35	32	38	25	33	31	35	16	38
TOTAL NOT WORRIED	72	74	79	81	71	83	60	75	70	78	68	73	72	73	78	64	72	73	75	55	78
Don't know	2	1	1	0	3	0	4	2	2	2	3	2	3	2	2	3	2	1	2	5	1

How much, if at all, are you currently having to cut back your spending on the following?

Food and drink

A great deal	4	2	3	3	5	5	11	3	5	4	5	5	6	2	3	5	4	5	4	9	2
A fair amount	24	24	23	18	28	23	26	22	26	18	30	24	21	26	19	32	25	21	24	39	19
TOTAL A GREAT DEAL / FAIR AMOUNT	28	26	26	21	33	28	37	25	31	22	35	29	27	28	22	37	29	26	28	48	21
Not very much	34	35	33	29	39	36	36	34	34	34	35	36	37	32	34	35	34	37	37	32	35
Not at all	36	38	41	48	27	34	26	41	33	43	30	33	35	38	43	27	36	37	34	19	42
TOTAL NOT VERY MUCH / NOT AT ALL	70	73	74	77	66	70	62	75	67	77	65	69	72	70	77	62	70	74	71	51	77
Don't know	1	1	0	1	1	2	1	0	1	1	0	1	0	1	1	1	1	1	1	1	1
Not applicable	0	1	0	1	0	0	0	0	1	1	0	1	0	0	1	0	1	0	0	0	0

Heating (e.g. gas, electricity, oil etc)

A great deal	9	7	8	6	6	9	15	6	12	8	11	10	11	8	7	12	9	11	8	17	6
A fair amount	29	27	25	21	34	20	36	24	31	24	33	29	28	29	23	36	29	24	30	40	24
TOTAL A GREAT DEAL / FAIR AMOUNT	38	34	33	27	40	29	51	30	43	32	44	39	39	37	30	48	38	35	38	57	30
Not very much	29	27	31	33	32	35	23	32	26	29	29	26	32	29	32	25	29	32	30	26	30
Not at all	31	36	34	37	25	31	22	35	28	38	26	32	29	32	35	26	31	31	31	14	37
TOTAL NOT VERY MUCH / NOT AT ALL	60	63	65	70	57	66	45	67	54	67	55	58	61	61	67	51	60	63	61	40	67
Don't know	1	1	0	0	2	2	1	0	1	1	1	2	0	1	1	1	1	1	1	1	1
Not applicable	1	1	2	2	1	2	2	1	1	1	1	1	1	2	2	1	1	1	0	2	1

Sample Size: 2188 adults in GB
Fieldwork: 29th May - 3rd June 2025

	Vote in 2024 GE							EU Ref 2016		Gender		Age			Social Grade		Country			Household income	
	Total	Con	Lab	Lib Dem	SNP	Plaid	Reform UK	Remain	Leave	Male	Female	65-69	70-74	75+	ABC1	C2DE	England	Wales	Scotland	Under £15,000 per year	Over £15,000 per year
Weighted Sample	2188	770	417	208	40	12	293	828	1237	1002	1186	587	549	1050	1238	834	1875	118	195	584	1602
Unweighted Sample	2188	628	519	196	132	55	281	945	1119	1061	1127	664	605	918	1291	782	1082	541	565	516	1671
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Non heating electricity (e.g. lighting, TV, appliances etc).

A great deal	5	4	4	1	3	6	9	2	6	5	4	7	5	3	3	7	5	6	4	9	3
A fair amount	21	19	16	15	23	16	28	17	24	16	25	21	23	20	17	26	21	17	21	32	17
TOTAL A GREAT DEAL / FAIR AMOUNT	26	23	20	16	26	22	37	19	30	21	29	28	28	23	20	33	26	23	25	41	20
Not very much	36	34	36	39	42	38	35	37	34	35	36	35	37	36	36	36	36	36	37	37	35
Not at all	37	41	41	43	30	37	25	41	34	43	31	35	34	39	43	28	36	39	37	19	43
TOTAL NOT VERY MUCH / NOT AT ALL	73	75	77	82	72	75	60	78	68	78	67	70	71	75	79	64	72	75	74	56	78
Don't know	1	2	0	0	2	2	0	1	1	1	1	1	1	1	1	1	1	1	1	2	1
Not applicable	1	1	2	2	0	0	2	1	1	1	2	1	1	1	1	2	1	1	0	1	1

Internet, phone or TV subscription services

A great deal	3	2	2	2	3	5	7	2	4	3	3	4	5	2	3	3	3	4	4	6	2
A fair amount	21	20	19	15	28	22	29	18	24	17	25	24	21	20	17	28	22	17	20	32	18
TOTAL A GREAT DEAL / FAIR AMOUNT	24	22	21	17	31	27	36	20	28	20	28	28	26	22	20	31	25	21	24	38	20
Not very much	31	30	31	27	29	32	31	30	31	30	31	31	31	30	29	32	30	32	34	31	30
Not at all	41	44	43	52	37	39	29	47	37	47	35	38	39	43	47	32	41	43	40	24	46
TOTAL NOT VERY MUCH / NOT AT ALL	72	74	74	79	66	71	60	77	68	77	66	69	70	73	76	64	71	75	74	55	76
Don't know	1	1	1	2	1	3	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1
Not applicable	3	2	3	2	1	0	3	2	4	2	4	2	3	4	2	5	3	3	1	5	2

Fuel for vehicle (e.g. petrol, diesel etc)

A great deal	4	3	4	1	1	10	9	3	5	5	4	5	6	3	3	6	4	6	4	7	3
A fair amount	21	20	16	17	27	15	32	17	24	20	22	21	22	21	18	26	21	19	20	27	19
TOTAL A GREAT DEAL / FAIR AMOUNT	25	23	20	18	28	25	41	20	29	25	26	26	28	24	21	32	25	25	24	34	22
Not very much	25	27	24	26	28	25	22	26	24	26	24	24	26	24	27	22	25	26	23	18	27
Not at all	29	32	33	37	25	27	21	35	26	36	24	30	29	29	35	21	29	31	29	11	36
TOTAL NOT VERY MUCH / NOT AT ALL	54	59	57	63	53	52	43	61	50	62	48	54	55	53	62	43	54	57	52	29	63
Don't know	1	1	0	1	0	2	1	0	1	0	1	1	0	1	1	1	1	1	0	1	1
Not applicable	20	16	24	18	19	21	15	18	20	14	25	18	17	22	16	25	20	17	24	36	14

Sample Size: 2188 adults in GB
Fieldwork: 29th May - 3rd June 2025

	Vote in 2024 GE							EU Ref 2016		Gender		Age			Social Grade		Country			Household income	
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Unweighted Sample	2188	628	519	196	132	55	281	945	1119	1061	1127	664	605	918	1291	782	1082	541	565	516	1671
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Transport (e.g. trains, buses taxis etc)

A great deal	5	4	4	4	6	7	10	3	7	5	5	6	6	4	4	7	5	5	5	9	4
A fair amount	12	10	12	14	14	8	13	12	12	11	13	14	13	10	12	13	12	9	13	14	11
TOTAL A GREAT DEAL / FAIR AMOUNT	17	14	16	18	20	15	23	15	19	16	18	20	19	14	16	20	17	14	18	23	15
Not very much	19	16	21	22	21	24	19	21	17	16	21	22	20	17	21	16	19	15	19	18	19
Not at all	30	35	38	37	27	17	18	38	26	36	25	31	31	30	37	21	31	27	32	15	36
TOTAL NOT VERY MUCH / NOT AT ALL	49	51	59	59	48	41	37	59	43	52	46	53	51	47	58	37	50	42	51	33	55
Don't know	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Not applicable	33	34	24	23	31	43	39	25	38	30	35	25	29	38	26	41	32	43	31	44	28

Water usage (e.g. using the washing machine or having a bath)

[Asked only in England and Wales; n=1623]

A great deal	5	3	4	4	0	7	13	3	7	4	6	5	6	5	3	8	5	6	0	11	3
A fair amount	24	21	22	18	0	16	29	20	26	18	28	26	26	21	19	30	24	16	0	36	19
TOTAL A GREAT DEAL / FAIR AMOUNT	29	24	26	22	0	23	42	23	33	22	34	31	32	26	22	38	29	22	0	47	22
Not very much	31	31	29	32	0	30	32	29	32	31	32	33	29	32	32	30	31	32	0	30	32
Not at all	37	42	44	44	0	41	25	45	34	44	32	35	38	38	43	29	37	43	0	21	43
TOTAL NOT VERY MUCH / NOT AT ALL	68	73	73	76	0	71	57	74	66	75	64	68	67	70	75	59	68	75	0	51	75
Don't know	1	1	1	0	0	2	1	1	0	1	1	0	0	1	1	1	1	1	0	0	1
Not applicable	2	3	1	2	0	3	1	3	1	2	2	1	1	3	2	2	2	3	0	3	2

Social activities (e.g. meeting friends for coffee, family meals etc)

A great deal	15	14	11	11	11	20	26	11	18	13	17	18	16	14	12	21	15	16	14	30	10
A fair amount	25	26	26	21	36	17	25	24	26	23	27	27	27	23	23	29	25	21	27	29	24
TOTAL A GREAT DEAL / FAIR AMOUNT	40	40	37	32	47	37	51	35	44	36	44	45	43	37	35	50	40	37	41	59	34
Not very much	24	24	24	27	25	33	19	27	22	23	25	23	26	24	27	20	24	23	26	17	26
Not at all	27	30	34	35	23	20	17	33	24	32	24	27	25	29	33	20	28	29	26	12	33
TOTAL NOT VERY MUCH / NOT AT ALL	51	54	58	62	48	53	36	60	46	55	49	50	51	53	60	40	52	52	52	29	59
Don't know	0	0	0	1	2	2	0	0	0	0	0	1	0	0	0	0	0	2	2	1	0
Not applicable	8	6	5	5	4	8	12	4	10	9	7	6	6	9	5	10	8	9	6	11	6

Sample Size: 2188 adults in GB
Fieldwork: 29th May - 3rd June 2025

	Vote in 2024 GE							EU Ref 2016		Gender		Age			Social Grade		Country			Household income	
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Unweighted Sample	2188	628	519	196	132	55	281	945	1119	1061	1127	664	605	918	1291	782	1082	541	565	516	1671
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Clothing or footwear

A great deal	13	10	12	10	13	10	23	10	15	10	16	17	13	11	11	17	14	13	12	23	10
A fair amount	27	28	22	23	33	30	28	23	30	21	33	26	29	27	22	33	27	24	27	38	23
TOTAL A GREAT DEAL / FAIR AMOUNT	40	38	34	33	46	40	51	33	45	31	49	43	42	38	33	50	41	37	39	61	33
Not very much	26	25	29	26	26	31	24	27	25	27	26	25	29	26	29	24	26	30	28	22	28
Not at all	30	34	34	39	25	25	21	37	26	39	23	29	26	33	37	23	31	31	28	14	36
TOTAL NOT VERY MUCH / NOT AT ALL	56	59	63	65	51	56	45	64	51	66	49	54	55	59	66	47	57	61	56	36	64
Don't know	1	1	1	0	1	2	1	0	1	1	1	1	1	1	1	1	1	1	1	2	1
Not applicable	2	1	1	2	2	2	2	2	2	2	2	2	2	2	1	2	2	2	3	1	2

Toiletries or personal care products

A great deal	5	3	2	4	6	5	9	4	5	4	5	5	5	4	3	7	5	5	5	10	3
A fair amount	20	18	20	12	23	15	27	16	22	13	25	23	20	17	15	25	20	16	20	30	16
TOTAL A GREAT DEAL / FAIR AMOUNT	25	21	22	16	29	20	36	20	27	17	30	28	25	21	18	32	25	21	25	40	19
Not very much	33	33	33	31	31	39	32	32	34	31	35	29	33	36	32	35	33	33	30	38	31
Not at all	41	44	44	52	38	37	29	47	37	50	33	41	41	41	48	31	41	44	41	22	48
TOTAL NOT VERY MUCH / NOT AT ALL	74	77	77	83	69	76	61	79	71	81	68	70	74	77	80	66	74	77	71	60	79
Don't know	1	1	0	1	1	2	0	1	1	1	1	0	0	1	1	1	0	1	2	0	1
Not applicable	1	0	1	1	0	2	2	1	1	2	1	2	0	1	1	1	1	1	1	0	1

Insurance

A great deal	3	4	1	1	1	1	9	2	4	3	3	3	4	3	2	4	3	4	2	6	2
A fair amount	13	13	11	8	12	9	15	11	15	11	15	15	13	12	12	15	13	11	12	18	11
TOTAL A GREAT DEAL / FAIR AMOUNT	16	17	12	9	13	10	24	13	19	14	18	18	17	15	14	19	16	15	14	24	13
Not very much	29	26	27	31	35	33	34	30	29	27	30	28	32	28	29	28	29	27	30	31	28
Not at all	45	50	49	54	46	43	32	50	42	49	41	44	40	47	51	37	44	48	48	28	51
TOTAL NOT VERY MUCH / NOT AT ALL	74	76	76	85	81	76	66	80	71	76	71	72	72	75	80	65	73	75	78	59	79
Don't know	1	2	1	0	0	5	1	1	2	1	2	2	1	2	2	1	1	1	1	3	1
Not applicable	9	5	10	6	6	9	9	7	9	9	9	8	9	9	5	14	9	9	8	15	6

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Unweighted Sample	2188	628	519	196	132	55	281	945	1119	1061	1127	664	605	918	1291	782	1082	541	565	516	1671
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the ****last six months****, which, if any, of the following actions have you taken to help manage the cost of your ****water bill****?

Please do not select things you've done for any other reasons (e.g. environmental). If your home does not have a water meter, please choose 'Not applicable'.

[Asked only in England and Wales; n=1623]

Reduced the number of times I flushed the toilet	36	36	31	33	0	29	44	33	38	32	40	34	37	36	33	40	37	27	0	46	33
Spent less time in the shower	28	28	27	25	0	19	34	25	30	24	31	24	31	29	25	33	28	22	0	38	24
Reduced washing machine usage	28	28	23	22	0	25	33	21	32	18	36	26	29	28	23	34	28	26	0	41	23
Watered the garden less often	25	26	20	20	0	8	30	22	27	24	25	19	29	25	23	26	25	18	0	26	24
Showered less often	23	25	18	21	0	20	29	17	26	19	25	20	25	23	18	29	23	14	0	31	20
Washed a vehicle less often	22	25	19	14	0	12	29	21	23	27	17	16	25	23	20	24	22	18	0	20	23
Reduced kettle usage	18	16	20	13	0	15	20	19	17	15	20	17	22	16	14	22	18	16	0	22	16
Washed dishes by hand less often	15	12	15	16	0	2	20	13	16	13	16	13	16	15	12	18	15	15	0	26	11
Had a bath less often	14	12	12	19	0	13	13	15	15	14	15	15	16	13	13	16	14	12	0	16	14
Reduced dishwasher usage	13	15	12	15	0	19	14	12	14	10	16	10	14	15	13	13	13	11	0	16	12
Spent less time in the bath	7	6	6	4	0	4	8	6	7	7	6	6	8	6	5	8	7	3	0	8	6
Reduced time spent brushing teeth	7	5	8	2	0	3	11	6	7	7	6	6	8	6	5	9	7	5	0	8	6
Showered elsewhere (e.g. the gym)	3	2	4	3	0	7	4	4	2	3	2	4	3	2	3	3	3	3	0	2	3
Shared a bath/shower more often	2	1	4	2	0	0	5	2	3	3	1	4	4	1	2	2	2	2	0	1	3
Other	1	1	1	1	0	0	2	1	1	1	1	1	1	2	1	1	1	1	0	2	1
None of these	23	26	23	28	0	22	20	26	21	27	19	24	19	23	27	16	23	18	0	9	27
Not applicable – my property does not have a water meter	20	17	22	20	0	24	20	21	19	19	20	22	19	19	19	21	19	33	0	23	19
Don't know	0	0	0	1	0	3	0	0	1	0	1	0	0	0	0	1	0	0	0	1	0

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.