

# 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 (2)				
	Total	Con	Lab	Lib Dem	SNP	Plaid	Reform UK	Remain	Leave	Male	Female	65-69	70-74	75+	ABC1	C2DE	England	Wales	Scotland	Under 15k	Over 15k	Under 20k	
<b>Weighted Sample</b>	<b>2188</b>	770	417	208	40	12	293	828	1237	1002	1186	587	549	1050	1238	834	1875	118	195	584	1602	956	
<b>Unweighted Sample</b>	<b>2188</b>	628	519	196	132	55	281	945	1119	1061	1127	664	605	918	1291	782	1082	541	565	516	1671	855	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Thinking about your finances, which of the following best reflects your position?

I cannot afford my essential costs, and often have to go without things like food and heating	1	0	2	1	1	3	3	1	1	2	1	2	1	1	1	2	1	2	1	3	1	2
I can only just afford my essential costs, and often struggle to make ends meet	14	12	12	11	17	7	19	11	15	12	15	18	14	11	10	19	14	12	15	27	9	23
<b>TOTAL STRUGGLING</b>	<b>15</b>	<b>12</b>	<b>14</b>	<b>12</b>	<b>18</b>	<b>10</b>	<b>22</b>	<b>12</b>	<b>16</b>	<b>14</b>	<b>16</b>	<b>20</b>	<b>15</b>	<b>12</b>	<b>11</b>	<b>21</b>	<b>15</b>	<b>14</b>	<b>16</b>	<b>30</b>	<b>10</b>	<b>25</b>
I can normally comfortably cover the essentials, but I do not often have money for luxuries	44	45	41	33	46	56	49	41	47	39	49	39	47	46	38	54	45	48	42	55	41	57
I am relatively comfortable financially	36	37	41	49	31	32	26	41	32	41	31	35	35	37	44	24	36	33	37	14	43	17
I am very comfortable financially	5	6	4	7	4	2	4	6	4	6	4	5	4	5	7	1	5	4	5	1	6	0
<b>TOTAL COMFORTABLE</b>	<b>41</b>	<b>43</b>	<b>45</b>	<b>56</b>	<b>35</b>	<b>34</b>	<b>30</b>	<b>47</b>	<b>36</b>	<b>47</b>	<b>35</b>	<b>40</b>	<b>39</b>	<b>42</b>	<b>51</b>	<b>25</b>	<b>41</b>	<b>37</b>	<b>42</b>	<b>15</b>	<b>49</b>	<b>17</b>
Don't know	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

## 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	56
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	23
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	14
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	2
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	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	1

### 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	50
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	30
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	16
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	2
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	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	0

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	Vote in 2024 GE							EU Ref 2016		Gender		Age			Social Grade		Country			Household income (2)			
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Gas/Heating bill</b>																							
I have kept up with the bill without difficulties	<b>58</b>	61	65	71	52	52	41	67	52	64	53	54	58	60	66	49	58	59	58	40	65	44	
I have kept up with the bill but struggled from time to time	<b>24</b>	23	19	13	29	22	35	18	28	19	28	25	25	23	19	30	24	21	27	33	21	31	
I have kept up with the bill but found it a constant struggle	<b>11</b>	10	9	10	13	7	18	9	13	10	13	13	11	11	9	15	12	10	10	21	8	18	
I have fallen behind with the bill	<b>1</b>	0	1	0	1	3	1	1	1	1	1	2	1	0	1	1	1	3	1	1	1	1	
Not applicable – I do not pay for this	<b>5</b>	6	5	6	4	15	4	4	6	5	6	6	5	5	5	5	5	7	4	5	5	5	
Don't know	<b>0</b>	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>Broadband/internet bill</b>																							
I have kept up with the bill without difficulties	<b>66</b>	70	72	82	62	65	51	73	62	72	61	64	66	68	72	58	66	68	68	50	72	54	
I have kept up with the bill but struggled from time to time	<b>21</b>	19	16	11	22	20	30	17	24	18	24	21	22	21	18	26	22	19	18	28	19	29	
I have kept up with the bill but found it a constant struggle	<b>9</b>	8	7	5	8	10	14	7	10	7	10	11	7	8	7	12	9	9	10	17	6	13	
I have fallen behind with the bill	<b>0</b>	0	1	0	0	2	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	
Not applicable – I do not pay for this	<b>3</b>	2	5	2	7	2	4	2	4	2	5	3	4	3	3	4	3	4	4	4	3	4	
Don't know	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>Food and drink</b>																							
I have kept up with the bill without difficulties	<b>64</b>	67	68	78	55	64	50	71	61	69	60	61	64	66	70	55	65	63	60	45	71	50	
I have kept up with the bill but struggled from time to time	<b>23</b>	24	19	16	36	28	27	20	25	19	27	24	24	23	20	29	23	25	29	34	19	31	
I have kept up with the bill but found it a constant struggle	<b>11</b>	8	12	6	8	8	22	8	13	11	11	14	12	10	9	15	12	11	10	19	9	18	
I have fallen behind with the bill	<b>0</b>	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1	0	0	1	1	0	1	
Not applicable – I do not pay for this	<b>0</b>	1	0	1	1	0	0	0	1	0	1	0	0	1	1	0	0	0	0	1	0	0	
Don't know	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	
<b>Phone bill (landline or mobile)</b>																							
I have kept up with the bill without difficulties	<b>71</b>	76	73	83	70	78	58	77	68	75	67	69	71	72	77	61	70	75	71	55	76	58	
I have kept up with the bill but struggled from time to time	<b>18</b>	17	17	9	18	16	23	16	19	16	20	19	20	16	14	25	18	14	18	26	15	24	
I have kept up with the bill but found it a constant struggle	<b>7</b>	4	5	5	8	6	14	5	8	7	7	9	5	7	6	8	7	7	7	13	5	11	
I have fallen behind with the bill	<b>0</b>	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	1	0	0	0	
Not applicable – I do not pay for this	<b>4</b>	2	4	3	3	0	4	2	5	3	5	2	4	5	3	5	4	3	4	5	4	5	
Don't know	<b>0</b>	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	

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

**Council Tax**

I have kept up with the bill without difficulties	<b>62</b>	65	69	76	66	71	46	71	57	67	59	61	61	64	72	49	62	59	69	43	70	48
I have kept up with the bill but struggled from time to time	<b>19</b>	19	11	15	22	18	28	15	22	19	20	20	21	18	17	22	19	18	20	22	18	23
I have kept up with the bill but found it a constant struggle	<b>9</b>	6	9	3	5	5	18	6	11	9	9	12	8	7	7	11	9	9	7	13	7	12
I have fallen behind with the bill	<b>1</b>	1	1	0	0	0	1	1	1	1	1	1	1	0	1	0	1	0	1	1	1	1
Not applicable – I do not pay for this	<b>9</b>	9	9	6	6	6	7	7	10	5	12	5	8	11	3	17	9	13	3	20	4	16
Don't know	<b>0</b>	0	1	0	1	0	1	0	0	0	0	1	1	0	0	0	0	0	0	1	0	1

**Rent**

I have kept up with the bill without difficulties	<b>14</b>	15	15	10	13	20	11	13	15	15	14	14	13	16	14	16	14	14	17	17	13	17
I have kept up with the bill but struggled from time to time	<b>6</b>	5	5	5	5	5	5	5	6	7	5	8	5	5	5	7	6	5	4	8	5	8
I have kept up with the bill but found it a constant struggle	<b>3</b>	2	4	1	2	0	4	2	4	3	4	5	3	2	2	4	3	3	2	6	2	6
I have fallen behind with the bill	<b>0</b>	1	0	0	0	0	1	0	1	1	0	1	1	0	0	0	0	0	0	0	0	0
Not applicable – I do not pay for this	<b>76</b>	77	74	84	80	74	79	80	74	75	77	72	77	77	79	71	76	78	76	67	79	68
Don't know	<b>1</b>	0	1	0	0	0	1	0	0	0	1	0	1	1	0	1	1	0	0	1	0	1

**Insurance**

I have kept up with the bill without difficulties	<b>62</b>	66	69	75	69	67	45	69	59	65	60	60	60	65	70	51	62	60	67	43	69	48
I have kept up with the bill but struggled from time to time	<b>19</b>	18	15	14	15	11	28	15	22	17	20	18	19	18	16	21	19	19	15	24	17	22
I have kept up with the bill but found it a constant struggle	<b>8</b>	8	5	3	10	11	14	7	9	8	9	12	8	7	8	10	8	10	9	14	6	13
I have fallen behind with the bill	<b>0</b>	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0	1
Not applicable – I do not pay for this	<b>10</b>	7	11	9	6	11	11	8	10	10	11	9	12	10	6	17	10	11	9	17	8	16
Don't know	<b>0</b>	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	1	1	0	0

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<b>Weighted Sample</b>	<b>2188</b>	<b>770</b>	<b>417</b>	<b>208</b>	<b>40</b>	<b>12</b>	<b>293</b>	<b>828</b>	<b>1237</b>	<b>1002</b>	<b>1186</b>	<b>587</b>	<b>549</b>	<b>1050</b>	<b>1238</b>	<b>834</b>	<b>1875</b>	<b>118</b>	<b>195</b>	<b>584</b>	<b>1602</b>	<b>956</b>	
<b>Unweighted Sample</b>	<b>2188</b>	<b>628</b>	<b>519</b>	<b>196</b>	<b>132</b>	<b>55</b>	<b>281</b>	<b>945</b>	<b>1119</b>	<b>1061</b>	<b>1127</b>	<b>664</b>	<b>605</b>	<b>918</b>	<b>1291</b>	<b>782</b>	<b>1082</b>	<b>541</b>	<b>565</b>	<b>516</b>	<b>1671</b>	<b>855</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

**Electricity bill**

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

Very worried	<b>8</b>	6	9	5	7	3	16	5	9	6	9	9	7	7	5	12	8	8	6	13	6	13
Fairly worried	<b>27</b>	28	20	18	34	29	35	25	30	23	31	29	25	27	23	33	27	27	29	39	23	36
<b>TOTAL WORRIED</b>	<b>35</b>	<b>34</b>	<b>29</b>	<b>23</b>	<b>41</b>	<b>32</b>	<b>51</b>	<b>30</b>	<b>39</b>	<b>29</b>	<b>40</b>	<b>38</b>	<b>32</b>	<b>34</b>	<b>28</b>	<b>45</b>	<b>35</b>	<b>35</b>	<b>35</b>	<b>52</b>	<b>29</b>	<b>49</b>
Not very worried	<b>34</b>	33	37	41	32	45	25	35	33	32	36	30	37	35	35	33	34	36	34	32	35	34
Not at all worried	<b>29</b>	32	33	36	26	23	21	34	26	37	22	29	29	29	35	20	29	27	29	12	35	15
<b>TOTAL NOT WORRIED</b>	<b>63</b>	<b>65</b>	<b>70</b>	<b>77</b>	<b>58</b>	<b>68</b>	<b>46</b>	<b>69</b>	<b>59</b>	<b>69</b>	<b>58</b>	<b>59</b>	<b>66</b>	<b>64</b>	<b>70</b>	<b>53</b>	<b>63</b>	<b>63</b>	<b>63</b>	<b>44</b>	<b>70</b>	<b>49</b>
Don't know	<b>2</b>	1	1	0	2	0	4	1	2	2	2	2	2	1	2	2	2	1	2	3	1	3

**Gas/heating bill**

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

Very worried	<b>9</b>	7	9	5	7	4	18	6	11	7	10	11	9	7	6	13	9	10	6	15	6	14
Fairly worried	<b>27</b>	27	21	20	35	28	29	25	28	21	32	29	24	28	24	31	27	28	29	39	23	36
<b>TOTAL WORRIED</b>	<b>36</b>	<b>34</b>	<b>30</b>	<b>25</b>	<b>42</b>	<b>32</b>	<b>47</b>	<b>31</b>	<b>39</b>	<b>28</b>	<b>42</b>	<b>40</b>	<b>33</b>	<b>35</b>	<b>30</b>	<b>44</b>	<b>36</b>	<b>38</b>	<b>35</b>	<b>54</b>	<b>29</b>	<b>50</b>
Not very worried	<b>33</b>	31	36	37	29	47	28	33	33	32	34	29	36	34	34	33	33	35	34	30	34	32
Not at all worried	<b>29</b>	32	33	36	27	20	20	34	25	37	21	29	28	29	35	20	29	27	29	11	35	14
<b>TOTAL NOT WORRIED</b>	<b>62</b>	<b>63</b>	<b>69</b>	<b>73</b>	<b>56</b>	<b>67</b>	<b>48</b>	<b>67</b>	<b>58</b>	<b>69</b>	<b>55</b>	<b>58</b>	<b>64</b>	<b>63</b>	<b>69</b>	<b>53</b>	<b>62</b>	<b>62</b>	<b>63</b>	<b>41</b>	<b>69</b>	<b>46</b>
Don't know	<b>2</b>	2	1	1	2	0	4	2	3	3	2	2	3	2	2	3	3	0	3	4	2	4

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	Total	Con	Lab	Lib Dem	SNP	Plaid	Reform UK	Remain	Leave	Male	Female	65-69	70-74	75+	ABC1	C2DE	England	Wales	Scotland	Under 15k	Over 15k	Under 20k	
<b>Weighted Sample</b>	<b>2188</b>	<b>770</b>	<b>417</b>	<b>208</b>	<b>40</b>	<b>12</b>	<b>293</b>	<b>828</b>	<b>1237</b>	<b>1002</b>	<b>1186</b>	<b>587</b>	<b>549</b>	<b>1050</b>	<b>1238</b>	<b>834</b>	<b>1875</b>	<b>118</b>	<b>195</b>	<b>584</b>	<b>1602</b>	<b>956</b>	
<b>Unweighted Sample</b>	<b>2188</b>	<b>628</b>	<b>519</b>	<b>196</b>	<b>132</b>	<b>55</b>	<b>281</b>	<b>945</b>	<b>1119</b>	<b>1061</b>	<b>1127</b>	<b>664</b>	<b>605</b>	<b>918</b>	<b>1291</b>	<b>782</b>	<b>1082</b>	<b>541</b>	<b>565</b>	<b>516</b>	<b>1671</b>	<b>855</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**Broadband/internet bill**

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

Very worried	<b>4</b>	3	4	2	3	6	8	3	4	3	4	4	5	3	2	5	4	4	3	8	2	6
Fairly worried	<b>23</b>	21	18	17	28	17	32	20	26	17	29	26	21	23	19	30	23	21	23	36	19	34
<b>TOTAL WORRIED</b>	<b>27</b>	<b>24</b>	<b>22</b>	<b>19</b>	<b>31</b>	<b>23</b>	<b>40</b>	<b>23</b>	<b>30</b>	<b>20</b>	<b>33</b>	<b>30</b>	<b>26</b>	<b>26</b>	<b>21</b>	<b>35</b>	<b>27</b>	<b>25</b>	<b>26</b>	<b>44</b>	<b>21</b>	<b>40</b>
Not very worried	<b>39</b>	41	40	36	40	54	33	39	39	38	41	39	38	41	40	39	39	43	41	39	40	41
Not at all worried	<b>32</b>	34	38	44	28	22	24	37	29	40	25	30	35	32	38	23	32	31	32	14	38	17
<b>TOTAL NOT WORRIED</b>	<b>71</b>	<b>75</b>	<b>78</b>	<b>80</b>	<b>68</b>	<b>76</b>	<b>57</b>	<b>76</b>	<b>68</b>	<b>78</b>	<b>66</b>	<b>69</b>	<b>73</b>	<b>73</b>	<b>78</b>	<b>62</b>	<b>71</b>	<b>74</b>	<b>73</b>	<b>53</b>	<b>78</b>	<b>58</b>
Don't know	<b>2</b>	1	0	1	1	0	3	1	2	1	2	1	2	1	1	2	2	1	1	3	1	2

**Food and drink**

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

Very worried	<b>6</b>	4	6	2	6	8	11	4	7	5	6	6	7	4	5	7	6	5	5	11	4	9
Fairly worried	<b>24</b>	22	21	17	25	13	29	20	26	19	28	26	19	25	18	31	24	22	22	38	19	34
<b>TOTAL WORRIED</b>	<b>30</b>	<b>26</b>	<b>27</b>	<b>19</b>	<b>31</b>	<b>21</b>	<b>40</b>	<b>24</b>	<b>33</b>	<b>24</b>	<b>34</b>	<b>32</b>	<b>26</b>	<b>29</b>	<b>23</b>	<b>38</b>	<b>30</b>	<b>27</b>	<b>27</b>	<b>49</b>	<b>23</b>	<b>43</b>
Not very worried	<b>38</b>	40	38	36	40	57	34	39	36	36	39	36	39	38	38	38	37	43	40	35	39	39
Not at all worried	<b>31</b>	34	35	45	28	21	23	37	29	38	26	30	34	31	38	22	32	29	31	14	38	15
<b>TOTAL NOT WORRIED</b>	<b>69</b>	<b>74</b>	<b>73</b>	<b>81</b>	<b>68</b>	<b>78</b>	<b>57</b>	<b>76</b>	<b>65</b>	<b>74</b>	<b>65</b>	<b>66</b>	<b>73</b>	<b>69</b>	<b>76</b>	<b>60</b>	<b>69</b>	<b>72</b>	<b>71</b>	<b>49</b>	<b>77</b>	<b>54</b>
Don't know	<b>1</b>	1	0	0	1	0	3	0	2	1	2	1	2	1	1	2	1	1	1	3	1	3

**Phone bill (landline or mobile)**

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

Very worried	<b>3</b>	2	3	2	1	4	8	2	3	2	3	3	4	2	2	4	3	3	2	6	2	5
Fairly worried	<b>19</b>	17	16	12	24	15	27	17	20	14	23	22	16	18	15	24	19	15	17	29	15	26
<b>TOTAL WORRIED</b>	<b>22</b>	<b>19</b>	<b>19</b>	<b>14</b>	<b>25</b>	<b>19</b>	<b>35</b>	<b>19</b>	<b>23</b>	<b>16</b>	<b>26</b>	<b>25</b>	<b>20</b>	<b>20</b>	<b>17</b>	<b>28</b>	<b>22</b>	<b>18</b>	<b>19</b>	<b>35</b>	<b>17</b>	<b>31</b>
Not very worried	<b>42</b>	43	41	36	41	60	34	41	42	39	44	41	41	43	41	42	41	48	42	44	41	47
Not at all worried	<b>35</b>	36	40	48	33	21	28	39	32	42	28	33	37	34	41	26	34	33	37	18	41	20
<b>TOTAL NOT WORRIED</b>	<b>77</b>	<b>79</b>	<b>81</b>	<b>84</b>	<b>74</b>	<b>81</b>	<b>62</b>	<b>80</b>	<b>74</b>	<b>81</b>	<b>72</b>	<b>74</b>	<b>78</b>	<b>77</b>	<b>82</b>	<b>68</b>	<b>75</b>	<b>81</b>	<b>79</b>	<b>62</b>	<b>82</b>	<b>67</b>
Don't know	<b>2</b>	2	0	2	1	0	3	1	2	2	2	2	2	2	1	3	2	1	1	4	1	3

**Council Tax**

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

Very worried	<b>7</b>	6	5	3	4	3	18	3	10	5	8	6	9	6	4	10	7	10	6	12	5	10
Fairly worried	<b>24</b>	22	21	19	26	20	31	22	26	23	26	27	22	24	21	29	25	25	21	33	22	32
<b>TOTAL WORRIED</b>	<b>31</b>	<b>28</b>	<b>26</b>	<b>22</b>	<b>30</b>	<b>23</b>	<b>49</b>	<b>25</b>	<b>36</b>	<b>28</b>	<b>34</b>	<b>33</b>	<b>31</b>	<b>30</b>	<b>25</b>	<b>39</b>	<b>32</b>	<b>35</b>	<b>27</b>	<b>45</b>	<b>27</b>	<b>42</b>
Not very worried	<b>37</b>	38	35	36	37	51	29	37	35	33	39	34	37	38	37	37	36	35	39	38	36	40
Not at all worried	<b>31</b>	33	39	42	30	25	20	37	28	37	25	31	31	30	36	22	31	29	32	15	36	16
<b>TOTAL NOT WORRIED</b>	<b>68</b>	<b>71</b>	<b>74</b>	<b>78</b>	<b>67</b>	<b>76</b>	<b>49</b>	<b>74</b>	<b>63</b>	<b>70</b>	<b>64</b>	<b>65</b>	<b>68</b>	<b>68</b>	<b>73</b>	<b>59</b>	<b>67</b>	<b>64</b>	<b>71</b>	<b>53</b>	<b>72</b>	<b>56</b>
Don't know	<b>2</b>	1	1	0	3	0	2	1	2	1	2	2	1	2	1	2	2	1	2	3	1	2

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 (2)			
	Total	Con	Lab	Lib Dem	SNP	Plaid	Reform UK	Remain	Leave	Male	Female	65-69	70-74	75+	ABC1	C2DE	England	Wales	Scotland	Under 15k	Over 15k	Under 20k	
<b>Weighted Sample</b>	<b>2188</b>	<b>770</b>	<b>417</b>	<b>208</b>	<b>40</b>	<b>12</b>	<b>293</b>	<b>828</b>	<b>1237</b>	<b>1002</b>	<b>1186</b>	<b>587</b>	<b>549</b>	<b>1050</b>	<b>1238</b>	<b>834</b>	<b>1875</b>	<b>118</b>	<b>195</b>	<b>584</b>	<b>1602</b>	<b>956</b>	
<b>Unweighted Sample</b>	<b>2188</b>	<b>628</b>	<b>519</b>	<b>196</b>	<b>132</b>	<b>55</b>	<b>281</b>	<b>945</b>	<b>1119</b>	<b>1061</b>	<b>1127</b>	<b>664</b>	<b>605</b>	<b>918</b>	<b>1291</b>	<b>782</b>	<b>1082</b>	<b>541</b>	<b>565</b>	<b>516</b>	<b>1671</b>	<b>855</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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	13
Fairly worried	25	18	25	29	38	13	33	24	26	24	25	32	24	20	21	28	25	21	21	23	26	26
<b>TOTAL WORRIED</b>	<b>35</b>	<b>30</b>	<b>33</b>	<b>29</b>	<b>45</b>	<b>13</b>	<b>49</b>	<b>33</b>	<b>37</b>	<b>36</b>	<b>33</b>	<b>43</b>	<b>38</b>	<b>27</b>	<b>32</b>	<b>38</b>	<b>36</b>	<b>29</b>	<b>27</b>	<b>39</b>	<b>33</b>	<b>39</b>
Not very worried	35	33	31	40	28	72	33	36	34	31	39	36	34	36	33	39	34	44	41	44	30	39
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	19
<b>TOTAL NOT WORRIED</b>	<b>61</b>	<b>65</b>	<b>62</b>	<b>71</b>	<b>52</b>	<b>87</b>	<b>49</b>	<b>66</b>	<b>58</b>	<b>59</b>	<b>62</b>	<b>56</b>	<b>58</b>	<b>66</b>	<b>62</b>	<b>60</b>	<b>59</b>	<b>67</b>	<b>71</b>	<b>59</b>	<b>61</b>	<b>58</b>
Don't know	4	5	5	0	4	0	3	2	5	4	4	1	4	6	5	1	4	4	1	1	6	3

**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	7
Fairly worried	22	21	17	19	23	14	26	20	23	18	25	21	20	23	18	27	22	21	20	31	19	30
<b>TOTAL WORRIED</b>	<b>26</b>	<b>25</b>	<b>19</b>	<b>20</b>	<b>27</b>	<b>17</b>	<b>36</b>	<b>22</b>	<b>28</b>	<b>20</b>	<b>30</b>	<b>26</b>	<b>25</b>	<b>26</b>	<b>21</b>	<b>33</b>	<b>26</b>	<b>26</b>	<b>24</b>	<b>39</b>	<b>22</b>	<b>37</b>
Not very worried	39	41	41	38	44	60	33	38	40	37	42	40	37	41	40	39	39	42	40	39	40	41
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	19
<b>TOTAL NOT WORRIED</b>	<b>72</b>	<b>74</b>	<b>79</b>	<b>81</b>	<b>71</b>	<b>83</b>	<b>60</b>	<b>75</b>	<b>70</b>	<b>78</b>	<b>68</b>	<b>73</b>	<b>72</b>	<b>73</b>	<b>78</b>	<b>64</b>	<b>72</b>	<b>73</b>	<b>75</b>	<b>55</b>	<b>78</b>	<b>60</b>
Don't know	2	1	1	0	3	0	4	2	2	2	3	2	3	2	2	3	2	1	2	5	1	4

**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	7
A fair amount	24	24	23	18	28	23	26	22	26	18	30	24	21	26	19	32	25	21	24	39	19	34
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>28</b>	<b>26</b>	<b>26</b>	<b>21</b>	<b>33</b>	<b>28</b>	<b>37</b>	<b>25</b>	<b>31</b>	<b>22</b>	<b>35</b>	<b>29</b>	<b>27</b>	<b>28</b>	<b>22</b>	<b>37</b>	<b>29</b>	<b>26</b>	<b>28</b>	<b>48</b>	<b>21</b>	<b>41</b>
Not very much	34	35	33	29	39	36	36	34	34	34	35	36	37	32	34	35	34	37	37	32	35	38
Not at all	36	38	41	48	27	34	26	41	33	43	30	33	35	38	43	27	36	37	34	19	42	20
<b>TOTAL NOT VERY MUCH / NOT AT ALL</b>	<b>70</b>	<b>73</b>	<b>74</b>	<b>77</b>	<b>66</b>	<b>70</b>	<b>62</b>	<b>75</b>	<b>67</b>	<b>77</b>	<b>65</b>	<b>69</b>	<b>72</b>	<b>70</b>	<b>77</b>	<b>62</b>	<b>70</b>	<b>74</b>	<b>71</b>	<b>51</b>	<b>77</b>	<b>58</b>
Don't know	1	1	0	1	1	2	1	0	1	1	0	1	0	1	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	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	16
A fair amount	29	27	25	21	34	20	36	24	31	24	33	29	28	29	23	36	29	24	30	40	24	38
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>38</b>	<b>34</b>	<b>33</b>	<b>27</b>	<b>40</b>	<b>29</b>	<b>51</b>	<b>30</b>	<b>43</b>	<b>32</b>	<b>44</b>	<b>39</b>	<b>39</b>	<b>37</b>	<b>30</b>	<b>48</b>	<b>38</b>	<b>35</b>	<b>38</b>	<b>57</b>	<b>30</b>	<b>54</b>
Not very much	29	27	31	33	32	35	23	32	26	29	29	26	32	29	32	25	29	32	30	26	30	28
Not at all	31	36	34	37	25	31	22	35	28	38	26	32	29	32	35	26	31	31	31	14	37	15
<b>TOTAL NOT VERY MUCH / NOT AT ALL</b>	<b>60</b>	<b>63</b>	<b>65</b>	<b>70</b>	<b>57</b>	<b>66</b>	<b>45</b>	<b>67</b>	<b>54</b>	<b>67</b>	<b>55</b>	<b>58</b>	<b>61</b>	<b>61</b>	<b>67</b>	<b>51</b>	<b>60</b>	<b>63</b>	<b>61</b>	<b>40</b>	<b>67</b>	<b>43</b>
Don't know	1	1	0	0	2	2	1	0	1	1	1	2	0	1	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	2

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 (2)			
	Total	Con	Lab	Lib Dem	SNP	Plaid	Reform UK	Remain	Leave	Male	Female	65-69	70-74	75+	ABC1	C2DE	England	Wales	Scotland	Under 15k	Over 15k	Under 20k
<b>Weighted Sample</b>	<b>2188</b>	<b>770</b>	<b>417</b>	<b>208</b>	<b>40</b>	<b>12</b>	<b>293</b>	<b>828</b>	<b>1237</b>	<b>1002</b>	<b>1186</b>	<b>587</b>	<b>549</b>	<b>1050</b>	<b>1238</b>	<b>834</b>	<b>1875</b>	<b>118</b>	<b>195</b>	<b>584</b>	<b>1602</b>	<b>956</b>
<b>Unweighted Sample</b>	<b>2188</b>	<b>628</b>	<b>519</b>	<b>196</b>	<b>132</b>	<b>55</b>	<b>281</b>	<b>945</b>	<b>1119</b>	<b>1061</b>	<b>1127</b>	<b>664</b>	<b>605</b>	<b>918</b>	<b>1291</b>	<b>782</b>	<b>1082</b>	<b>541</b>	<b>565</b>	<b>516</b>	<b>1671</b>	<b>855</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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	7
A fair amount	21	19	16	15	23	16	28	17	24	16	25	21	23	20	17	26	21	17	21	32	17	29
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>26</b>	<b>23</b>	<b>20</b>	<b>16</b>	<b>26</b>	<b>22</b>	<b>37</b>	<b>19</b>	<b>30</b>	<b>21</b>	<b>29</b>	<b>28</b>	<b>28</b>	<b>23</b>	<b>20</b>	<b>33</b>	<b>26</b>	<b>23</b>	<b>41</b>	<b>20</b>	<b>36</b>	
Not very much	36	34	36	39	42	38	35	37	34	35	36	35	37	36	36	36	36	36	37	37	35	39
Not at all	37	41	41	43	30	37	25	41	34	43	31	35	34	39	43	28	36	39	37	19	43	22
<b>TOTAL NOT VERY MUCH / NOT AT ALL</b>	<b>73</b>	<b>75</b>	<b>77</b>	<b>82</b>	<b>72</b>	<b>75</b>	<b>60</b>	<b>78</b>	<b>68</b>	<b>78</b>	<b>67</b>	<b>70</b>	<b>71</b>	<b>75</b>	<b>79</b>	<b>64</b>	<b>72</b>	<b>75</b>	<b>74</b>	<b>56</b>	<b>78</b>	<b>61</b>
Don't know	1	2	0	0	2	2	0	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1
Not applicable	1	1	2	2	0	0	2	1	1	1	2	1	1	1	1	2	1	1	0	1	1	2

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

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

**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	8
A fair amount	12	10	12	14	14	8	13	12	12	11	13	14	13	10	12	13	12	9	13	14	11	14
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>17</b>	<b>14</b>	<b>16</b>	<b>18</b>	<b>20</b>	<b>15</b>	<b>23</b>	<b>15</b>	<b>19</b>	<b>16</b>	<b>18</b>	<b>20</b>	<b>19</b>	<b>14</b>	<b>16</b>	<b>20</b>	<b>17</b>	<b>14</b>	<b>18</b>	<b>23</b>	<b>15</b>	<b>22</b>
Not very much	19	16	21	22	21	24	19	21	17	16	21	22	20	17	21	16	19	15	19	18	19	18
Not at all	30	35	38	37	27	17	18	38	26	36	25	31	31	30	37	21	31	27	32	15	36	17
<b>TOTAL NOT VERY MUCH / NOT AT ALL</b>	<b>49</b>	<b>51</b>	<b>59</b>	<b>59</b>	<b>48</b>	<b>41</b>	<b>37</b>	<b>59</b>	<b>43</b>	<b>52</b>	<b>46</b>	<b>53</b>	<b>51</b>	<b>47</b>	<b>58</b>	<b>37</b>	<b>50</b>	<b>42</b>	<b>51</b>	<b>33</b>	<b>55</b>	<b>35</b>
Don't know	1	1	1	1	1	2	1	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	42

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 (2)				
	Total	Con	Lab	Lib Dem	SNP	Plaid	Reform UK	Remain	Leave	Male	Female	65-69	70-74	75+	ABC1	C2DE	England	Wales	Scotland	Under 15k	Over 15k	Under 20k	
<b>Weighted Sample</b>	<b>2188</b>	<b>770</b>	<b>417</b>	<b>208</b>	<b>40</b>	<b>12</b>	<b>293</b>	<b>828</b>	<b>1237</b>	<b>1002</b>	<b>1186</b>	<b>587</b>	<b>549</b>	<b>1050</b>	<b>1238</b>	<b>834</b>	<b>1875</b>	<b>118</b>	<b>195</b>	<b>584</b>	<b>1602</b>	<b>956</b>	
<b>Unweighted Sample</b>	<b>2188</b>	<b>628</b>	<b>519</b>	<b>196</b>	<b>132</b>	<b>55</b>	<b>281</b>	<b>945</b>	<b>1119</b>	<b>1061</b>	<b>1127</b>	<b>664</b>	<b>605</b>	<b>918</b>	<b>1291</b>	<b>782</b>	<b>1082</b>	<b>541</b>	<b>565</b>	<b>516</b>	<b>1671</b>	<b>855</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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	8
A fair amount	24	21	22	18	0	16	29	20	26	18	28	26	26	21	19	30	24	16	0	36	19	34
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>29</b>	<b>24</b>	<b>26</b>	<b>22</b>	<b>0</b>	<b>23</b>	<b>42</b>	<b>23</b>	<b>33</b>	<b>22</b>	<b>34</b>	<b>31</b>	<b>32</b>	<b>26</b>	<b>22</b>	<b>38</b>	<b>29</b>	<b>22</b>	<b>0</b>	<b>47</b>	<b>22</b>	<b>42</b>
Not very much	31	31	29	32	0	30	32	29	32	31	32	33	29	32	32	30	31	32	0	30	32	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	23
<b>TOTAL NOT VERY MUCH / NOT AT ALL</b>	<b>68</b>	<b>73</b>	<b>73</b>	<b>76</b>	<b>0</b>	<b>71</b>	<b>57</b>	<b>74</b>	<b>66</b>	<b>75</b>	<b>64</b>	<b>68</b>	<b>67</b>	<b>70</b>	<b>75</b>	<b>59</b>	<b>68</b>	<b>75</b>	<b>0</b>	<b>51</b>	<b>75</b>	<b>55</b>
Don't know	1	1	1	0	0	2	1	1	0	1	1	0	0	1	1	1	1	1	0	0	1	0
Not applicable	2	3	1	2	0	3	1	3	1	2	2	1	1	3	2	2	2	3	0	3	2	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	25
A fair amount	25	26	26	21	36	17	25	24	26	23	27	27	27	23	23	29	25	21	27	29	24	29
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>40</b>	<b>40</b>	<b>37</b>	<b>32</b>	<b>47</b>	<b>37</b>	<b>51</b>	<b>35</b>	<b>44</b>	<b>36</b>	<b>44</b>	<b>45</b>	<b>43</b>	<b>37</b>	<b>35</b>	<b>50</b>	<b>40</b>	<b>37</b>	<b>41</b>	<b>59</b>	<b>34</b>	<b>54</b>
Not very much	24	24	24	27	25	33	19	27	22	23	25	23	26	24	27	20	24	23	26	17	26	22
Not at all	27	30	34	35	23	20	17	33	24	32	24	27	25	29	33	20	28	29	26	12	33	13
<b>TOTAL NOT VERY MUCH / NOT AT ALL</b>	<b>51</b>	<b>54</b>	<b>58</b>	<b>62</b>	<b>48</b>	<b>53</b>	<b>36</b>	<b>60</b>	<b>46</b>	<b>55</b>	<b>49</b>	<b>50</b>	<b>51</b>	<b>53</b>	<b>60</b>	<b>40</b>	<b>52</b>	<b>52</b>	<b>52</b>	<b>29</b>	<b>59</b>	<b>35</b>
Don't know	0	0	0	1	2	2	0	0	0	0	0	1	0	0	0	0	0	2	2	1	0	1
Not applicable	8	6	5	5	4	8	12	4	10	9	7	6	6	9	5	10	8	9	6	11	6	11

**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	20
A fair amount	27	28	22	23	33	30	28	23	30	21	33	26	29	27	22	33	27	24	27	38	23	35
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>40</b>	<b>38</b>	<b>34</b>	<b>33</b>	<b>46</b>	<b>40</b>	<b>51</b>	<b>33</b>	<b>45</b>	<b>31</b>	<b>49</b>	<b>43</b>	<b>42</b>	<b>38</b>	<b>33</b>	<b>50</b>	<b>41</b>	<b>37</b>	<b>39</b>	<b>61</b>	<b>33</b>	<b>55</b>
Not very much	26	25	29	26	26	31	24	27	25	27	26	25	29	26	29	24	26	30	28	22	28	26
Not at all	30	34	34	39	25	25	21	37	26	39	23	29	26	33	37	23	31	31	28	14	36	16
<b>TOTAL NOT VERY MUCH / NOT AT ALL</b>	<b>56</b>	<b>59</b>	<b>63</b>	<b>65</b>	<b>51</b>	<b>56</b>	<b>45</b>	<b>64</b>	<b>51</b>	<b>66</b>	<b>49</b>	<b>54</b>	<b>55</b>	<b>59</b>	<b>66</b>	<b>47</b>	<b>57</b>	<b>61</b>	<b>56</b>	<b>36</b>	<b>64</b>	<b>42</b>
Don't know	1	1	1	0	1	2	1	0	1	1	1	1	1	1	1	1	1	1	1	2	1	1
Not applicable	2	1	1	2	2	2	2	2	2	2	2	2	2	2	1	2	2	2	3	1	2	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	8
A fair amount	20	18	20	12	23	15	27	16	22	13	25	23	20	17	15	25	20	16	20	30	16	26
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>25</b>	<b>21</b>	<b>22</b>	<b>16</b>	<b>29</b>	<b>20</b>	<b>36</b>	<b>20</b>	<b>27</b>	<b>17</b>	<b>30</b>	<b>28</b>	<b>25</b>	<b>21</b>	<b>18</b>	<b>32</b>	<b>25</b>	<b>21</b>	<b>25</b>	<b>40</b>	<b>19</b>	<b>34</b>
Not very much	33	33	33	31	31	39	32	32	34	31	35	29	33	36	32	35	33	33	30	38	31	40
Not at all	41	44	44	52	38	37	29	47	37	50	33	41	41	41	48	31	41	44	41	22	48	25
<b>TOTAL NOT VERY MUCH / NOT AT ALL</b>	<b>74</b>	<b>77</b>	<b>77</b>	<b>83</b>	<b>69</b>	<b>76</b>	<b>61</b>	<b>79</b>	<b>71</b>	<b>81</b>	<b>68</b>	<b>70</b>	<b>74</b>	<b>77</b>	<b>80</b>	<b>66</b>	<b>74</b>	<b>77</b>	<b>71</b>	<b>60</b>	<b>79</b>	<b>65</b>
Don't know	1	1	0	1	1	2	0	1	1	1	1	0	0	1	1	1	0	1	2	0	1	0
Not applicable	1	0	1	1	0	2	2	1	1	2	1	2	0	1	1	1	1	1	1	0	1	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 (2)				
	Total	Con	Lab	Lib Dem	SNP	Plaid	Reform UK	Remain	Leave	Male	Female	65-69	70-74	75+	ABC1	C2DE	England	Wales	Scotland	Under 15k	Over 15k	Under 20k	
<b>Weighted Sample</b>	<b>2188</b>	<b>770</b>	<b>417</b>	<b>208</b>	<b>40</b>	<b>12</b>	<b>293</b>	<b>828</b>	<b>1237</b>	<b>1002</b>	<b>1186</b>	<b>587</b>	<b>549</b>	<b>1050</b>	<b>1238</b>	<b>834</b>	<b>1875</b>	<b>118</b>	<b>195</b>	<b>584</b>	<b>1602</b>	<b>956</b>	
<b>Unweighted Sample</b>	<b>2188</b>	<b>628</b>	<b>519</b>	<b>196</b>	<b>132</b>	<b>55</b>	<b>281</b>	<b>945</b>	<b>1119</b>	<b>1061</b>	<b>1127</b>	<b>664</b>	<b>605</b>	<b>918</b>	<b>1291</b>	<b>782</b>	<b>1082</b>	<b>541</b>	<b>565</b>	<b>516</b>	<b>1671</b>	<b>855</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**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	5
A fair amount	13	13	11	8	12	9	15	11	15	11	15	15	13	12	12	15	13	11	12	18	11	17
<b>TOTAL A GREAT DEAL / FAIR AMOUNT</b>	<b>16</b>	<b>17</b>	<b>12</b>	<b>9</b>	<b>13</b>	<b>10</b>	<b>24</b>	<b>13</b>	<b>19</b>	<b>14</b>	<b>18</b>	<b>18</b>	<b>17</b>	<b>15</b>	<b>14</b>	<b>19</b>	<b>16</b>	<b>15</b>	<b>14</b>	<b>24</b>	<b>13</b>	<b>22</b>
Not very much	29	26	27	31	35	33	34	30	29	27	30	28	32	28	29	28	29	27	30	31	28	32
Not at all	45	50	49	54	46	43	32	50	42	49	41	44	40	47	51	37	44	48	48	28	51	30
<b>TOTAL NOT VERY MUCH / NOT AT ALL</b>	<b>74</b>	<b>76</b>	<b>76</b>	<b>85</b>	<b>81</b>	<b>76</b>	<b>66</b>	<b>80</b>	<b>71</b>	<b>76</b>	<b>71</b>	<b>72</b>	<b>72</b>	<b>75</b>	<b>80</b>	<b>65</b>	<b>73</b>	<b>75</b>	<b>78</b>	<b>59</b>	<b>79</b>	<b>62</b>
Don't know	1	2	1	0	0	5	1	1	2	1	2	2	1	2	2	1	1	1	1	3	1	2
Not applicable	9	5	10	6	6	9	9	7	9	9	9	8	9	9	5	14	9	9	8	15	6	13

Thinking about the **\*\*last six months\*\***, which, if any, of the following actions has your household taken to help manage the cost of your **\*\*energy bill\*\***? This may include your electricity, gas or oil bill. Please do not select things you've done for any other reasons (e.g. environmental).

Turned the temperature of the heating down	54	53	49	47	63	45	63	50	57	51	57	51	60	53	52	57	54	48	56	61	52	61
Reduced the amount of time the heating is turned on	54	54	47	50	56	52	61	53	56	50	57	55	56	53	51	57	54	54	56	66	50	64
Used your oven less often	47	45	44	43	51	41	49	44	49	37	55	43	50	47	41	54	47	40	47	61	41	59
Turned the heating off in some parts of your home	41	40	39	41	53	40	48	38	43	38	43	39	40	42	40	42	41	38	40	49	38	47
Turned off lights more than usual	40	35	38	30	36	36	52	36	44	39	42	45	45	35	37	46	41	40	39	51	37	47
Used your washing machine less often	34	33	31	23	34	33	44	27	39	24	42	32	36	33	26	44	33	35	37	49	28	45
Turned your hot water on less frequently	24	22	20	25	25	15	28	23	25	23	25	22	26	24	22	26	24	17	23	31	21	30
Gone to bed earlier to save on heating or lighting	22	20	19	15	25	15	29	18	24	20	23	21	24	21	19	26	22	20	21	37	16	33
Used your kettle less often	20	19	20	14	21	12	26	19	20	18	22	19	23	19	15	27	20	15	22	32	16	29
Turned the heating off in all parts of your home	18	17	17	16	16	7	22	16	19	17	18	21	15	17	15	22	17	18	19	29	14	26
Used your dishwasher less often	16	19	13	14	18	19	18	14	18	11	20	14	18	17	16	16	16	14	20	19	15	18
Cut back the number of hot meals you prepare	13	10	12	5	16	9	19	9	15	10	14	11	13	13	9	16	13	10	11	25	8	20
Used your TV, radio or other forms of entertainment less often	11	8	11	10	12	12	16	9	12	11	11	10	12	11	9	14	11	12	12	18	8	15
Turned your hot water off entirely	8	6	9	6	5	2	9	6	8	8	7	7	9	7	7	9	8	5	6	12	6	11
Visited public places to stay warm e.g. public transport	5	5	6	2	5	12	6	4	6	5	6	5	7	4	4	7	5	4	6	10	4	9
Switched off your fridge or freezer	1	2	1	2	0	3	1	1	1	1	1	1	2	2	1	2	1	1	1	2	1	2
Other	1	0	2	1	1	2	3	1	1	1	2	1	0	2	1	2	1	1	1	2	1	1
None of these	21	21	24	27	11	18	16	23	19	26	16	22	20	21	23	17	21	22	19	10	24	13
Not applicable – I do not pay an energy bill	1	0	0	1	3	2	1	1	1	0	1	1	0	1	0	1	1	1	1	1	1	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 (2)			
	Total	Con	Lab	Lib Dem	SNP	Plaid	Reform UK	Remain	Leave	Male	Female	65-69	70-74	75+	ABC1	C2DE	England	Wales	Scotland	Under 15k	Over 15k	Under 20k	
<b>Weighted Sample</b>	<b>2188</b>	770	417	208	40	12	293	828	1237	1002	1186	587	549	1050	1238	834	1875	118	195	584	1602	956	
<b>Unweighted Sample</b>	<b>2188</b>	628	519	196	132	55	281	945	1119	1061	1127	664	605	918	1291	782	1082	541	565	516	1671	855	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How easy or difficult would you find it to pay an unexpected but necessary cost of the following amounts without borrowing? For example, this may be the cost of replacing a broken fridge, or having a boiler repaired.  
£50

Very easy	58	62	64	67	56	58	46	65	54	66	51	59	60	57	65	49	58	57	59	36	66	41
Fairly easy	30	29	25	24	35	32	38	26	33	24	36	27	31	32	27	35	30	32	31	41	27	40
<b>TOTAL EASY</b>	<b>88</b>	<b>91</b>	<b>89</b>	<b>91</b>	<b>91</b>	<b>90</b>	<b>84</b>	<b>91</b>	<b>87</b>	<b>90</b>	<b>87</b>	<b>86</b>	<b>91</b>	<b>89</b>	<b>92</b>	<b>84</b>	<b>88</b>	<b>89</b>	<b>90</b>	<b>77</b>	<b>93</b>	<b>81</b>
Fairly difficult	6	5	6	6	6	1	9	5	7	5	8	8	5	6	4	10	6	6	6	15	3	12
Very difficult	2	1	1	0	1	0	2	1	2	1	2	2	2	1	1	2	2	1	1	4	1	3
<b>TOTAL DIFFICULT</b>	<b>8</b>	<b>6</b>	<b>7</b>	<b>6</b>	<b>7</b>	<b>1</b>	<b>11</b>	<b>6</b>	<b>9</b>	<b>6</b>	<b>10</b>	<b>10</b>	<b>7</b>	<b>7</b>	<b>5</b>	<b>12</b>	<b>8</b>	<b>7</b>	<b>7</b>	<b>19</b>	<b>4</b>	<b>15</b>
I could not come up with this amount of money right now	3	2	3	3	1	8	4	2	3	3	2	3	2	3	3	2	3	3	2	3	3	3
Don't know	1	1	2	0	1	0	1	1	1	1	1	1	0	1	0	2	1	1	0	1	1	1

£100

Very easy	51	55	55	61	46	44	40	59	46	60	43	51	53	49	58	40	51	47	50	27	60	33
Fairly easy	32	30	28	26	37	39	39	27	34	25	37	28	33	33	29	35	31	34	33	41	28	39
<b>TOTAL EASY</b>	<b>83</b>	<b>85</b>	<b>83</b>	<b>87</b>	<b>83</b>	<b>83</b>	<b>79</b>	<b>86</b>	<b>80</b>	<b>85</b>	<b>80</b>	<b>79</b>	<b>86</b>	<b>82</b>	<b>87</b>	<b>75</b>	<b>82</b>	<b>81</b>	<b>83</b>	<b>68</b>	<b>88</b>	<b>72</b>
Fairly difficult	9	8	8	5	11	9	9	7	9	7	10	10	7	9	6	12	8	11	10	15	6	13
Very difficult	4	3	3	3	1	0	6	3	4	2	6	6	3	4	3	6	4	2	3	10	2	8
<b>TOTAL DIFFICULT</b>	<b>13</b>	<b>11</b>	<b>11</b>	<b>8</b>	<b>12</b>	<b>9</b>	<b>15</b>	<b>10</b>	<b>13</b>	<b>9</b>	<b>16</b>	<b>16</b>	<b>10</b>	<b>13</b>	<b>9</b>	<b>18</b>	<b>12</b>	<b>13</b>	<b>13</b>	<b>25</b>	<b>8</b>	<b>21</b>
I could not come up with this amount of money right now	4	4	4	5	3	8	5	3	5	5	4	5	4	4	4	5	4	4	3	6	3	6
Don't know	1	1	1	0	1	0	1	1	1	1	1	1	0	1	0	2	1	1	1	1	1	1

£250

Very easy	38	42	41	49	40	34	29	44	35	48	30	37	39	38	46	29	39	37	38	16	46	21
Fairly easy	29	31	28	28	27	34	28	29	30	25	32	27	30	30	28	28	29	29	30	29	29	30
<b>TOTAL EASY</b>	<b>67</b>	<b>73</b>	<b>69</b>	<b>77</b>	<b>67</b>	<b>68</b>	<b>57</b>	<b>73</b>	<b>65</b>	<b>73</b>	<b>62</b>	<b>64</b>	<b>69</b>	<b>68</b>	<b>74</b>	<b>57</b>	<b>68</b>	<b>66</b>	<b>68</b>	<b>45</b>	<b>75</b>	<b>51</b>
Fairly difficult	16	13	16	11	18	15	20	14	16	13	18	16	15	15	13	20	15	17	17	24	13	22
Very difficult	8	6	7	5	7	8	10	6	9	6	10	10	8	7	6	10	8	7	7	15	5	13
<b>TOTAL DIFFICULT</b>	<b>24</b>	<b>19</b>	<b>23</b>	<b>16</b>	<b>25</b>	<b>23</b>	<b>30</b>	<b>20</b>	<b>25</b>	<b>19</b>	<b>28</b>	<b>26</b>	<b>23</b>	<b>22</b>	<b>19</b>	<b>30</b>	<b>23</b>	<b>24</b>	<b>24</b>	<b>39</b>	<b>18</b>	<b>35</b>
I could not come up with this amount of money right now	7	6	7	7	8	9	10	6	8	7	7	9	5	7	6	10	7	8	7	13	5	11
Don't know	2	2	2	0	1	0	3	1	2	1	2	1	2	2	1	3	2	2	1	3	1	3

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 (2)		
	Total	Con	Lab	Lib Dem	SNP	Plaid	Reform UK	Remain	Leave	Male	Female	65-69	70-74	75+	ABC1	C2DE	England	Wales	Scotland	Under 15k	Over 15k	Under 20k
<b>Weighted Sample</b>	<b>2188</b>	<b>770</b>	<b>417</b>	<b>208</b>	<b>40</b>	<b>12</b>	<b>293</b>	<b>828</b>	<b>1237</b>	<b>1002</b>	<b>1186</b>	<b>587</b>	<b>549</b>	<b>1050</b>	<b>1238</b>	<b>834</b>	<b>1875</b>	<b>118</b>	<b>195</b>	<b>584</b>	<b>1602</b>	<b>956</b>
<b>Unweighted Sample</b>	<b>2188</b>	<b>628</b>	<b>519</b>	<b>196</b>	<b>132</b>	<b>55</b>	<b>281</b>	<b>945</b>	<b>1119</b>	<b>1061</b>	<b>1127</b>	<b>664</b>	<b>605</b>	<b>918</b>	<b>1291</b>	<b>782</b>	<b>1082</b>	<b>541</b>	<b>565</b>	<b>516</b>	<b>1671</b>	<b>855</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>£500</b>																						
Very easy	29	32	29	36	31	23	21	33	26	37	21	28	29	29	35	20	28	29	31	10	36	13
Fairly easy	26	27	28	30	20	29	21	28	25	25	27	25	26	27	28	23	27	23	22	20	28	21
<b>TOTAL EASY</b>	<b>55</b>	<b>59</b>	<b>57</b>	<b>66</b>	<b>51</b>	<b>52</b>	<b>42</b>	<b>61</b>	<b>51</b>	<b>62</b>	<b>48</b>	<b>53</b>	<b>55</b>	<b>56</b>	<b>63</b>	<b>43</b>	<b>55</b>	<b>52</b>	<b>53</b>	<b>30</b>	<b>64</b>	<b>34</b>
Fairly difficult	18	19	16	16	21	19	21	17	18	14	21	15	19	18	16	20	17	19	19	24	15	23
Very difficult	13	9	13	8	18	14	16	10	14	10	15	15	14	12	10	17	13	13	14	20	10	19
<b>TOTAL DIFFICULT</b>	<b>31</b>	<b>28</b>	<b>29</b>	<b>24</b>	<b>39</b>	<b>33</b>	<b>37</b>	<b>27</b>	<b>32</b>	<b>24</b>	<b>36</b>	<b>30</b>	<b>33</b>	<b>30</b>	<b>26</b>	<b>37</b>	<b>30</b>	<b>32</b>	<b>33</b>	<b>44</b>	<b>25</b>	<b>42</b>
I could not come up with this amount of money right now	13	12	12	9	9	15	18	11	15	12	14	16	10	13	10	17	13	14	14	24	9	21
Don't know	2	1	1	1	1	0	3	1	2	1	2	1	2	2	1	3	2	2	1	2	1	3
<b>£1,000</b>																						
Very easy	21	23	21	26	22	10	18	24	19	27	15	22	20	20	26	13	21	19	22	7	26	8
Fairly easy	21	22	24	27	17	24	14	24	20	22	20	21	21	21	24	16	22	22	19	10	26	13
<b>TOTAL EASY</b>	<b>42</b>	<b>45</b>	<b>45</b>	<b>53</b>	<b>39</b>	<b>34</b>	<b>32</b>	<b>48</b>	<b>39</b>	<b>49</b>	<b>35</b>	<b>43</b>	<b>41</b>	<b>41</b>	<b>50</b>	<b>29</b>	<b>43</b>	<b>41</b>	<b>41</b>	<b>17</b>	<b>52</b>	<b>21</b>
Fairly difficult	18	20	15	22	22	23	15	19	17	16	20	14	19	20	17	18	18	18	18	19	17	20
Very difficult	16	14	15	11	19	17	20	15	17	15	18	17	16	16	13	21	16	17	17	22	14	21
<b>TOTAL DIFFICULT</b>	<b>34</b>	<b>34</b>	<b>30</b>	<b>33</b>	<b>41</b>	<b>40</b>	<b>35</b>	<b>34</b>	<b>34</b>	<b>31</b>	<b>38</b>	<b>31</b>	<b>35</b>	<b>36</b>	<b>30</b>	<b>39</b>	<b>34</b>	<b>35</b>	<b>35</b>	<b>41</b>	<b>31</b>	<b>41</b>
I could not come up with this amount of money right now	22	18	23	13	20	26	29	17	24	19	24	25	21	20	17	29	22	22	23	39	15	35
Don't know	2	2	2	2	1	0	3	1	3	1	3	1	2	3	2	3	2	2	1	3	2	3
<b>£2,000</b>																						
Very easy	15	17	14	18	18	6	12	16	14	20	10	15	13	15	19	9	15	13	14	4	18	5
Fairly easy	19	21	23	23	12	17	14	23	17	21	17	20	19	19	23	14	19	20	19	8	23	11
<b>TOTAL EASY</b>	<b>34</b>	<b>38</b>	<b>37</b>	<b>41</b>	<b>30</b>	<b>23</b>	<b>26</b>	<b>39</b>	<b>31</b>	<b>41</b>	<b>27</b>	<b>35</b>	<b>32</b>	<b>34</b>	<b>42</b>	<b>23</b>	<b>34</b>	<b>33</b>	<b>33</b>	<b>12</b>	<b>41</b>	<b>16</b>
Fairly difficult	15	17	13	18	17	23	14	16	15	15	16	12	18	16	17	13	15	15	15	11	17	13
Very difficult	19	20	16	19	18	19	18	20	18	16	21	17	18	20	17	22	19	19	18	25	16	24
<b>TOTAL DIFFICULT</b>	<b>34</b>	<b>37</b>	<b>29</b>	<b>37</b>	<b>35</b>	<b>42</b>	<b>32</b>	<b>36</b>	<b>33</b>	<b>31</b>	<b>37</b>	<b>29</b>	<b>36</b>	<b>36</b>	<b>34</b>	<b>35</b>	<b>34</b>	<b>34</b>	<b>33</b>	<b>36</b>	<b>33</b>	<b>37</b>
I could not come up with this amount of money right now	30	23	32	19	32	33	40	24	33	26	33	35	29	27	23	39	29	32	33	48	23	44
Don't know	2	2	2	3	1	2	3	2	3	2	3	2	3	3	2	3	3	2	1	3	2	3
<b>£5,000</b>																						
Very easy	9	11	10	10	10	6	9	10	9	13	6	11	8	10	12	5	9	8	10	3	12	4
Fairly easy	17	21	16	22	16	6	9	20	14	20	14	16	16	18	21	11	17	16	17	5	21	7
<b>TOTAL EASY</b>	<b>26</b>	<b>32</b>	<b>26</b>	<b>32</b>	<b>26</b>	<b>12</b>	<b>18</b>	<b>30</b>	<b>23</b>	<b>33</b>	<b>20</b>	<b>27</b>	<b>24</b>	<b>28</b>	<b>33</b>	<b>16</b>	<b>26</b>	<b>24</b>	<b>27</b>	<b>8</b>	<b>33</b>	<b>11</b>
Fairly difficult	14	12	15	17	8	24	16	15	13	14	13	12	16	13	15	12	14	14	13	8	16	10
Very difficult	19	21	16	20	23	17	14	19	18	15	21	16	19	20	19	19	19	19	18	21	18	21
<b>TOTAL DIFFICULT</b>	<b>33</b>	<b>33</b>	<b>31</b>	<b>37</b>	<b>31</b>	<b>41</b>	<b>30</b>	<b>34</b>	<b>31</b>	<b>29</b>	<b>34</b>	<b>28</b>	<b>35</b>	<b>33</b>	<b>34</b>	<b>31</b>	<b>33</b>	<b>33</b>	<b>31</b>	<b>29</b>	<b>34</b>	<b>31</b>
I could not come up with this amount of money right now	39	34	41	27	41	42	49	34	42	35	42	43	40	37	32	49	39	40	41	59	32	55
Don't know	3	2	3	4	1	4	3	2	3	2	3	2	3	3	2	4	3	3	1	3	2	3

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 (2)				
	Total	Con	Lab	Lib Dem	SNP	Plaid	Reform UK	Remain	Leave	Male	Female	65-69	70-74	75+	ABC1	C2DE	England	Wales	Scotland	Under 15k	Over 15k	Under 20k	
<b>Weighted Sample</b>	<b>2188</b>	<b>770</b>	<b>417</b>	<b>208</b>	<b>40</b>	<b>12</b>	<b>293</b>	<b>828</b>	<b>1237</b>	<b>1002</b>	<b>1186</b>	<b>587</b>	<b>549</b>	<b>1050</b>	<b>1238</b>	<b>834</b>	<b>1875</b>	<b>118</b>	<b>195</b>	<b>584</b>	<b>1602</b>	<b>956</b>	
<b>Unweighted Sample</b>	<b>2188</b>	<b>628</b>	<b>519</b>	<b>196</b>	<b>132</b>	<b>55</b>	<b>281</b>	<b>945</b>	<b>1119</b>	<b>1061</b>	<b>1127</b>	<b>664</b>	<b>605</b>	<b>918</b>	<b>1291</b>	<b>782</b>	<b>1082</b>	<b>541</b>	<b>565</b>	<b>516</b>	<b>1671</b>	<b>855</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you were facing an unexpected but necessary cost of around £250, what source of funds would you use to pay this? For example, this may be the cost of replacing a broken fridge, or having a boiler repaired. Please select all the options you would consider using.

Using money from my savings	<b>57</b>	58	56	62	56	68	54	60	55	53	61	55	56	59	58	57	58	56	54	52	59	54
Using money from my regular income	<b>33</b>	33	37	38	34	22	26	39	30	37	30	31	37	32	39	24	34	29	33	21	38	22
Using an existing credit card	<b>33</b>	34	32	33	28	32	34	34	34	34	32	33	32	33	34	31	34	29	28	33	33	32
Going into the overdraft on your bank account	<b>6</b>	6	8	5	8	9	6	7	6	8	5	8	6	6	6	6	6	7	7	7	6	8
Applying for credit from purchase store/paying in installments	<b>5</b>	4	8	2	8	7	5	7	5	5	6	7	8	4	5	5	5	5	6	5	6	6
Asking friends or family for a loan	<b>4</b>	3	7	3	6	1	6	4	4	5	4	6	4	3	4	5	4	5	4	7	3	6
Taking out a new loan or credit card from a bank	<b>3</b>	2	4	2	4	1	3	4	2	2	3	3	3	3	2	3	3	2	3	3	2	3
Selling your goods or possessions (e.g. your car or TV)	<b>3</b>	2	4	3	1	5	3	3	3	4	3	3	4	3	3	3	3	4	2	3	3	4
Asking friends or family for money as a gift	<b>1</b>	1	2	1	1	0	1	1	1	1	2	0	2	1	1	2	1	1	1	2	1	2
Releasing equity from your home	<b>1</b>	0	1	1	2	2	1	1	0	1	1	1	0	1	1	1	1	1	1	1	1	0
Applying for support from a charity or your local council	<b>1</b>	0	2	1	1	0	1	1	1	1	1	2	1	0	1	1	0	1	1	2	0	2
Other [See Tab1]	<b>1</b>	2	1	1	0	0	2	2	1	2	1	2	1	1	2	1	2	1	1	1	1	1
Not applicable – I could not come up with £250 right now	<b>4</b>	3	5	1	4	3	7	2	5	4	4	5	4	4	2	7	4	6	5	9	2	7
Don't know	<b>1</b>	2	1	0	1	0	2	1	1	1	2	1	2	1	1	2	1	2	2	2	1	2

Thinking about the \*\*last two years\*\*, how often, if ever, have you had to use your savings to pay for your essential living costs? (e.g. utility bills, rent, food or insurance)?

Every month	<b>4</b>	4	5	4	5	3	6	3	5	3	5	4	2	5	3	6	4	4	5	8	3	8
Most months	<b>6</b>	6	7	4	6	0	6	6	6	5	7	8	5	6	6	7	7	5	5	10	5	8
Some months	<b>14</b>	11	14	14	20	13	23	15	14	14	15	15	15	13	12	17	14	16	18	16	14	17
One or two months	<b>14</b>	14	13	14	15	21	13	14	13	12	15	13	16	13	13	14	14	13	14	14	14	14
Never	<b>49</b>	54	51	57	39	54	36	52	48	54	45	46	48	51	57	39	49	51	47	29	56	34
Not applicable – I do not have any savings	<b>10</b>	8	10	4	13	8	13	8	11	9	11	11	10	9	7	15	10	11	10	20	7	17
Don't know	<b>2</b>	3	0	2	1	0	2	1	3	2	3	2	3	2	2	2	2	1	2	4	2	3

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 (2)				
	Total	Con	Lab	Lib Dem	SNP	Plaid	Reform UK	Remain	Leave	Male	Female	65-69	70-74	75+	ABC1	C2DE	England	Wales	Scotland	Under 15k	Over 15k	Under 20k	
<b>Weighted Sample</b>	<b>2188</b>	<b>770</b>	<b>417</b>	<b>208</b>	<b>40</b>	<b>12</b>	<b>293</b>	<b>828</b>	<b>1237</b>	<b>1002</b>	<b>1186</b>	<b>587</b>	<b>549</b>	<b>1050</b>	<b>1238</b>	<b>834</b>	<b>1875</b>	<b>118</b>	<b>195</b>	<b>584</b>	<b>1602</b>	<b>956</b>	
<b>Unweighted Sample</b>	<b>2188</b>	<b>628</b>	<b>519</b>	<b>196</b>	<b>132</b>	<b>55</b>	<b>281</b>	<b>945</b>	<b>1119</b>	<b>1061</b>	<b>1127</b>	<b>664</b>	<b>605</b>	<b>918</b>	<b>1291</b>	<b>782</b>	<b>1082</b>	<b>541</b>	<b>565</b>	<b>516</b>	<b>1671</b>	<b>855</b>	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much, if any, debt do you currently have in the following forms of finance?

**A mortgage**

None	94	95	92	91	94	94	94	93	95	93	95	92	93	96	93	95	94	93	94	96	94	95
Less than £250	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0
£251-£500	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
£501-£1000	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0
£1001-£10,000	1	0	1	0	0	0	1	1	1	0	1	1	1	0	1	1	1	0	1	1	1	1
£10,001-£25,000	1	0	1	2	0	0	1	1	1	1	1	0	1	1	1	1	1	1	0	0	1	0
Over £25,000	2	3	4	1	3	2	2	4	2	3	2	4	2	2	3	2	2	3	2	1	3	2
Prefer not to say	1	1	0	3	3	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Don't know	0	0	1	0	0	0	0	0	0	0	1	0	1	0	0	1	0	0	1	1	0	1

**A loan from a bank or credit agency**

None	88	89	86	89	84	86	84	88	88	85	91	84	86	92	87	90	89	87	84	90	87	89
Less than £250	1	1	1	0	1	1	0	1	1	1	1	1	1	0	0	1	0	1	1	0	1	0
£251-£500	1	1	1	0	0	0	0	1	1	1	0	0	1	0	1	1	1	1	1	1	0	1
£501-£1000	2	1	3	1	3	3	3	2	2	2	2	3	2	1	2	2	2	2	1	2	2	2
£1001-£10,000	6	5	7	7	7	4	8	6	6	7	5	8	5	5	7	4	5	6	9	4	6	4
£10,001-£25,000	1	1	1	1	2	2	3	1	1	2	1	2	1	1	2	1	1	1	2	1	1	1
Over £25,000	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0
Prefer not to say	1	1	1	2	2	4	2	1	1	2	1	2	2	1	2	1	1	1	1	1	1	2
Don't know	1	0	1	0	0	0	0	0	1	1	0	0	2	0	1	1	1	0	0	0	1	1

**An informal loan from friends or family**

None	95	96	95	95	96	98	93	96	95	95	96	93	94	97	96	94	95	96	95	93	96	94
Less than £250	1	2	1	1	1	0	2	1	1	2	1	2	1	1	1	2	1	1	1	2	1	2
£251-£500	0	0	1	0	1	0	2	0	1	1	0	1	0	0	0	1	0	1	1	1	0	1
£501-£1000	1	1	2	0	1	0	0	1	0	0	1	1	0	0	0	1	1	1	1	2	0	1
£1001-£10,000	1	0	0	2	0	0	1	1	1	1	1	1	1	0	0	1	1	0	1	0	1	0
£10,001-£25,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Over £25,000	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0
Prefer not to say	1	0	1	2	2	2	1	1	1	1	1	1	2	1	1	1	1	1	1	1	1	1
Don't know	0	0	1	0	0	0	0	0	1	1	0	0	1	0	1	0	0	0	0	1	0	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 (2)			
	Total	Con	Lab	Lib Dem	SNP	Plaid	Reform UK	Remain	Leave	Male	Female	65-69	70-74	75+	ABC1	C2DE	England	Wales	Scotland	Under 15k	Over 15k	Under 20k	
<b>Weighted Sample</b>	<b>2188</b>	770	417	208	40	12	293	828	1237	1002	1186	587	549	1050	1238	834	1875	118	195	584	1602	956	
<b>Unweighted Sample</b>	<b>2188</b>	628	519	196	132	55	281	945	1119	1061	1127	664	605	918	1291	782	1082	541	565	516	1671	855	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**An informal loan from people who are not friends or family**

None	99	100	99	97	99	98	99	99	99	98	99	99	98	99	99	99	98	99	99	99	99	99
Less than £250	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
£251-£500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
£501-£1000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
£1001-£10,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
£10,001-£25,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Over £25,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Prefer not to say	1	0	1	2	1	2	1	1	1	1	0	1	1	0	1	1	1	1	1	0	1	0
Don't know	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0

**A credit card/a store credit card**

None	55	55	54	51	51	54	47	57	53	55	55	58	51	56	53	57	55	56	54	59	54	57
Less than £250	13	14	15	14	10	16	17	13	14	11	15	11	15	14	13	14	13	13	12	11	14	13
£251-£500	8	8	6	9	10	12	8	7	8	8	7	5	6	10	7	9	7	11	9	9	7	9
£501-£1000	9	8	9	6	10	6	12	8	10	9	9	8	10	8	10	7	9	8	8	7	9	9
£1001-£10,000	12	12	13	17	17	9	12	12	13	13	11	15	14	10	12	11	12	8	14	11	12	10
£10,001-£25,000	1	1	1	2	0	0	0	1	1	1	1	1	1	1	1	0	1	1	0	0	1	0
Over £25,000	0	1	0	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0
Prefer not to say	1	0	1	1	2	4	2	1	1	1	1	1	1	1	1	1	1	2	2	1	1	1
Don't know	1	1	1	0	0	0	0	1	1	1	0	0	1	1	0	1	1	1	0	0	1	1

**An arranged overdraft**

None	86	89	84	85	79	83	82	87	84	87	85	82	81	90	86	87	86	86	82	85	86	85
Less than £250	5	5	5	6	8	11	5	4	6	4	6	5	6	4	4	6	5	6	7	7	4	7
£251-£500	3	2	3	3	3	1	5	3	4	2	4	5	5	1	3	3	3	3	4	2	4	3
£501-£1000	3	3	3	2	5	0	2	3	3	2	3	3	3	2	3	2	2	2	4	2	3	2
£1001-£10,000	2	1	2	2	3	3	4	1	2	2	1	4	1	1	2	2	2	1	1	1	2	1
£10,001-£25,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Over £25,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Prefer not to say	1	0	1	1	3	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Don't know	1	0	1	1	0	0	0	0	1	1	0	0	2	0	1	0	1	0	0	0	1	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 (2)			
	Total	Con	Lab	Lib Dem	SNP	Plaid	Reform UK	Remain	Leave	Male	Female	65-69	70-74	75+	ABC1	C2DE	England	Wales	Scotland	Under 15k	Over 15k	Under 20k
<b>Weighted Sample</b>	<b>2188</b>	<b>770</b>	<b>417</b>	<b>208</b>	<b>40</b>	<b>12</b>	<b>293</b>	<b>828</b>	<b>1237</b>	<b>1002</b>	<b>1186</b>	<b>587</b>	<b>549</b>	<b>1050</b>	<b>1238</b>	<b>834</b>	<b>1875</b>	<b>118</b>	<b>195</b>	<b>584</b>	<b>1602</b>	<b>956</b>
<b>Unweighted Sample</b>	<b>2188</b>	<b>628</b>	<b>519</b>	<b>196</b>	<b>132</b>	<b>55</b>	<b>281</b>	<b>945</b>	<b>1119</b>	<b>1061</b>	<b>1127</b>	<b>664</b>	<b>605</b>	<b>918</b>	<b>1291</b>	<b>782</b>	<b>1082</b>	<b>541</b>	<b>565</b>	<b>516</b>	<b>1671</b>	<b>855</b>
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

**An unarranged overdraft**

None	98	98	97	96	98	96	97	98	97	97	98	97	97	98	98	98	97	98	98	98	98	98
Less than £250	1	1	2	1	0	0	1	1	0	1	0	1	1	1	0	1	1	0	1	1	1	1
£251-£500	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
£501-£1000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
£1001-£10,000	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
£10,001-£25,000	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Over £25,000	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Prefer not to say	1	1	0	2	2	2	1	0	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Don't know	0	0	1	1	0	0	0	0	0	0	0	0	1	0	1	0	1	0	1	0	0	1

**A budgeting loan from the DWP**

None	98	99	97	98	97	98	98	99	98	98	98	98	98	99	99	98	98	98	97	97	99	97
Less than £250	1	0	1	0	1	0	1	0	1	0	1	1	1	0	0	1	1	1	1	2	0	1
£251-£500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
£501-£1000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
£1001-£10,000	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1
£10,001-£25,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Over £25,000	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Prefer not to say	0	0	0	1	1	2	1	0	0	0	0	1	0	0	1	0	0	1	1	0	0	0
Don't know	0	0	1	0	1	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	1

**Debt to your utilities provider, such as your water or energy provider**

None	94	96	92	94	94	93	93	93	95	93	95	92	93	95	94	94	94	94	92	92	94	93
Less than £250	3	3	3	4	4	3	5	4	3	4	3	3	4	3	3	4	3	3	4	4	3	4
£251-£500	1	0	1	1	0	0	0	1	1	1	1	2	1	0	1	1	1	1	2	1	1	1
£501-£1000	1	1	2	0	0	0	1	1	1	1	1	2	1	0	1	1	1	0	0	2	1	1
£1001-£10,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
£10,001-£25,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Over £25,000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Prefer not to say	1	0	1	1	1	4	1	1	1	1	0	1	1	0	1	0	1	1	1	1	1	1
Don't know	0	0	1	1	1	0	0	0	0	1	0	0	1	0	0	0	0	0	1	0	0	0

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 (2)			
	Total	Con	Lab	Lib Dem	SNP	Plaid	Reform UK	Remain	Leave	Male	Female	65-69	70-74	75+	ABC1	C2DE	England	Wales	Scotland	Under 15k	Over 15k	Under 20k	
<b>Weighted Sample</b>	<b>2188</b>	770	417	208	40	12	293	828	1237	1002	1186	587	549	1050	1238	834	1875	118	195	584	1602	956	
<b>Unweighted Sample</b>	<b>2188</b>	628	519	196	132	55	281	945	1119	1061	1127	664	605	918	1291	782	1082	541	565	516	1671	855	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Store credit agreements/pay in installment schemes  
(e.g. on furniture purchases)

None	<b>93</b>	95	93	90	91	87	90	93	93	93	93	90	91	95	93	92	93	93	91	92	93	92
Less than £250	<b>2</b>	2	2	3	3	4	3	3	2	2	3	2	4	2	2	3	2	2	3	3	2	3
£251-£500	<b>1</b>	1	1	1	3	4	2	1	1	1	1	1	1	1	1	1	1	2	2	2	1	1
£501-£1000	<b>1</b>	1	1	1	0	2	2	1	1	1	1	1	1	1	1	1	1	1	1	2	1	1
£1001-£10,000	<b>2</b>	1	2	3	1	2	2	2	2	2	2	3	2	1	1	2	2	1	2	1	2	1
£10,001-£25,000	<b>0</b>	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Over £25,000	<b>0</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Prefer not to say	<b>1</b>	0	0	1	2	2	1	1	0	1	1	1	1	1	1	1	1	1	2	1	1	1
Don't know	<b>0</b>	0	1	0	0	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	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.