

YouGov / Independent Age Survey Results

Sample Size: 5761 Adults in England & Wales
Fieldwork: 10th - 13th February 2026

	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	5761	1085	1477	543	656	368	2022	2057	2788	2973	605	2379	1423	1354	1953	1302	1705
Unweighted Sample	5761	977	1573	576	712	373	2141	2157	2477	3284	513	2191	1501	1556	2181	1270	1426
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

A great deal	6	4	7	4	7	7	5	7	6	6	7	8	7	3	5	5	7
A fair amount	28	20	29	24	30	30	24	27	23	31	34	31	27	19	25	28	27
TOTAL A GREAT DEAL / FAIR AMOUNT	34	24	36	28	37	37	29	34	29	37	41	39	34	22	30	33	34
Not very much	34	34	35	37	33	36	37	35	33	36	30	34	35	35	34	37	35
Not at all	28	40	26	32	28	24	31	29	34	23	20	22	30	40	34	28	27
TOTAL NOT VERY MUCH / NOT AT ALL	62	74	61	69	61	60	68	64	67	59	50	56	65	75	68	65	62
Don't know	1	1	1	1	1	2	1	1	1	2	3	2	1	0	1	1	1
Not applicable	2	1	2	2	1	1	1	1	2	2	6	2	1	2	1	1	2

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

A great deal	9	7	8	4	12	8	6	11	8	9	4	9	11	8	6	8	10
A fair amount	25	22	25	22	31	24	23	29	22	28	18	26	25	26	22	27	27
TOTAL A GREAT DEAL / FAIR AMOUNT	34	29	33	26	43	32	29	40	30	37	22	35	36	34	28	35	37
Not very much	30	31	31	30	28	31	33	30	28	31	23	30	32	30	32	30	31
Not at all	30	37	30	38	25	30	35	28	35	25	25	29	30	34	37	30	26
TOTAL NOT VERY MUCH / NOT AT ALL	60	68	61	68	53	61	68	58	63	56	48	59	62	64	69	60	57
Don't know	2	1	2	3	1	3	1	1	2	2	7	2	1	1	1	2	2
Not applicable	5	2	4	3	2	4	2	2	4	5	23	4	1	2	2	3	5

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

A great deal	5	3	4	2	6	6	3	6	4	6	3	5	5	4	3	3	6
A fair amount	17	14	16	13	22	16	13	20	15	18	14	17	18	17	13	19	19
TOTAL A GREAT DEAL / FAIR AMOUNT	22	17	20	15	28	22	16	26	19	24	17	22	23	21	16	22	25
Not very much	32	31	33	32	33	32	34	32	29	34	22	34	32	32	33	33	32
Not at all	40	49	41	46	36	39	46	39	45	35	33	38	41	45	47	40	36
TOTAL NOT VERY MUCH / NOT AT ALL	72	80	74	78	69	71	80	71	74	69	55	72	73	77	80	73	68
Don't know	2	1	2	3	1	3	1	1	2	2	6	2	1	0	1	2	2
Not applicable	5	3	4	4	2	4	2	2	5	5	21	4	2	2	2	3	5

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	Country		Region in England				Household income		65+ under £15k	
	Total	England	Wales	North	Midlands	London	Rest of South	Under 15k		Over 15k
Weighted Sample	5761	5458	303	1495	1035	763	2164	535	3781	181
Unweighted Sample	5761	5420	341	1558	1050	546	2266	529	3803	196
	%	%	%	%	%	%	%	%	%	%

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

Food and drink

A great deal	6	6	8	6	8	5	6	14	6	9
A fair amount	28	28	27	30	25	32	26	38	27	29
TOTAL A GREAT DEAL / FAIR AMOUNT	34	34	35	36	33	37	32	52	33	38
Not very much	34	35	32	34	34	32	36	30	35	37
Not at all	28	28	29	28	28	27	29	14	31	22
TOTAL NOT VERY MUCH / NOT AT ALL	62	63	61	62	62	59	65	44	66	59
Don't know	1	1	2	1	3	2	1	2	1	1
Not applicable	2	2	1	2	2	2	2	2	1	2

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

A great deal	9	9	11	9	10	8	8	21	7	17
A fair amount	25	25	26	28	23	24	25	36	24	37
TOTAL A GREAT DEAL / FAIR AMOUNT	34	34	37	37	33	32	33	57	31	54
Not very much	30	30	27	29	30	28	31	20	32	24
Not at all	30	30	29	28	30	31	31	16	33	20
TOTAL NOT VERY MUCH / NOT AT ALL	60	60	56	57	60	59	62	36	65	44
Don't know	2	2	2	2	3	3	2	2	1	1
Not applicable	5	5	5	4	4	7	5	5	3	2

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

A great deal	5	5	6	4	5	4	5	12	4	13
A fair amount	17	17	19	18	15	16	17	30	15	27
TOTAL A GREAT DEAL / FAIR AMOUNT	22	22	25	22	20	20	22	42	19	40
Not very much	32	32	26	30	32	33	32	25	33	32
Not at all	40	40	40	41	40	40	39	27	43	26
TOTAL NOT VERY MUCH / NOT AT ALL	72	72	66	71	72	73	71	52	76	58
Don't know	2	2	2	2	3	2	1	2	1	1
Not applicable	5	5	6	4	4	6	5	5	3	1

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	Vote in 2024 GE					EU Ref 2016		Gender		Age				Socio-economic classification (NS-SEC)			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine
Weighted Sample	5761	1085	1477	543	656	368	2022	2057	2788	2973	605	2379	1423	1354	1953	1302	1705
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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In the previous question you mentioned you are currently cutting back on your water usage. To what extent, if at all, has this affected your...

[Asked only to those who said they are currently cutting back on their water usage; n=1240]

...overall health?

A great deal	8	8	9	4	7	6	8	6	10	7	7	11	7	4	6	3	9
A fair amount	25	18	25	28	28	20	25	26	24	26	31	25	25	24	22	26	26
TOTAL A GREAT DEAL / FAIR AMOUNT	33	26	34	32	35	26	33	32	34	33	38	36	32	28	28	29	35
Not very much	40	36	42	35	41	49	37	41	41	39	41	39	39	43	44	46	36
Not at all	23	37	20	29	19	19	27	24	20	25	16	19	26	28	24	22	26
TOTAL NOT VERY MUCH / NOT AT ALL	63	73	62	64	60	68	64	65	61	64	57	58	65	71	68	68	62
Don't know	3	2	1	2	4	4	1	3	4	2	1	4	2	2	3	2	3
Prefer not to say	1	0	2	2	0	2	1	0	2	1	4	1	1	0	1	1	1

...personal hygiene?

A great deal	7	6	8	5	5	7	8	6	8	6	5	10	6	5	6	4	7
A fair amount	24	16	21	23	34	20	21	27	26	22	24	23	26	23	20	25	23
TOTAL A GREAT DEAL / FAIR AMOUNT	31	22	29	28	39	27	29	33	34	28	29	33	32	28	26	29	30
Not very much	40	35	45	45	35	48	42	39	37	42	38	42	40	36	47	41	38
Not at all	26	42	23	22	24	23	26	28	25	27	28	21	27	35	24	28	30
TOTAL NOT VERY MUCH / NOT AT ALL	66	77	68	67	59	71	68	67	62	69	66	63	67	71	71	69	68
Don't know	2	1	1	2	2	1	0	1	2	1	2	3	1	0	3	1	1
Prefer not to say	1	1	1	2	0	2	1	0	1	1	4	2	1	0	1	1	1

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...overall health?

A great deal	8	8	7	6	16	7	7	11	7	5
A fair amount	25	25	30	29	22	30	22	32	25	17
TOTAL A GREAT DEAL / FAIR AMOUNT	33	33	37	35	38	37	29	43	32	22
Not very much	40	40	37	39	42	43	39	37	42	47
Not at all	23	22	26	21	18	14	28	18	23	30
TOTAL NOT VERY MUCH / NOT AT ALL	63	62	63	60	60	57	67	55	65	77
Don't know	3	3	1	3	2	3	3	2	2	2
Prefer not to say	1	1	0	2	0	1	1	0	0	0

...personal hygiene?

A great deal	7	7	8	7	13	8	5	13	6	8
A fair amount	24	24	21	22	25	33	22	31	22	28
TOTAL A GREAT DEAL / FAIR AMOUNT	31	31	29	29	38	41	27	44	28	36
Not very much	40	40	42	42	39	37	39	34	44	32
Not at all	26	26	30	26	20	19	31	21	26	31
TOTAL NOT VERY MUCH / NOT AT ALL	66	66	72	68	59	56	70	55	70	63
Don't know	2	2	0	1	1	1	2	1	1	0
Prefer not to say	1	1	0	2	1	1	1	1	0	0

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

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'.

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

*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.

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Unweighted Sample	5761	5420	341	1558	1050	546	2266	529	3803	196
	%	%	%	%	%	%	%	%	%	%

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'.

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

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