



Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

What impact, if any, has the coronavirus crisis had on the following?

Your overall spending

Unweighted base	2072	953	1119	205	301	359	334	873	1241	831	516	331
<b>Base: All GB adults</b>	<b>2072</b>	<b>1005</b>	<b>1067</b>	<b>230</b>	<b>306</b>	<b>367</b>	<b>342</b>	<b>827</b>	<b>1181</b>	<b>891</b>	<b>495</b>	<b>342</b>
Major increase	3%	2%	3%	2%	3%	5%	3%	2%	1%	4%	3%	1%
Moderate increase	7%	5%	8%	5%	6%	8%	7%	7%	6%	8%	8%	6%
Minor increase	13%	12%	13%	15%	12%	16%	12%	11%	12%	13%	12%	16%
No impact	22%	24%	21%	15%	15%	18%	22%	29%	19%	26%	25%	23%
Minor decrease	24%	24%	25%	18%	32%	21%	25%	24%	28%	20%	22%	22%
Moderate decrease	20%	21%	19%	24%	22%	19%	18%	19%	22%	17%	20%	19%
Major decrease	10%	10%	9%	16%	7%	11%	10%	8%	11%	8%	8%	11%
Don't know	2%	2%	2%	5%	3%	2%	1%	1%	1%	2%	2%	1%

How financially secure you feel overall

Unweighted base	2072	953	1119	205	301	359	334	873	1241	831	516	331
<b>Base: All GB adults</b>	<b>2072</b>	<b>1005</b>	<b>1067</b>	<b>230</b>	<b>306</b>	<b>367</b>	<b>342</b>	<b>827</b>	<b>1181</b>	<b>891</b>	<b>495</b>	<b>342</b>
Major increase	2%	2%	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%
Moderate increase	4%	4%	4%	5%	4%	5%	4%	4%	5%	4%	5%	4%
Minor increase	7%	7%	6%	11%	9%	6%	4%	6%	6%	7%	7%	8%
No impact	41%	41%	41%	33%	32%	33%	39%	50%	40%	41%	47%	36%
Minor decrease	21%	21%	20%	21%	22%	25%	22%	18%	23%	18%	18%	23%
Moderate decrease	12%	11%	13%	9%	12%	10%	14%	12%	13%	11%	12%	15%
Major decrease	11%	11%	11%	12%	15%	14%	13%	6%	9%	13%	7%	9%
Don't know	3%	3%	4%	6%	5%	4%	3%	3%	2%	5%	3%	3%



Total	Region										
	East	London	South	England (NET)	Wales	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands

What impact, if any, has the coronavirus crisis had on the following?

Your overall spending

Unweighted base	2072	177	257	498	1779	108	185	89	217	210	160	171
<b>Base: All GB adults</b>	<b>2072</b>	<b>179</b>	<b>280</b>	<b>495</b>	<b>1790</b>	<b>102</b>	<b>180</b>	<b>87</b>	<b>207</b>	<b>201</b>	<b>167</b>	<b>175</b>
Major increase	3%	6%	4%	2%	3%	2%	2%	7%	2%	2%	1%	1%
Moderate increase	7%	7%	6%	6%	7%	6%	8%	7%	8%	8%	4%	8%
Minor increase	13%	10%	10%	12%	12%	17%	11%	6%	14%	13%	16%	17%
No impact	22%	24%	20%	20%	22%	23%	20%	38%	25%	19%	22%	24%
Minor decrease	24%	27%	23%	29%	25%	20%	24%	20%	21%	24%	23%	21%
Moderate decrease	20%	17%	21%	20%	20%	25%	21%	17%	22%	20%	19%	18%
Major decrease	10%	9%	12%	9%	10%	6%	12%	4%	6%	12%	13%	10%
Don't know	2%	1%	3%	2%	2%	2%	1%	2%	2%	2%	2%	1%

How financially secure you feel overall

Unweighted base	2072	177	257	498	1779	108	185	89	217	210	160	171
<b>Base: All GB adults</b>	<b>2072</b>	<b>179</b>	<b>280</b>	<b>495</b>	<b>1790</b>	<b>102</b>	<b>180</b>	<b>87</b>	<b>207</b>	<b>201</b>	<b>167</b>	<b>175</b>
Major increase	2%	0%	1%	3%	2%	1%	1%	2%	2%	2%	2%	2%
Moderate increase	4%	4%	5%	5%	5%	3%	3%	4%	4%	6%	3%	5%
Minor increase	7%	5%	5%	7%	7%	7%	7%	9%	7%	5%	9%	6%
No impact	41%	45%	36%	38%	41%	41%	42%	47%	47%	47%	37%	35%
Minor decrease	21%	22%	20%	21%	20%	24%	22%	20%	18%	16%	22%	24%
Moderate decrease	12%	8%	11%	12%	12%	12%	9%	9%	12%	12%	16%	14%
Major decrease	11%	13%	16%	11%	11%	9%	12%	7%	7%	7%	9%	10%
Don't know	3%	2%	6%	3%	4%	3%	3%	2%	2%	4%	3%	4%



Total	Government Region							Working Status			
	East of England	London	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student

What impact, if any, has the coronavirus crisis had on the following?

Your overall spending

Unweighted base	2072	177	257	280	218	1779	108	185	651	232	883	89
<b>Base: All GB adults</b>	<b>2072</b>	<b>179</b>	<b>280</b>	<b>276</b>	<b>219</b>	<b>1790</b>	<b>102</b>	<b>180</b>	<b>654</b>	<b>231</b>	<b>886</b>	<b>102</b>
Major increase	3%	6%	4%	2%	2%	3%	2%	2%	1%	3%	2%	-
Moderate increase	7%	7%	6%	7%	5%	7%	6%	8%	6%	7%	6%	3%
Minor increase	13%	10%	10%	13%	11%	12%	17%	11%	13%	19%	14%	19%
No impact	22%	24%	20%	17%	23%	22%	23%	20%	22%	14%	20%	21%
Minor decrease	24%	27%	23%	29%	28%	25%	20%	24%	27%	27%	27%	20%
Moderate decrease	20%	17%	21%	20%	20%	20%	25%	21%	23%	20%	22%	17%
Major decrease	10%	9%	12%	9%	9%	10%	6%	12%	7%	9%	8%	12%
Don't know	2%	1%	3%	3%	1%	2%	2%	1%	1%	1%	1%	8%

How financially secure you feel overall

Unweighted base	2072	177	257	280	218	1779	108	185	651	232	883	89
<b>Base: All GB adults</b>	<b>2072</b>	<b>179</b>	<b>280</b>	<b>276</b>	<b>219</b>	<b>1790</b>	<b>102</b>	<b>180</b>	<b>654</b>	<b>231</b>	<b>886</b>	<b>102</b>
Major increase	2%	0%	1%	2%	4%	2%	1%	1%	2%	3%	2%	-
Moderate increase	4%	4%	5%	7%	2%	5%	3%	3%	6%	3%	5%	3%
Minor increase	7%	5%	5%	7%	7%	7%	7%	7%	8%	9%	8%	7%
No impact	41%	45%	36%	35%	42%	41%	41%	42%	44%	39%	42%	34%
Minor decrease	21%	22%	20%	21%	20%	20%	24%	22%	25%	22%	24%	25%
Moderate decrease	12%	8%	11%	13%	12%	12%	12%	9%	9%	8%	9%	13%
Major decrease	11%	13%	16%	10%	12%	11%	9%	12%	5%	13%	7%	9%
Don't know	3%	2%	6%	6%	0%	4%	3%	3%	2%	4%	3%	9%



Total				Marital Status					Children in		
	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2

What impact, if any, has the coronavirus crisis had on the following?

Your overall spending

Unweighted base	2072	543	113	444	965	303	162	73	559	1509	206	239
<b>Base: All GB adults</b>	<b>2072</b>	<b>495</b>	<b>118</b>	<b>471</b>	<b>936</b>	<b>308</b>	<b>159</b>	<b>67</b>	<b>591</b>	<b>1494</b>	<b>219</b>	<b>241</b>
Major increase	3%	2%	6%	5%	3%	4%	1%	1%	3%	2%	3%	4%
Moderate increase	7%	8%	7%	8%	7%	7%	10%	9%	5%	6%	7%	7%
Minor increase	13%	10%	9%	11%	12%	13%	10%	11%	13%	11%	16%	17%
No impact	22%	31%	24%	17%	25%	20%	21%	30%	19%	22%	21%	22%
Minor decrease	24%	26%	15%	21%	26%	27%	26%	19%	21%	25%	21%	27%
Moderate decrease	20%	17%	20%	19%	19%	18%	18%	17%	23%	21%	19%	15%
Major decrease	10%	6%	16%	15%	7%	10%	12%	9%	12%	11%	9%	6%
Don't know	2%	1%	2%	3%	1%	1%	2%	3%	4%	1%	2%	1%

How financially secure you feel overall

Unweighted base	2072	543	113	444	965	303	162	73	559	1509	206	239
<b>Base: All GB adults</b>	<b>2072</b>	<b>495</b>	<b>118</b>	<b>471</b>	<b>936</b>	<b>308</b>	<b>159</b>	<b>67</b>	<b>591</b>	<b>1494</b>	<b>219</b>	<b>241</b>
Major increase	2%	1%	2%	2%	2%	1%	1%	-	2%	1%	2%	3%
Moderate increase	4%	4%	3%	3%	4%	6%	4%	6%	4%	4%	4%	7%
Minor increase	7%	7%	3%	5%	6%	7%	5%	7%	9%	6%	5%	8%
No impact	41%	57%	32%	24%	48%	39%	44%	43%	31%	42%	42%	34%
Minor decrease	21%	14%	12%	23%	21%	22%	16%	15%	22%	20%	23%	25%
Moderate decrease	12%	11%	18%	17%	11%	10%	18%	17%	11%	12%	11%	10%
Major decrease	11%	3%	23%	23%	7%	12%	7%	10%	16%	11%	9%	10%
Don't know	3%	3%	5%	4%	2%	2%	5%	3%	6%	3%	4%	3%



Total	Household			Parent/ Guardian							
	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years

What impact, if any, has the coronavirus crisis had on the following?

Your overall spending

Unweighted base	2072	78	523	40	1140	932	167	224	165	63	452	757
<b>Base: All GB adults</b>	<b>2072</b>	<b>80</b>	<b>539</b>	<b>39</b>	<b>1115</b>	<b>957</b>	<b>170</b>	<b>232</b>	<b>169</b>	<b>63</b>	<b>462</b>	<b>722</b>
Major increase	3%	5%	4%	4%	3%	3%	6%	5%	4%	2%	5%	2%
Moderate increase	7%	12%	8%	7%	9%	5%	11%	9%	10%	10%	9%	9%
Minor increase	13%	12%	16%	16%	13%	12%	22%	16%	13%	16%	16%	11%
No impact	22%	21%	22%	24%	24%	20%	17%	21%	27%	28%	21%	26%
Minor decrease	24%	17%	23%	12%	24%	25%	20%	22%	20%	25%	22%	25%
Moderate decrease	20%	24%	18%	15%	17%	23%	16%	17%	17%	14%	17%	18%
Major decrease	10%	5%	7%	5%	9%	11%	5%	9%	9%	4%	7%	9%
Don't know	2%	4%	2%	16%	1%	3%	4%	2%	1%	2%	2%	0%

How financially secure you feel overall

Unweighted base	2072	78	523	40	1140	932	167	224	165	63	452	757
<b>Base: All GB adults</b>	<b>2072</b>	<b>80</b>	<b>539</b>	<b>39</b>	<b>1115</b>	<b>957</b>	<b>170</b>	<b>232</b>	<b>169</b>	<b>63</b>	<b>462</b>	<b>722</b>
Major increase	2%	4%	3%	2%	2%	2%	0%	3%	3%	3%	2%	2%
Moderate increase	4%	2%	5%	5%	4%	5%	7%	4%	3%	7%	5%	4%
Minor increase	7%	6%	6%	17%	6%	8%	5%	7%	6%	3%	6%	6%
No impact	41%	41%	38%	31%	46%	35%	37%	40%	37%	35%	37%	51%
Minor decrease	21%	24%	24%	2%	20%	22%	22%	23%	23%	24%	23%	17%
Moderate decrease	12%	12%	11%	11%	12%	11%	11%	8%	15%	20%	13%	12%
Major decrease	11%	8%	9%	7%	8%	14%	13%	12%	11%	8%	11%	6%
Don't know	3%	2%	4%	24%	3%	4%	6%	3%	2%	-	3%	2%



Total	Social Media/ Messaging service (within the last month)								
	Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype

What impact, if any, has the coronavirus crisis had on the following?

**Your overall spending**

Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
<b>Base: All GB adults</b>	<b>2072</b>	<b>1505</b>	<b>699</b>	<b>391</b>	<b>289</b>	<b>721</b>	<b>325</b>	<b>1289</b>	<b>1348</b>	<b>263</b>
Major increase	3%	3%	3%	3%	3%	3%	3%	2%	3%	2%
Moderate increase	7%	7%	7%	6%	7%	6%	6%	8%	7%	6%
Minor increase	13%	12%	14%	14%	13%	15%	17%	13%	13%	11%
No impact	22%	20%	17%	14%	21%	16%	19%	19%	19%	16%
Minor decrease	24%	25%	25%	27%	23%	24%	22%	25%	25%	33%
Moderate decrease	20%	21%	22%	24%	22%	22%	20%	21%	23%	21%
Major decrease	10%	10%	10%	12%	11%	12%	10%	10%	10%	10%
Don't know	2%	1%	1%	0%	1%	2%	3%	2%	1%	1%

**How financially secure you feel overall**

Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
<b>Base: All GB adults</b>	<b>2072</b>	<b>1505</b>	<b>699</b>	<b>391</b>	<b>289</b>	<b>721</b>	<b>325</b>	<b>1289</b>	<b>1348</b>	<b>263</b>
Major increase	2%	2%	2%	2%	3%	3%	3%	2%	2%	2%
Moderate increase	4%	5%	5%	5%	4%	5%	5%	5%	5%	4%
Minor increase	7%	7%	7%	6%	8%	9%	10%	8%	6%	7%
No impact	41%	39%	35%	31%	34%	31%	35%	38%	38%	41%
Minor decrease	21%	21%	26%	27%	25%	25%	20%	21%	22%	25%
Moderate decrease	12%	12%	13%	14%	14%	12%	9%	13%	13%	11%
Major decrease	11%	11%	10%	12%	11%	12%	14%	10%	11%	10%
Don't know	3%	3%	2%	2%	2%	4%	4%	4%	3%	1%

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	Total	Gender		Age					Social Grade			
		Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands
Your income												
Unweighted base	2072	953	1119	205	301	359	334	873	1241	831	516	331
Base: All GB adults	2072	1005	1067	230	306	367	342	827	1181	891	495	342
Major increase	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%
Moderate increase	2%	2%	2%	3%	1%	2%	2%	2%	1%	2%	3%	1%
Minor increase	4%	4%	4%	8%	2%	5%	3%	3%	4%	4%	4%	4%
No impact	56%	57%	55%	47%	51%	49%	53%	65%	58%	54%	58%	53%
Minor decrease	14%	14%	13%	10%	16%	17%	14%	11%	13%	14%	14%	15%
Moderate decrease	11%	9%	13%	16%	16%	10%	12%	9%	12%	11%	11%	13%
Major decrease	10%	10%	10%	7%	11%	13%	14%	8%	9%	12%	6%	11%
Don't know	2%	3%	2%	7%	2%	3%	2%	1%	2%	3%	1%	2%
Your debts												
Unweighted base	2072	953	1119	205	301	359	334	873	1241	831	516	331
Base: All GB adults	2072	1005	1067	230	306	367	342	827	1181	891	495	342
Major increase	3%	3%	3%	2%	2%	5%	5%	2%	2%	4%	3%	2%
Moderate increase	5%	5%	4%	3%	5%	9%	4%	3%	3%	6%	4%	6%
Minor increase	8%	8%	7%	4%	10%	12%	10%	5%	7%	9%	7%	9%
No impact	72%	69%	74%	75%	66%	56%	68%	81%	74%	68%	74%	69%
Minor decrease	6%	6%	5%	4%	7%	9%	5%	4%	6%	5%	5%	5%
Moderate decrease	2%	3%	2%	1%	2%	4%	3%	1%	3%	1%	2%	2%
Major decrease	2%	2%	1%	3%	2%	1%	1%	1%	2%	1%	1%	3%
Don't know	4%	3%	4%	7%	5%	5%	3%	2%	3%	4%	3%	4%
Your savings												
Unweighted base	2072	953	1119	205	301	359	334	873	1241	831	516	331
Base: All GB adults	2072	1005	1067	230	306	367	342	827	1181	891	495	342
Major increase	2%	2%	1%	6%	2%	1%	2%	1%	2%	1%	2%	3%
Moderate increase	5%	6%	5%	10%	7%	6%	4%	4%	6%	4%	5%	6%
Minor increase	10%	11%	10%	15%	17%	11%	9%	7%	12%	8%	10%	6%
No impact	43%	43%	43%	36%	39%	43%	45%	46%	42%	44%	49%	44%
Minor decrease	16%	16%	16%	16%	16%	14%	16%	16%	16%	16%	14%	16%
Moderate decrease	11%	10%	12%	6%	8%	7%	11%	15%	12%	9%	11%	13%
Major decrease	9%	9%	9%	5%	8%	13%	9%	8%	7%	11%	5%	9%
Don't know	4%	4%	4%	6%	4%	5%	4%	3%	3%	5%	3%	3%

YouGov

		Total	Region										
			East	London	South	England (NET)	Wales	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands
Your income													
	Unweighted base	2072	177	257	498	1779	108	185	89	217	210	160	171
	Base: All GB adults	2072	179	280	495	1790	102	180	87	207	201	167	175
	Major increase	1%	1%	1%	2%	1%	1%	1%	2%	2%	1%	-	2%
	Moderate increase	2%	2%	1%	2%	2%	2%	-	4%	4%	2%	1%	2%
	Minor increase	4%	3%	3%	4%	4%	3%	3%	3%	7%	2%	4%	4%
	No impact	56%	55%	55%	54%	55%	61%	61%	58%	55%	62%	54%	52%
	Minor decrease	14%	16%	9%	14%	14%	12%	14%	13%	13%	16%	15%	14%
	Moderate decrease	11%	14%	9%	11%	11%	8%	12%	9%	13%	10%	10%	15%
	Major decrease	10%	8%	16%	12%	10%	12%	7%	7%	5%	6%	13%	9%
	Don't know	2%	2%	5%	2%	2%	2%	2%	2%	1%	1%	2%	2%
Your debts													
	Unweighted base	2072	177	257	498	1779	108	185	89	217	210	160	171
	Base: All GB adults	2072	179	280	495	1790	102	180	87	207	201	167	175
	Major increase	3%	2%	6%	3%	3%	3%	3%	4%	4%	2%	2%	2%
	Moderate increase	5%	4%	7%	4%	5%	2%	5%	1%	5%	4%	7%	6%
	Minor increase	8%	6%	8%	8%	8%	9%	7%	8%	7%	7%	10%	8%
	No impact	72%	78%	64%	71%	71%	76%	74%	76%	72%	75%	67%	70%
	Minor decrease	6%	4%	5%	7%	5%	4%	7%	6%	6%	4%	7%	3%
	Moderate decrease	2%	3%	1%	3%	2%	1%	2%	2%	2%	1%	2%	3%
	Major decrease	2%	1%	2%	1%	2%	2%	0%	-	1%	3%	3%	3%
	Don't know	4%	2%	6%	3%	4%	4%	2%	2%	3%	4%	4%	5%
Your savings													
	Unweighted base	2072	177	257	498	1779	108	185	89	217	210	160	171
	Base: All GB adults	2072	179	280	495	1790	102	180	87	207	201	167	175
	Major increase	2%	1%	1%	2%	2%	1%	2%	3%	2%	1%	4%	2%
	Moderate increase	5%	5%	7%	5%	6%	5%	3%	8%	4%	5%	5%	7%
	Minor increase	10%	11%	12%	12%	10%	7%	14%	4%	10%	12%	4%	8%
	No impact	43%	40%	33%	41%	43%	56%	43%	53%	49%	46%	41%	48%
	Minor decrease	16%	18%	15%	16%	15%	13%	20%	12%	12%	18%	21%	11%
	Moderate decrease	11%	11%	10%	11%	11%	11%	6%	13%	13%	9%	11%	15%
	Major decrease	9%	11%	14%	10%	9%	4%	10%	4%	6%	5%	12%	7%
	Don't know	4%	3%	9%	3%	4%	3%	3%	2%	4%	4%	2%	3%

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		Total	Government Region							Working Status			
			East of England	London	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student
Your income													
	Unweighted base	2072	177	257	280	218	1779	108	185	651	232	883	89
	Base: All GB adults	2072	179	280	276	219	1790	102	180	654	231	886	102
	Major increase	1%	1%	1%	2%	1%	1%	1%	1%	2%	1%	2%	-
	Moderate increase	2%	2%	1%	2%	1%	2%	2%	-	2%	2%	2%	3%
	Minor increase	4%	3%	3%	4%	4%	4%	3%	3%	4%	6%	4%	7%
	No impact	56%	55%	55%	55%	53%	55%	61%	61%	67%	44%	61%	53%
	Minor decrease	14%	16%	9%	12%	15%	14%	12%	14%	14%	20%	16%	6%
	Moderate decrease	11%	14%	9%	11%	10%	11%	8%	12%	6%	16%	8%	10%
	Major decrease	10%	8%	16%	10%	13%	10%	12%	7%	4%	10%	6%	7%
	Don't know	2%	2%	5%	2%	1%	2%	2%	2%	1%	1%	1%	13%
Your debts													
	Unweighted base	2072	177	257	280	218	1779	108	185	651	232	883	89
	Base: All GB adults	2072	179	280	276	219	1790	102	180	654	231	886	102
	Major increase	3%	2%	6%	4%	3%	3%	3%	3%	2%	0%	1%	3%
	Moderate increase	5%	4%	7%	3%	6%	5%	2%	5%	5%	8%	5%	2%
	Minor increase	8%	6%	8%	6%	10%	8%	9%	7%	6%	8%	7%	3%
	No impact	72%	78%	64%	69%	73%	71%	76%	74%	69%	70%	70%	74%
	Minor decrease	6%	4%	5%	9%	3%	5%	4%	7%	11%	6%	9%	1%
	Moderate decrease	2%	3%	1%	3%	3%	2%	1%	2%	3%	2%	3%	3%
	Major decrease	2%	1%	2%	2%	1%	2%	2%	0%	2%	2%	2%	3%
	Don't know	4%	2%	6%	4%	2%	4%	4%	2%	3%	4%	3%	10%
Your savings													
	Unweighted base	2072	177	257	280	218	1779	108	185	651	232	883	89
	Base: All GB adults	2072	179	280	276	219	1790	102	180	654	231	886	102
	Major increase	2%	1%	1%	3%	1%	2%	1%	2%	2%	2%	2%	2%
	Moderate increase	5%	5%	7%	5%	4%	6%	5%	3%	8%	4%	7%	5%
	Minor increase	10%	11%	12%	13%	12%	10%	7%	14%	17%	7%	15%	12%
	No impact	43%	40%	33%	38%	45%	43%	56%	43%	45%	43%	44%	43%
	Minor decrease	16%	18%	15%	16%	16%	15%	13%	20%	14%	19%	15%	16%
	Moderate decrease	11%	11%	10%	13%	9%	11%	11%	6%	7%	8%	7%	7%
	Major decrease	9%	11%	14%	7%	13%	9%	4%	10%	4%	12%	6%	7%
	Don't know	4%	3%	9%	5%	1%	4%	3%	3%	2%	4%	3%	8%

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		Total				Marital Status					Children in		
			Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2
Your income													
	Unweighted base	2072	543	113	444	965	303	162	73	559	1509	206	239
	Base: All GB adults	2072	495	118	471	936	308	159	67	591	1494	219	241
	Major increase	1%	0%	2%	1%	1%	1%	1%	-	1%	1%	1%	3%
	Moderate increase	2%	2%	2%	1%	2%	2%	1%	1%	3%	2%	2%	2%
	Minor increase	4%	3%	3%	3%	4%	2%	4%	1%	5%	3%	4%	5%
	No impact	56%	79%	43%	27%	60%	53%	57%	62%	50%	57%	58%	51%
	Minor decrease	14%	7%	4%	20%	14%	19%	11%	11%	11%	13%	14%	17%
	Moderate decrease	11%	5%	12%	23%	9%	12%	13%	11%	13%	11%	12%	11%
	Major decrease	10%	2%	32%	21%	9%	10%	11%	7%	11%	11%	7%	8%
	Don't know	2%	2%	2%	3%	1%	1%	2%	6%	5%	2%	3%	2%
Your debts													
	Unweighted base	2072	543	113	444	965	303	162	73	559	1509	206	239
	Base: All GB adults	2072	495	118	471	936	308	159	67	591	1494	219	241
	Major increase	3%	1%	12%	7%	3%	3%	5%	3%	3%	3%	5%	4%
	Moderate increase	5%	2%	6%	7%	3%	7%	5%	8%	5%	4%	5%	7%
	Minor increase	8%	4%	13%	13%	7%	10%	8%	8%	7%	7%	9%	11%
	No impact	72%	85%	65%	62%	76%	65%	67%	72%	70%	75%	66%	61%
	Minor decrease	6%	3%	-	3%	6%	6%	6%	1%	5%	5%	6%	9%
	Moderate decrease	2%	1%	1%	1%	2%	3%	2%	3%	2%	2%	3%	4%
	Major decrease	2%	1%	-	2%	1%	2%	2%	1%	2%	2%	2%	1%
	Don't know	4%	2%	2%	6%	2%	4%	5%	3%	5%	3%	6%	3%
Your savings													
	Unweighted base	2072	543	113	444	965	303	162	73	559	1509	206	239
	Base: All GB adults	2072	495	118	471	936	308	159	67	591	1494	219	241
	Major increase	2%	1%	1%	2%	1%	2%	1%	-	3%	2%	3%	2%
	Moderate increase	5%	4%	2%	4%	4%	5%	4%	4%	8%	5%	6%	4%
	Minor increase	10%	7%	4%	7%	10%	12%	7%	11%	11%	10%	7%	12%
	No impact	43%	49%	40%	36%	45%	46%	45%	42%	39%	42%	48%	46%
	Minor decrease	16%	13%	16%	19%	17%	14%	15%	12%	15%	16%	16%	16%
	Moderate decrease	11%	16%	11%	13%	11%	11%	15%	13%	9%	12%	8%	8%
	Major decrease	9%	7%	21%	14%	8%	8%	8%	13%	9%	9%	8%	9%
	Don't know	4%	3%	5%	6%	2%	2%	5%	6%	6%	3%	3%	4%

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		Total	Household			Parent/ Guardian							
			3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years
Your income													
	Unweighted base	2072	78	523	40	1140	932	167	224	165	63	452	757
	Base: All GB adults	2072	80	539	39	1115	957	170	232	169	63	462	722
	Major increase	1%	-	2%	-	1%	1%	2%	2%	2%	3%	2%	1%
	Moderate increase	2%	2%	2%	3%	1%	2%	2%	1%	1%	3%	2%	1%
	Minor increase	4%	4%	4%	4%	4%	4%	5%	6%	5%	-	4%	3%
	No impact	56%	48%	54%	54%	59%	53%	50%	54%	48%	54%	52%	63%
	Minor decrease	14%	26%	17%	2%	15%	12%	17%	16%	19%	18%	17%	14%
	Moderate decrease	11%	14%	12%	8%	10%	13%	11%	9%	13%	14%	12%	9%
	Major decrease	10%	5%	7%	5%	8%	12%	10%	9%	9%	8%	9%	8%
	Don't know	2%	1%	2%	23%	1%	3%	2%	2%	2%	-	2%	1%
Your debts													
	Unweighted base	2072	78	523	40	1140	932	167	224	165	63	452	757
	Base: All GB adults	2072	80	539	39	1115	957	170	232	169	63	462	722
	Major increase	3%	1%	4%	-	3%	3%	7%	3%	2%	5%	4%	3%
	Moderate increase	5%	5%	6%	7%	5%	5%	7%	8%	5%	6%	7%	4%
	Minor increase	8%	17%	11%	3%	9%	6%	18%	13%	12%	7%	12%	7%
	No impact	72%	57%	62%	64%	71%	73%	49%	58%	66%	72%	59%	78%
	Minor decrease	6%	12%	8%	-	6%	5%	11%	10%	7%	6%	9%	4%
	Moderate decrease	2%	3%	3%	-	2%	2%	4%	3%	4%	3%	3%	1%
	Major decrease	2%	2%	2%	3%	1%	2%	1%	1%	2%	-	1%	1%
	Don't know	4%	3%	4%	24%	3%	4%	4%	4%	2%	2%	4%	2%
Your savings													
	Unweighted base	2072	78	523	40	1140	932	167	224	165	63	452	757
	Base: All GB adults	2072	80	539	39	1115	957	170	232	169	63	462	722
	Major increase	2%	1%	2%	-	1%	2%	2%	2%	2%	2%	1%	1%
	Moderate increase	5%	2%	5%	5%	4%	7%	3%	5%	4%	5%	4%	4%
	Minor increase	10%	15%	10%	9%	8%	13%	12%	11%	8%	6%	10%	7%
	No impact	43%	44%	47%	33%	47%	39%	41%	47%	45%	48%	46%	47%
	Minor decrease	16%	17%	16%	4%	17%	15%	16%	14%	16%	17%	16%	17%
	Moderate decrease	11%	6%	8%	12%	11%	11%	5%	6%	11%	12%	8%	14%
	Major decrease	9%	11%	9%	12%	9%	9%	16%	12%	10%	8%	11%	7%
	Don't know	4%	4%	3%	23%	3%	5%	6%	4%	3%	3%	4%	3%

		Social Media/ Messaging service (within the last month)								
Total		Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype
<b>Your income</b>										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
<b>Base: All GB adults</b>	<b>2072</b>	<b>1505</b>	<b>699</b>	<b>391</b>	<b>289</b>	<b>721</b>	<b>325</b>	<b>1289</b>	<b>1348</b>	<b>263</b>
Major increase	1%	1%	1%	2%	2%	2%	3%	1%	1%	0%
Moderate increase	2%	2%	2%	1%	2%	2%	3%	2%	2%	2%
Minor increase	4%	4%	5%	4%	3%	5%	5%	4%	4%	2%
No impact	56%	55%	55%	54%	53%	50%	49%	54%	53%	64%
Minor decrease	14%	14%	13%	14%	14%	14%	12%	15%	15%	9%
Moderate decrease	11%	12%	13%	13%	14%	14%	17%	12%	13%	12%
Major decrease	10%	10%	10%	12%	11%	10%	8%	10%	10%	10%
Don't know	2%	2%	2%	0%	1%	3%	4%	2%	2%	0%
<b>Your debts</b>										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
<b>Base: All GB adults</b>	<b>2072</b>	<b>1505</b>	<b>699</b>	<b>391</b>	<b>289</b>	<b>721</b>	<b>325</b>	<b>1289</b>	<b>1348</b>	<b>263</b>
Major increase	3%	3%	2%	4%	3%	4%	3%	3%	3%	1%
Moderate increase	5%	5%	4%	4%	4%	5%	4%	5%	5%	5%
Minor increase	8%	8%	10%	10%	7%	8%	8%	9%	9%	7%
No impact	72%	70%	68%	66%	72%	66%	67%	70%	69%	73%
Minor decrease	6%	6%	7%	9%	8%	7%	5%	6%	6%	8%
Moderate decrease	2%	2%	3%	2%	1%	3%	3%	3%	3%	2%
Major decrease	2%	2%	2%	2%	1%	2%	3%	2%	2%	1%
Don't know	4%	3%	4%	2%	4%	5%	5%	4%	3%	3%
<b>Your savings</b>										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
<b>Base: All GB adults</b>	<b>2072</b>	<b>1505</b>	<b>699</b>	<b>391</b>	<b>289</b>	<b>721</b>	<b>325</b>	<b>1289</b>	<b>1348</b>	<b>263</b>
Major increase	2%	2%	2%	2%	2%	3%	3%	2%	2%	3%
Moderate increase	5%	5%	7%	7%	5%	7%	8%	6%	6%	8%
Minor increase	10%	11%	12%	14%	11%	14%	12%	10%	12%	14%
No impact	43%	43%	42%	38%	43%	40%	44%	44%	41%	40%
Minor decrease	16%	16%	17%	17%	14%	15%	16%	15%	16%	19%
Moderate decrease	11%	11%	9%	11%	11%	8%	6%	11%	11%	9%
Major decrease	9%	9%	8%	9%	10%	9%	6%	8%	9%	6%
Don't know	4%	3%	3%	2%	3%	4%	5%	3%	3%	2%

Total	Gender		Age					Social Grade			
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands

Have you spent more or less on each of the following since the 23rd March 2020 (i.e. the day the UK went into lockdown) than you normally would, or is there no difference? (Please select one answer option on each row)

Groceries												
Unweighted base	2072	953	1119	205	301	359	334	873	1241	831	516	331
Base: All GB Adults	2072	1005	1067	230	306	367	342	827	1181	891	495	342
Significantly more	11%	7%	14%	9%	18%	16%	13%	6%	11%	11%	11%	9%
Somewhat more	41%	38%	44%	34%	45%	47%	44%	37%	44%	36%	41%	39%
No difference	34%	40%	28%	32%	26%	26%	31%	42%	32%	37%	35%	37%
Somewhat less	10%	11%	9%	13%	8%	7%	10%	12%	10%	11%	10%	12%
Significantly less	2%	2%	3%	6%	3%	2%	1%	2%	2%	2%	1%	3%
Don't know	2%	2%	2%	6%	2%	2%	1%	0%	1%	2%	2%	1%
Alcohol to consume at home												
Unweighted base	2072	953	1119	205	301	359	334	873	1241	831	516	331
Base: All GB Adults	2072	1005	1067	230	306	367	342	827	1181	891	495	342
Significantly more	7%	8%	7%	12%	14%	7%	7%	4%	8%	7%	5%	9%
Somewhat more	27%	26%	28%	27%	33%	31%	29%	22%	29%	24%	28%	26%
No difference	51%	51%	52%	42%	41%	50%	51%	59%	50%	53%	54%	54%
Somewhat less	4%	5%	4%	5%	4%	5%	2%	5%	4%	4%	4%	3%
Significantly less	7%	7%	6%	9%	5%	3%	8%	8%	7%	6%	6%	5%
Don't know	3%	4%	3%	5%	3%	4%	3%	3%	2%	4%	3%	2%
Tobacco												
Unweighted base	2072	953	1119	205	301	359	334	873	1241	831	516	331
Base: All GB Adults	2072	1005	1067	230	306	367	342	827	1181	891	495	342
Significantly more	1%	1%	1%	3%	1%	1%	3%	0%	1%	1%	1%	1%
Somewhat more	4%	4%	4%	3%	5%	7%	5%	2%	3%	6%	4%	4%
No difference	77%	76%	78%	81%	80%	74%	76%	77%	79%	74%	80%	75%
Somewhat less	1%	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%
Significantly less	7%	7%	6%	4%	7%	5%	7%	8%	6%	7%	5%	8%
Don't know	10%	10%	10%	7%	5%	12%	9%	13%	9%	11%	9%	11%

Total	Region										
	East	London	South	England (NET)	Wales	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands

Have you spent more or less on each of the following since the 23rd March 2020 (i.e. the day the UK went into lockdown) than you normally would, or is there no difference? (Please select one answer option on each row)

<b>Groceries</b>												
Unweighted base	2072	177	257	498	1779	108	185	89	217	210	160	171
<b>Base: All GB Adults</b>	<b>2072</b>	<b>179</b>	<b>280</b>	<b>495</b>	<b>1790</b>	<b>102</b>	<b>180</b>	<b>87</b>	<b>207</b>	<b>201</b>	<b>167</b>	<b>175</b>
Significantly more	11%	12%	17%	10%	11%	12%	5%	15%	8%	14%	8%	11%
Somewhat more	41%	41%	40%	40%	40%	41%	47%	43%	45%	36%	39%	39%
No difference	34%	34%	26%	35%	34%	36%	32%	35%	34%	36%	37%	36%
Somewhat less	10%	8%	10%	11%	10%	10%	11%	4%	11%	11%	11%	12%
Significantly less	2%	1%	4%	3%	2%	1%	4%	1%	1%	1%	3%	2%
Don't know	2%	3%	3%	2%	2%	1%	1%	2%	1%	2%	1%	1%
<b>Alcohol to consume at home</b>												
Unweighted base	2072	177	257	498	1779	108	185	89	217	210	160	171
<b>Base: All GB Adults</b>	<b>2072</b>	<b>179</b>	<b>280</b>	<b>495</b>	<b>1790</b>	<b>102</b>	<b>180</b>	<b>87</b>	<b>207</b>	<b>201</b>	<b>167</b>	<b>175</b>
Significantly more	7%	9%	10%	7%	7%	8%	8%	2%	4%	7%	9%	9%
Somewhat more	27%	26%	24%	27%	27%	27%	27%	25%	30%	29%	23%	29%
No difference	51%	54%	43%	51%	51%	51%	52%	62%	54%	51%	57%	52%
Somewhat less	4%	3%	5%	6%	4%	4%	5%	3%	6%	2%	3%	4%
Significantly less	7%	7%	11%	6%	7%	9%	6%	3%	5%	8%	6%	4%
Don't know	3%	2%	7%	4%	3%	2%	2%	4%	2%	3%	2%	2%
<b>Tobacco</b>												
Unweighted base	2072	177	257	498	1779	108	185	89	217	210	160	171
<b>Base: All GB Adults</b>	<b>2072</b>	<b>179</b>	<b>280</b>	<b>495</b>	<b>1790</b>	<b>102</b>	<b>180</b>	<b>87</b>	<b>207</b>	<b>201</b>	<b>167</b>	<b>175</b>
Significantly more	1%	1%	2%	1%	1%	1%	2%	2%	0%	1%	1%	2%
Somewhat more	4%	2%	5%	5%	4%	5%	3%	6%	4%	4%	5%	2%
No difference	77%	78%	71%	77%	77%	80%	78%	81%	80%	80%	76%	74%
Somewhat less	1%	1%	2%	1%	1%	1%	1%	2%	0%	2%	2%	-
Significantly less	7%	8%	9%	6%	7%	4%	6%	3%	6%	5%	8%	9%
Don't know	10%	10%	12%	11%	10%	8%	10%	7%	9%	9%	8%	13%

Total	Government Region							Working Status			
	East of England	London	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student

Have you spent more or less on each of the following since the 23rd March 2020 (i.e. the day the UK went into lockdown) than you normally would, or is there no difference? (Please select one answer option on each row)

Groceries												
Unweighted base	2072	177	257	280	218	1779	108	185	651	232	883	89
Base: All GB Adults	2072	179	280	276	219	1790	102	180	654	231	886	102
Significantly more	11%	12%	17%	11%	8%	11%	12%	5%	13%	10%	12%	6%
Somewhat more	41%	41%	40%	38%	43%	40%	41%	47%	48%	48%	48%	25%
No difference	34%	34%	26%	34%	36%	34%	36%	32%	30%	31%	30%	41%
Somewhat less	10%	8%	10%	12%	9%	10%	10%	11%	7%	8%	7%	14%
Significantly less	2%	1%	4%	2%	3%	2%	1%	4%	1%	2%	2%	8%
Don't know	2%	3%	3%	3%	1%	2%	1%	1%	1%	0%	1%	5%
Alcohol to consume at home												
Unweighted base	2072	177	257	280	218	1779	108	185	651	232	883	89
Base: All GB Adults	2072	179	280	276	219	1790	102	180	654	231	886	102
Significantly more	7%	9%	10%	8%	5%	7%	8%	8%	11%	4%	9%	9%
Somewhat more	27%	26%	24%	26%	29%	27%	27%	27%	32%	28%	30%	21%
No difference	51%	54%	43%	49%	53%	51%	51%	52%	48%	53%	49%	50%
Somewhat less	4%	3%	5%	6%	6%	4%	4%	5%	4%	3%	3%	6%
Significantly less	7%	7%	11%	7%	4%	7%	9%	6%	5%	10%	6%	8%
Don't know	3%	2%	7%	4%	3%	3%	2%	2%	2%	3%	2%	6%
Tobacco												
Unweighted base	2072	177	257	280	218	1779	108	185	651	232	883	89
Base: All GB Adults	2072	179	280	276	219	1790	102	180	654	231	886	102
Significantly more	1%	1%	2%	1%	-	1%	1%	2%	2%	1%	1%	-
Somewhat more	4%	2%	5%	6%	3%	4%	5%	3%	4%	3%	4%	2%
No difference	77%	78%	71%	75%	79%	77%	80%	78%	82%	72%	79%	88%
Somewhat less	1%	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	1%
Significantly less	7%	8%	9%	5%	7%	7%	4%	6%	5%	8%	6%	3%
Don't know	10%	10%	12%	12%	10%	10%	8%	10%	7%	14%	9%	6%

Total				Marital Status					Children in		
	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2

Have you spent more or less on each of the following since the 23rd March 2020 (i.e. the day the UK went into lockdown) than you normally would, or is there no difference? (Please select one answer option on each row)

Groceries												
Unweighted base	2072	543	113	444	965	303	162	73	559	1509	206	239
Base: All GB Adults	2072	495	118	471	936	308	159	67	591	1494	219	241
Significantly more	11%	6%	16%	14%	11%	13%	8%	4%	11%	9%	15%	19%
Somewhat more	41%	37%	31%	37%	41%	46%	38%	40%	38%	40%	40%	44%
No difference	34%	43%	31%	31%	35%	30%	39%	42%	32%	36%	31%	26%
Somewhat less	10%	13%	16%	11%	10%	8%	10%	9%	11%	11%	9%	8%
Significantly less	2%	1%	4%	3%	1%	2%	2%	4%	4%	3%	3%	1%
Don't know	2%	1%	2%	3%	1%	1%	2%	-	3%	1%	1%	2%
Alcohol to consume at home												
Unweighted base	2072	543	113	444	965	303	162	73	559	1509	206	239
Base: All GB Adults	2072	495	118	471	936	308	159	67	591	1494	219	241
Significantly more	7%	3%	6%	9%	6%	12%	6%	1%	9%	7%	9%	7%
Somewhat more	27%	21%	27%	27%	26%	34%	25%	13%	27%	26%	31%	32%
No difference	51%	60%	49%	47%	55%	44%	53%	62%	48%	53%	46%	46%
Somewhat less	4%	5%	9%	4%	5%	5%	4%	5%	4%	4%	5%	6%
Significantly less	7%	8%	7%	7%	6%	4%	9%	14%	8%	7%	6%	6%
Don't know	3%	3%	2%	5%	3%	2%	3%	5%	5%	3%	2%	4%
Tobacco												
Unweighted base	2072	543	113	444	965	303	162	73	559	1509	206	239
Base: All GB Adults	2072	495	118	471	936	308	159	67	591	1494	219	241
Significantly more	1%	0%	6%	1%	1%	0%	1%	-	2%	1%	0%	1%
Somewhat more	4%	2%	8%	7%	2%	4%	8%	2%	7%	4%	6%	3%
No difference	77%	78%	67%	72%	76%	83%	74%	79%	75%	78%	77%	75%
Somewhat less	1%	0%	2%	1%	1%	1%	1%	-	2%	1%	2%	2%
Significantly less	7%	8%	11%	6%	8%	4%	7%	5%	6%	7%	5%	8%
Don't know	10%	12%	6%	13%	13%	7%	10%	14%	8%	10%	10%	11%

Total	Household			Parent/ Guardian							
	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years

Have you spent more or less on each of the following since the 23rd March 2020 (i.e. the day the UK went into lockdown) than you normally would, or is there no difference? (Please select one answer option on each row)

Groceries												
Unweighted base	2072	78	523	40	1140	932	167	224	165	63	452	757
Base: All GB Adults	2072	80	539	39	1115	957	170	232	169	63	462	722
Significantly more	11%	18%	17%	14%	12%	10%	25%	19%	16%	15%	20%	7%
Somewhat more	41%	46%	43%	37%	42%	39%	46%	49%	45%	51%	46%	40%
No difference	34%	22%	28%	24%	33%	35%	19%	21%	28%	31%	23%	38%
Somewhat less	10%	8%	9%	8%	11%	10%	6%	7%	8%	3%	7%	13%
Significantly less	2%	3%	2%	-	1%	3%	1%	0%	1%	-	1%	2%
Don't know	2%	3%	2%	16%	1%	2%	3%	3%	2%	-	2%	0%
Alcohol to consume at home												
Unweighted base	2072	78	523	40	1140	932	167	224	165	63	452	757
Base: All GB Adults	2072	80	539	39	1115	957	170	232	169	63	462	722
Significantly more	7%	9%	8%	3%	6%	9%	8%	9%	6%	8%	9%	4%
Somewhat more	27%	21%	30%	24%	27%	27%	34%	31%	30%	27%	32%	24%
No difference	51%	61%	48%	46%	53%	49%	44%	48%	50%	49%	47%	57%
Somewhat less	4%	2%	5%	8%	5%	4%	5%	4%	5%	9%	4%	5%
Significantly less	7%	5%	6%	6%	7%	6%	5%	4%	6%	6%	6%	8%
Don't know	3%	2%	3%	14%	3%	4%	3%	4%	3%	-	3%	2%
Tobacco												
Unweighted base	2072	78	523	40	1140	932	167	224	165	63	452	757
Base: All GB Adults	2072	80	539	39	1115	957	170	232	169	63	462	722
Significantly more	1%	2%	1%	-	0%	2%	2%	1%	1%	2%	1%	0%
Somewhat more	4%	8%	5%	3%	4%	4%	4%	7%	9%	5%	6%	3%
No difference	77%	71%	75%	72%	74%	80%	78%	72%	70%	82%	74%	75%
Somewhat less	1%	2%	2%	-	1%	1%	2%	2%	-	-	1%	1%
Significantly less	7%	5%	7%	-	8%	5%	7%	6%	7%	3%	6%	9%
Don't know	10%	11%	10%	25%	12%	8%	7%	11%	13%	8%	11%	13%

Total	Social Media/ Messaging service (within the last month)								
	Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype

Have you spent more or less on each of the following since the 23rd March 2020 (i.e. the day the UK went into lockdown) than you normally would, or is there no difference? (Please select one answer option on each row)

<b>Groceries</b>										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
<b>Base: All GB Adults</b>	<b>2072</b>	<b>1505</b>	<b>699</b>	<b>391</b>	<b>289</b>	<b>721</b>	<b>325</b>	<b>1289</b>	<b>1348</b>	<b>263</b>
Significantly more	11%	12%	13%	15%	14%	15%	14%	12%	12%	12%
Somewhat more	41%	42%	44%	48%	47%	46%	40%	43%	45%	48%
No difference	34%	32%	29%	27%	28%	25%	30%	31%	29%	31%
Somewhat less	10%	10%	10%	7%	8%	9%	10%	10%	10%	6%
Significantly less	2%	2%	3%	3%	2%	3%	4%	3%	2%	3%
Don't know	2%	1%	1%	0%	1%	2%	2%	2%	1%	0%
<b>Alcohol to consume at home</b>										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
<b>Base: All GB Adults</b>	<b>2072</b>	<b>1505</b>	<b>699</b>	<b>391</b>	<b>289</b>	<b>721</b>	<b>325</b>	<b>1289</b>	<b>1348</b>	<b>263</b>
Significantly more	7%	8%	9%	10%	8%	11%	14%	9%	9%	9%
Somewhat more	27%	29%	31%	34%	27%	31%	32%	30%	30%	30%
No difference	51%	49%	48%	43%	51%	43%	41%	48%	47%	50%
Somewhat less	4%	5%	5%	5%	4%	5%	3%	4%	4%	2%
Significantly less	7%	6%	5%	6%	7%	7%	7%	7%	7%	7%
Don't know	3%	2%	2%	1%	3%	3%	3%	3%	3%	1%
<b>Tobacco</b>										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
<b>Base: All GB Adults</b>	<b>2072</b>	<b>1505</b>	<b>699</b>	<b>391</b>	<b>289</b>	<b>721</b>	<b>325</b>	<b>1289</b>	<b>1348</b>	<b>263</b>
Significantly more	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%
Somewhat more	4%	4%	3%	4%	2%	4%	3%	4%	4%	4%
No difference	77%	79%	80%	79%	80%	79%	78%	78%	77%	81%
Somewhat less	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%
Significantly less	7%	6%	7%	8%	6%	6%	7%	6%	6%	8%
Don't know	10%	9%	8%	7%	9%	9%	8%	10%	10%	5%

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		Total	Gender		Age					Social Grade			
			Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands
Takeaway food													
	Unweighted base	2072	953	1119	205	301	359	334	873	1241	831	516	331
	Base: All GB Adults	2072	1005	1067	230	306	367	342	827	1181	891	495	342
	Significantly more	3%	3%	3%	6%	7%	3%	2%	1%	4%	2%	2%	2%
	Somewhat more	13%	14%	13%	22%	23%	16%	12%	7%	14%	12%	15%	8%
	No difference	40%	39%	42%	31%	34%	35%	39%	48%	40%	42%	44%	43%
	Somewhat less	17%	18%	16%	20%	16%	19%	17%	15%	17%	16%	14%	20%
	Significantly less	24%	23%	24%	17%	18%	24%	27%	26%	23%	25%	23%	25%
	Don't know	3%	3%	3%	5%	2%	3%	2%	3%	2%	4%	2%	2%
Clothes and beauty products													
	Unweighted base	2072	953	1119	205	301	359	334	873	1241	831	516	331
	Base: All GB Adults	2072	1005	1067	230	306	367	342	827	1181	891	495	342
	Significantly more	1%	1%	2%	5%	2%	1%	1%	0%	1%	1%	1%	1%
	Somewhat more	6%	5%	7%	16%	12%	6%	4%	3%	7%	6%	5%	3%
	No difference	48%	52%	43%	48%	46%	49%	47%	47%	46%	49%	51%	52%
	Somewhat less	20%	18%	22%	15%	19%	17%	23%	22%	22%	18%	21%	18%
	Significantly less	22%	21%	24%	11%	18%	24%	23%	26%	22%	22%	19%	23%
	Don't know	3%	4%	2%	6%	3%	4%	2%	2%	2%	4%	3%	3%
Digital services (streaming subscriptions, online classes etc)													
	Unweighted base	2072	953	1119	205	301	359	334	873	1241	831	516	331
	Base: All GB Adults	2072	1005	1067	230	306	367	342	827	1181	891	495	342
	Significantly more	2%	2%	2%	5%	3%	3%	2%	0%	2%	2%	2%	1%
	Somewhat more	18%	18%	18%	25%	23%	23%	20%	10%	19%	16%	16%	14%
	No difference	68%	68%	67%	56%	63%	63%	67%	75%	68%	67%	72%	69%
	Somewhat less	4%	3%	4%	5%	6%	2%	3%	3%	3%	4%	2%	5%
	Significantly less	5%	5%	5%	4%	3%	5%	4%	7%	5%	6%	4%	7%
	Don't know	4%	4%	4%	5%	2%	4%	3%	4%	3%	5%	4%	3%
Transport													
	Unweighted base	2072	953	1119	205	301	359	334	873	1241	831	516	331
	Base: All GB Adults	2072	1005	1067	230	306	367	342	827	1181	891	495	342
	Significantly more	0%	1%	0%	1%	-	1%	-	0%	0%	0%	1%	-
	Somewhat more	1%	1%	1%	2%	2%	1%	1%	1%	2%	1%	1%	1%
	No difference	26%	26%	25%	21%	21%	24%	25%	30%	19%	34%	29%	28%
	Somewhat less	19%	18%	19%	13%	22%	18%	22%	19%	20%	17%	21%	18%
	Significantly less	52%	51%	52%	57%	54%	52%	50%	49%	57%	45%	46%	52%
	Don't know	2%	3%	2%	5%	2%	4%	2%	1%	2%	3%	3%	1%

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		Total	Region										
			East	London	South	England (NET)	Wales	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands
Takeaway food													
	Unweighted base	2072	177	257	498	1779	108	185	89	217	210	160	171
	Base: All GB Adults	2072	179	280	495	1790	102	180	87	207	201	167	175
	Significantly more	3%	2%	7%	3%	3%	3%	3%	4%	2%	2%	2%	1%
	Somewhat more	13%	12%	20%	12%	13%	14%	15%	13%	15%	15%	9%	7%
	No difference	40%	42%	29%	42%	41%	36%	40%	49%	44%	42%	41%	45%
	Somewhat less	17%	15%	17%	17%	17%	18%	19%	13%	13%	16%	19%	21%
	Significantly less	24%	26%	23%	23%	24%	27%	21%	19%	25%	23%	27%	23%
	Don't know	3%	3%	5%	3%	3%	3%	2%	2%	1%	3%	2%	2%
Clothes and beauty products													
	Unweighted base	2072	177	257	498	1779	108	185	89	217	210	160	171
	Base: All GB Adults	2072	179	280	495	1790	102	180	87	207	201	167	175
	Significantly more	1%	2%	2%	1%	1%	-	1%	3%	1%	0%	1%	2%
	Somewhat more	6%	7%	9%	7%	6%	9%	9%	6%	4%	4%	2%	3%
	No difference	48%	47%	39%	46%	48%	51%	45%	62%	53%	45%	56%	49%
	Somewhat less	20%	16%	18%	24%	20%	17%	18%	16%	20%	24%	16%	19%
	Significantly less	22%	26%	28%	20%	22%	22%	24%	8%	18%	24%	22%	24%
	Don't know	3%	2%	5%	2%	3%	2%	3%	5%	3%	2%	3%	3%
Digital services (streaming subscriptions, online classes etc)													
	Unweighted base	2072	177	257	498	1779	108	185	89	217	210	160	171
	Base: All GB Adults	2072	179	280	495	1790	102	180	87	207	201	167	175
	Significantly more	2%	1%	3%	3%	2%	2%	2%	2%	3%	2%	1%	2%
	Somewhat more	18%	23%	23%	17%	18%	17%	19%	18%	19%	12%	15%	13%
	No difference	68%	66%	59%	68%	68%	67%	70%	72%	68%	76%	69%	69%
	Somewhat less	4%	3%	3%	5%	4%	5%	2%	2%	2%	2%	6%	4%
	Significantly less	5%	6%	5%	5%	5%	7%	4%	3%	5%	4%	6%	8%
	Don't know	4%	1%	7%	3%	4%	2%	3%	4%	4%	5%	3%	4%
Transport													
	Unweighted base	2072	177	257	498	1779	108	185	89	217	210	160	171
	Base: All GB Adults	2072	179	280	495	1790	102	180	87	207	201	167	175
	Significantly more	0%	1%	0%	0%	0%	-	-	-	1%	1%	-	-
	Somewhat more	1%	1%	1%	2%	1%	1%	1%	2%	0%	-	1%	1%
	No difference	26%	30%	19%	23%	26%	21%	25%	34%	29%	28%	30%	25%
	Somewhat less	19%	19%	11%	20%	18%	23%	23%	17%	24%	18%	18%	19%
	Significantly less	52%	47%	63%	52%	52%	55%	50%	42%	43%	51%	50%	53%
	Don't know	2%	1%	5%	2%	3%	1%	1%	4%	3%	2%	1%	2%

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		Total	Government Region							Working Status			
			East of England	London	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student
Takeaway food													
Unweighted base		2072	177	257	280	218	1779	108	185	651	232	883	89
Base: All GB Adults		2072	179	280	276	219	1790	102	180	654	231	886	102
Significantly more		3%	2%	7%	3%	3%	3%	3%	3%	4%	2%	3%	5%
Somewhat more		13%	12%	20%	14%	10%	13%	14%	15%	19%	16%	18%	20%
No difference		40%	42%	29%	42%	43%	41%	36%	40%	37%	37%	37%	39%
Somewhat less		17%	15%	17%	17%	16%	17%	18%	19%	19%	18%	19%	18%
Significantly less		24%	26%	23%	19%	27%	24%	27%	21%	19%	25%	21%	12%
Don't know		3%	3%	5%	5%	1%	3%	3%	2%	2%	2%	2%	5%
Clothes and beauty products													
Unweighted base		2072	177	257	280	218	1779	108	185	651	232	883	89
Base: All GB Adults		2072	179	280	276	219	1790	102	180	654	231	886	102
Significantly more		1%	2%	2%	1%	1%	1%	-	1%	2%	2%	2%	4%
Somewhat more		6%	7%	9%	8%	5%	6%	9%	9%	8%	4%	7%	12%
No difference		48%	47%	39%	47%	45%	48%	51%	45%	49%	46%	48%	55%
Somewhat less		20%	16%	18%	22%	27%	20%	17%	18%	23%	23%	23%	15%
Significantly less		22%	26%	28%	19%	21%	22%	22%	24%	17%	24%	19%	7%
Don't know		3%	2%	5%	3%	1%	3%	2%	3%	2%	2%	2%	6%
Digital services (streaming subscriptions, online classes etc)													
Unweighted base		2072	177	257	280	218	1779	108	185	651	232	883	89
Base: All GB Adults		2072	179	280	276	219	1790	102	180	654	231	886	102
Significantly more		2%	1%	3%	2%	4%	2%	2%	2%	2%	1%	2%	4%
Somewhat more		18%	23%	23%	15%	19%	18%	17%	19%	23%	22%	23%	22%
No difference		68%	66%	59%	69%	66%	68%	67%	70%	68%	66%	67%	57%
Somewhat less		4%	3%	3%	5%	5%	4%	5%	2%	3%	4%	3%	4%
Significantly less		5%	6%	5%	5%	5%	5%	7%	4%	3%	5%	3%	6%
Don't know		4%	1%	7%	4%	1%	4%	2%	3%	2%	2%	2%	6%
Transport													
Unweighted base		2072	177	257	280	218	1779	108	185	651	232	883	89
Base: All GB Adults		2072	179	280	276	219	1790	102	180	654	231	886	102
Significantly more		0%	1%	0%	0%	0%	0%	-	-	0%	2%	1%	-
Somewhat more		1%	1%	1%	2%	2%	1%	1%	1%	1%	2%	2%	3%
No difference		26%	30%	19%	25%	22%	26%	21%	25%	26%	17%	24%	22%
Somewhat less		19%	19%	11%	17%	24%	18%	23%	23%	21%	25%	22%	13%
Significantly less		52%	47%	63%	55%	49%	52%	55%	50%	50%	53%	51%	55%
Don't know		2%	1%	5%	2%	2%	3%	1%	1%	1%	1%	1%	7%

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		Total				Marital Status					Children in		
			Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2
Takeaway food													
	Unweighted base	2072	543	113	444	965	303	162	73	559	1509	206	239
	Base: All GB Adults	2072	495	118	471	936	308	159	67	591	1494	219	241
	Significantly more	3%	1%	4%	4%	1%	4%	2%	-	5%	3%	4%	3%
	Somewhat more	13%	6%	14%	11%	11%	20%	10%	7%	15%	12%	20%	18%
	No difference	40%	52%	33%	37%	41%	33%	46%	51%	41%	43%	35%	34%
	Somewhat less	17%	13%	13%	17%	17%	22%	15%	10%	15%	16%	19%	18%
	Significantly less	24%	26%	32%	27%	27%	19%	23%	27%	20%	24%	23%	25%
	Don't know	3%	2%	3%	4%	2%	2%	3%	6%	4%	3%	0%	2%
Clothes and beauty products													
	Unweighted base	2072	543	113	444	965	303	162	73	559	1509	206	239
	Base: All GB Adults	2072	495	118	471	936	308	159	67	591	1494	219	241
	Significantly more	1%	0%	1%	1%	1%	2%	-	-	3%	1%	3%	2%
	Somewhat more	6%	3%	4%	8%	4%	6%	4%	8%	10%	6%	5%	8%
	No difference	48%	49%	46%	44%	46%	50%	54%	44%	48%	48%	50%	46%
	Somewhat less	20%	19%	13%	18%	23%	22%	16%	12%	17%	21%	15%	19%
	Significantly less	22%	26%	33%	25%	25%	18%	24%	33%	18%	22%	24%	22%
	Don't know	3%	2%	4%	5%	2%	3%	3%	3%	4%	2%	3%	4%
Digital services (streaming subscriptions, online classes etc)													
	Unweighted base	2072	543	113	444	965	303	162	73	559	1509	206	239
	Base: All GB Adults	2072	495	118	471	936	308	159	67	591	1494	219	241
	Significantly more	2%	1%	8%	3%	1%	2%	2%	1%	4%	2%	2%	3%
	Somewhat more	18%	9%	16%	17%	19%	17%	15%	4%	18%	14%	22%	31%
	No difference	68%	76%	54%	65%	68%	71%	69%	80%	64%	71%	66%	55%
	Somewhat less	4%	3%	5%	4%	4%	3%	3%	2%	4%	3%	5%	4%
	Significantly less	5%	7%	10%	6%	6%	4%	8%	4%	5%	6%	3%	5%
	Don't know	4%	4%	8%	5%	3%	2%	3%	9%	5%	3%	3%	3%
Transport													
	Unweighted base	2072	543	113	444	965	303	162	73	559	1509	206	239
	Base: All GB Adults	2072	495	118	471	936	308	159	67	591	1494	219	241
	Significantly more	0%	0%	-	0%	0%	1%	-	-	1%	0%	2%	-
	Somewhat more	1%	0%	1%	1%	1%	2%	-	-	2%	1%	1%	2%
	No difference	26%	32%	31%	22%	23%	25%	36%	32%	26%	27%	26%	19%
	Somewhat less	19%	18%	15%	17%	20%	18%	15%	17%	18%	19%	14%	24%
	Significantly less	52%	47%	51%	57%	53%	53%	47%	50%	49%	51%	55%	53%
	Don't know	2%	2%	3%	4%	2%	1%	3%	1%	4%	2%	2%	3%

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		Total	Household			Parent/ Guardian							
			3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years
Takeaway food													
	Unweighted base	2072	78	523	40	1140	932	167	224	165	63	452	757
	Base: All GB Adults	2072	80	539	39	1115	957	170	232	169	63	462	722
	Significantly more	3%	3%	3%	4%	2%	4%	4%	3%	5%	5%	4%	1%
	Somewhat more	13%	14%	18%	5%	11%	16%	19%	19%	17%	16%	18%	7%
	No difference	40%	35%	35%	32%	41%	40%	36%	31%	36%	33%	33%	46%
	Somewhat less	17%	25%	19%	29%	18%	16%	23%	18%	15%	19%	19%	17%
	Significantly less	24%	19%	23%	14%	26%	21%	16%	26%	24%	28%	24%	27%
	Don't know	3%	3%	2%	16%	2%	4%	2%	3%	2%	-	2%	2%
Clothes and beauty products													
	Unweighted base	2072	78	523	40	1140	932	167	224	165	63	452	757
	Base: All GB Adults	2072	80	539	39	1115	957	170	232	169	63	462	722
	Significantly more	1%	-	2%	-	1%	2%	3%	0%	1%	-	1%	0%
	Somewhat more	6%	10%	7%	5%	4%	9%	8%	6%	4%	3%	6%	3%
	No difference	48%	40%	47%	44%	46%	49%	47%	40%	50%	48%	47%	46%
	Somewhat less	20%	24%	18%	19%	21%	19%	15%	21%	21%	22%	18%	23%
	Significantly less	22%	20%	22%	19%	25%	18%	21%	27%	21%	27%	24%	26%
	Don't know	3%	6%	4%	14%	3%	3%	7%	6%	3%	-	4%	2%
Digital services (streaming subscriptions, online classes etc)													
	Unweighted base	2072	78	523	40	1140	932	167	224	165	63	452	757
	Base: All GB Adults	2072	80	539	39	1115	957	170	232	169	63	462	722
	Significantly more	2%	6%	3%	-	1%	3%	3%	3%	1%	-	2%	1%
	Somewhat more	18%	32%	27%	15%	19%	17%	29%	29%	28%	20%	27%	13%
	No difference	68%	45%	58%	67%	67%	69%	54%	54%	61%	75%	60%	71%
	Somewhat less	4%	5%	4%	-	4%	3%	6%	4%	3%	-	4%	4%
	Significantly less	5%	6%	4%	2%	6%	4%	4%	4%	1%	3%	3%	8%
	Don't know	4%	6%	4%	16%	4%	4%	3%	5%	5%	2%	4%	4%
Transport													
	Unweighted base	2072	78	523	40	1140	932	167	224	165	63	452	757
	Base: All GB Adults	2072	80	539	39	1115	957	170	232	169	63	462	722
	Significantly more	0%	-	1%	-	0%	1%	1%	0%	-	-	0%	0%
	Somewhat more	1%	3%	2%	4%	1%	1%	3%	3%	-	2%	2%	1%
	No difference	26%	26%	23%	28%	26%	26%	22%	19%	24%	24%	23%	27%
	Somewhat less	19%	11%	18%	20%	20%	17%	20%	18%	21%	16%	20%	21%
	Significantly less	52%	54%	54%	34%	51%	53%	52%	55%	52%	58%	53%	49%
	Don't know	2%	5%	3%	14%	2%	3%	3%	4%	2%	-	3%	2%

		Social Media/ Messaging service (within the last month)								
Total		Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype
Takeaway food										
	Unweighted base	2072	1508	691	395	298	713	305	1287	268
	Base: All GB Adults	2072	1505	699	391	289	721	325	1289	263
	Significantly more	3%	3%	4%	6%	3%	5%	8%	4%	4%
	Somewhat more	13%	15%	17%	20%	16%	20%	18%	14%	20%
	No difference	40%	39%	36%	31%	36%	33%	37%	37%	36%
	Somewhat less	17%	17%	17%	18%	13%	17%	18%	18%	16%
	Significantly less	24%	24%	23%	24%	31%	23%	18%	25%	22%
	Don't know	3%	2%	2%	1%	2%	2%	1%	2%	1%
Clothes and beauty products										
	Unweighted base	2072	1508	691	395	298	713	305	1287	268
	Base: All GB Adults	2072	1505	699	391	289	721	325	1289	263
	Significantly more	1%	1%	2%	3%	2%	2%	5%	1%	2%
	Somewhat more	6%	6%	8%	9%	11%	11%	15%	7%	8%
	No difference	48%	47%	47%	46%	42%	44%	47%	46%	49%
	Somewhat less	20%	21%	20%	19%	20%	19%	17%	20%	21%
	Significantly less	22%	22%	20%	21%	22%	21%	13%	23%	20%
	Don't know	3%	2%	2%	2%	3%	3%	4%	3%	1%
Digital services (streaming subscriptions, online classes etc)										
	Unweighted base	2072	1508	691	395	298	713	305	1287	268
	Base: All GB Adults	2072	1505	699	391	289	721	325	1289	263
	Significantly more	2%	2%	3%	2%	2%	3%	5%	2%	2%
	Somewhat more	18%	20%	26%	26%	25%	23%	24%	21%	22%
	No difference	68%	68%	63%	62%	61%	62%	59%	66%	67%
	Somewhat less	4%	3%	3%	4%	4%	4%	4%	3%	4%
	Significantly less	5%	4%	3%	5%	6%	4%	5%	5%	5%
	Don't know	4%	3%	2%	1%	3%	3%	3%	3%	1%
Transport										
	Unweighted base	2072	1508	691	395	298	713	305	1287	268
	Base: All GB Adults	2072	1505	699	391	289	721	325	1289	263
	Significantly more	0%	0%	0%	1%	0%	1%	1%	0%	1%
	Somewhat more	1%	1%	1%	1%	1%	1%	2%	1%	-
	No difference	26%	24%	20%	13%	20%	19%	23%	24%	17%
	Somewhat less	19%	19%	20%	20%	17%	19%	21%	19%	21%
	Significantly less	52%	53%	57%	65%	60%	58%	50%	54%	61%
	Don't know	2%	2%	2%	1%	1%	2%	3%	2%	-

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		Total	Gender		Age					Social Grade			
			Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands
Electronic devices													
	Unweighted base	2072	953	1119	205	301	359	334	873	1241	831	516	331
	Base: All GB Adults	2072	1005	1067	230	306	367	342	827	1181	891	495	342
	Significantly more	2%	2%	3%	6%	3%	2%	2%	2%	2%	3%	2%	1%
	Somewhat more	9%	11%	7%	10%	11%	10%	9%	7%	10%	7%	10%	9%
	No difference	70%	69%	71%	69%	70%	68%	72%	71%	69%	71%	72%	68%
	Somewhat less	4%	5%	3%	5%	5%	3%	5%	4%	4%	4%	3%	5%
	Significantly less	11%	11%	11%	4%	10%	12%	10%	13%	12%	11%	9%	14%
	Don't know	4%	3%	4%	6%	2%	5%	2%	3%	3%	5%	4%	3%
Furniture and home improvement													
	Unweighted base	2072	953	1119	205	301	359	334	873	1241	831	516	331
	Base: All GB Adults	2072	1005	1067	230	306	367	342	827	1181	891	495	342
	Significantly more	3%	3%	3%	3%	7%	2%	4%	0%	3%	3%	3%	4%
	Somewhat more	16%	15%	16%	17%	20%	21%	18%	10%	18%	13%	15%	13%
	No difference	60%	60%	59%	62%	55%	55%	59%	63%	58%	62%	62%	58%
	Somewhat less	5%	6%	5%	4%	6%	5%	5%	6%	6%	4%	5%	6%
	Significantly less	13%	13%	14%	6%	10%	12%	12%	17%	13%	14%	12%	17%
	Don't know	3%	4%	3%	7%	3%	5%	2%	3%	3%	4%	3%	2%
Supplies for hobbies (paint brushes, knitting yarn, musical instruments etc)													
	Unweighted base	2072	953	1119	205	301	359	334	873	1241	831	516	331
	Base: All GB Adults	2072	1005	1067	230	306	367	342	827	1181	891	495	342
	Significantly more	3%	2%	4%	4%	5%	4%	3%	1%	4%	2%	2%	4%
	Somewhat more	21%	17%	25%	25%	27%	24%	18%	18%	23%	19%	20%	21%
	No difference	58%	60%	57%	55%	51%	52%	61%	63%	57%	59%	64%	56%
	Somewhat less	5%	6%	4%	5%	5%	6%	4%	5%	5%	5%	4%	6%
	Significantly less	8%	9%	7%	5%	6%	9%	9%	9%	8%	9%	5%	11%
	Don't know	4%	6%	3%	5%	5%	5%	4%	4%	3%	6%	5%	2%
Active wear and exercise equipment													
	Unweighted base	2072	953	1119	205	301	359	334	873	1241	831	516	331
	Base: All GB Adults	2072	1005	1067	230	306	367	342	827	1181	891	495	342
	Significantly more	1%	1%	1%	3%	2%	1%	1%	0%	1%	1%	1%	1%
	Somewhat more	8%	7%	8%	17%	14%	9%	5%	3%	8%	6%	7%	5%
	No difference	70%	70%	71%	65%	69%	70%	73%	71%	70%	71%	74%	69%
	Somewhat less	5%	5%	4%	3%	4%	5%	5%	5%	5%	4%	4%	6%
	Significantly less	12%	12%	12%	8%	7%	10%	13%	16%	13%	11%	10%	15%
	Don't know	4%	5%	4%	5%	4%	5%	3%	4%	3%	6%	4%	4%

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		Total	Region										
			East	London	South	England (NET)	Wales	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands
Electronic devices													
	Unweighted base	2072	177	257	498	1779	108	185	89	217	210	160	171
	Base: All GB Adults	2072	179	280	495	1790	102	180	87	207	201	167	175
	Significantly more	2%	1%	4%	3%	2%	3%	4%	3%	2%	1%	1%	1%
	Somewhat more	9%	10%	12%	7%	9%	9%	5%	10%	12%	9%	8%	10%
	No difference	70%	73%	61%	72%	70%	71%	72%	75%	69%	75%	70%	66%
	Somewhat less	4%	4%	3%	5%	4%	5%	5%	3%	3%	3%	3%	7%
	Significantly less	11%	10%	15%	9%	11%	10%	12%	6%	11%	9%	17%	12%
	Don't know	4%	2%	5%	4%	4%	3%	2%	5%	4%	3%	2%	3%
Furniture and home improvement													
	Unweighted base	2072	177	257	498	1779	108	185	89	217	210	160	171
	Base: All GB Adults	2072	179	280	495	1790	102	180	87	207	201	167	175
	Significantly more	3%	2%	2%	2%	3%	4%	2%	3%	4%	2%	4%	4%
	Somewhat more	16%	15%	14%	17%	15%	26%	18%	13%	17%	14%	17%	8%
	No difference	60%	63%	57%	61%	60%	55%	57%	68%	58%	64%	56%	60%
	Somewhat less	5%	4%	5%	6%	5%	4%	6%	6%	4%	4%	3%	10%
	Significantly less	13%	14%	16%	11%	13%	9%	15%	7%	13%	12%	17%	17%
	Don't know	3%	4%	7%	3%	4%	3%	2%	2%	4%	3%	2%	2%
Supplies for hobbies (paint brushes, knitting yarn, musical instruments etc)													
	Unweighted base	2072	177	257	498	1779	108	185	89	217	210	160	171
	Base: All GB Adults	2072	179	280	495	1790	102	180	87	207	201	167	175
	Significantly more	3%	3%	2%	4%	3%	8%	3%	4%	1%	1%	4%	3%
	Somewhat more	21%	17%	18%	23%	20%	30%	25%	18%	21%	20%	21%	20%
	No difference	58%	59%	58%	56%	59%	47%	56%	71%	62%	63%	57%	54%
	Somewhat less	5%	5%	4%	6%	5%	4%	5%	2%	4%	5%	6%	7%
	Significantly less	8%	13%	11%	6%	8%	7%	6%	1%	7%	6%	9%	13%
	Don't know	4%	3%	6%	5%	4%	4%	4%	3%	5%	5%	2%	2%
Active wear and exercise equipment													
	Unweighted base	2072	177	257	498	1779	108	185	89	217	210	160	171
	Base: All GB Adults	2072	179	280	495	1790	102	180	87	207	201	167	175
	Significantly more	1%	-	1%	1%	1%	1%	2%	-	1%	1%	2%	-
	Somewhat more	8%	6%	11%	9%	7%	11%	6%	8%	7%	6%	6%	4%
	No difference	70%	73%	66%	68%	70%	67%	74%	78%	73%	74%	69%	69%
	Somewhat less	5%	3%	5%	5%	5%	6%	3%	6%	3%	4%	5%	7%
	Significantly less	12%	14%	11%	12%	12%	12%	13%	5%	12%	11%	15%	16%
	Don't know	4%	4%	6%	5%	5%	3%	3%	3%	4%	3%	3%	4%

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		Total	Government Region							Working Status			
			East of England	London	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student
Electronic devices													
	Unweighted base	2072	177	257	280	218	1779	108	185	651	232	883	89
	Base: All GB Adults	2072	179	280	276	219	1790	102	180	654	231	886	102
	Significantly more	2%	1%	4%	2%	3%	2%	3%	4%	2%	2%	2%	4%
	Somewhat more	9%	10%	12%	8%	6%	9%	9%	5%	10%	10%	10%	9%
	No difference	70%	73%	61%	72%	72%	70%	71%	72%	74%	69%	73%	73%
	Somewhat less	4%	4%	3%	3%	7%	4%	5%	5%	4%	6%	5%	2%
	Significantly less	11%	10%	15%	9%	9%	11%	10%	12%	7%	10%	8%	5%
	Don't know	4%	2%	5%	5%	3%	4%	3%	2%	2%	3%	3%	7%
Furniture and home improvement													
	Unweighted base	2072	177	257	280	218	1779	108	185	651	232	883	89
	Base: All GB Adults	2072	179	280	276	219	1790	102	180	654	231	886	102
	Significantly more	3%	2%	2%	1%	2%	3%	4%	2%	4%	3%	4%	3%
	Somewhat more	16%	15%	14%	15%	20%	15%	26%	18%	20%	16%	19%	10%
	No difference	60%	63%	57%	65%	55%	60%	55%	57%	60%	57%	59%	68%
	Somewhat less	5%	4%	5%	5%	8%	5%	4%	6%	5%	8%	5%	5%
	Significantly less	13%	14%	16%	9%	13%	13%	9%	15%	9%	14%	10%	7%
	Don't know	3%	4%	7%	4%	2%	4%	3%	2%	2%	2%	2%	7%
Supplies for hobbies (paint brushes, knitting yarn, musical instruments etc)													
	Unweighted base	2072	177	257	280	218	1779	108	185	651	232	883	89
	Base: All GB Adults	2072	179	280	276	219	1790	102	180	654	231	886	102
	Significantly more	3%	3%	2%	5%	3%	3%	8%	3%	3%	3%	3%	4%
	Somewhat more	21%	17%	18%	22%	24%	20%	30%	25%	20%	25%	21%	20%
	No difference	58%	59%	58%	56%	56%	59%	47%	56%	64%	53%	61%	58%
	Somewhat less	5%	5%	4%	5%	7%	5%	4%	5%	5%	6%	5%	5%
	Significantly less	8%	13%	11%	6%	7%	8%	7%	6%	5%	10%	7%	6%
	Don't know	4%	3%	6%	6%	3%	4%	4%	4%	3%	3%	3%	7%
Active wear and exercise equipment													
	Unweighted base	2072	177	257	280	218	1779	108	185	651	232	883	89
	Base: All GB Adults	2072	179	280	276	219	1790	102	180	654	231	886	102
	Significantly more	1%	-	1%	2%	1%	1%	1%	2%	1%	1%	1%	3%
	Somewhat more	8%	6%	11%	9%	8%	7%	11%	6%	10%	9%	10%	16%
	No difference	70%	73%	66%	67%	70%	70%	67%	74%	74%	66%	72%	65%
	Somewhat less	5%	3%	5%	5%	5%	5%	6%	3%	4%	8%	5%	2%
	Significantly less	12%	14%	11%	11%	13%	12%	12%	13%	7%	12%	8%	8%
	Don't know	4%	4%	6%	6%	4%	5%	3%	3%	3%	4%	3%	6%

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		Total				Marital Status					Children in		
			Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2
Electronic devices													
	Unweighted base	2072	543	113	444	965	303	162	73	559	1509	206	239
	Base: All GB Adults	2072	495	118	471	936	308	159	67	591	1494	219	241
	Significantly more	2%	1%	3%	3%	1%	2%	1%	2%	4%	2%	2%	3%
	Somewhat more	9%	6%	12%	8%	9%	9%	9%	6%	10%	8%	10%	15%
	No difference	70%	72%	55%	67%	70%	74%	68%	70%	69%	72%	74%	62%
	Somewhat less	4%	4%	6%	3%	5%	3%	3%	4%	3%	4%	4%	6%
	Significantly less	11%	13%	18%	14%	12%	10%	14%	12%	9%	12%	9%	10%
	Don't know	4%	3%	5%	5%	3%	2%	6%	6%	5%	3%	2%	4%
Furniture and home improvement													
	Unweighted base	2072	543	113	444	965	303	162	73	559	1509	206	239
	Base: All GB Adults	2072	495	118	471	936	308	159	67	591	1494	219	241
	Significantly more	3%	1%	3%	2%	3%	4%	1%	2%	2%	2%	3%	5%
	Somewhat more	16%	9%	16%	18%	17%	21%	14%	9%	13%	13%	25%	21%
	No difference	60%	65%	53%	54%	58%	54%	63%	65%	64%	62%	54%	52%
	Somewhat less	5%	5%	5%	6%	6%	7%	3%	3%	5%	6%	3%	8%
	Significantly less	13%	16%	20%	15%	14%	12%	16%	18%	11%	14%	13%	11%
	Don't know	3%	3%	4%	6%	3%	2%	2%	4%	6%	3%	2%	3%
Supplies for hobbies (paint brushes, knitting yarn, musical instruments etc)													
	Unweighted base	2072	543	113	444	965	303	162	73	559	1509	206	239
	Base: All GB Adults	2072	495	118	471	936	308	159	67	591	1494	219	241
	Significantly more	3%	2%	2%	4%	3%	3%	3%	2%	4%	3%	2%	5%
	Somewhat more	21%	18%	22%	25%	23%	19%	23%	19%	20%	19%	22%	32%
	No difference	58%	63%	49%	50%	58%	60%	57%	61%	58%	61%	56%	47%
	Somewhat less	5%	5%	8%	6%	6%	6%	3%	4%	4%	5%	10%	4%
	Significantly less	8%	9%	12%	10%	8%	8%	7%	9%	9%	8%	9%	9%
	Don't know	4%	3%	7%	6%	3%	3%	6%	6%	6%	4%	1%	3%
Active wear and exercise equipment													
	Unweighted base	2072	543	113	444	965	303	162	73	559	1509	206	239
	Base: All GB Adults	2072	495	118	471	936	308	159	67	591	1494	219	241
	Significantly more	1%	0%	-	1%	1%	2%	1%	-	1%	1%	1%	0%
	Somewhat more	8%	2%	6%	7%	5%	10%	5%	5%	11%	7%	10%	7%
	No difference	70%	74%	65%	66%	72%	70%	73%	70%	68%	71%	70%	71%
	Somewhat less	5%	4%	7%	4%	5%	5%	4%	3%	4%	5%	5%	5%
	Significantly less	12%	15%	16%	16%	14%	11%	13%	16%	10%	13%	13%	12%
	Don't know	4%	3%	7%	6%	4%	2%	5%	6%	5%	4%	2%	4%

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		Total	Household			Parent/ Guardian							
			3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years
Electronic devices													
	Unweighted base	2072	78	523	40	1140	932	167	224	165	63	452	757
	Base: All GB Adults	2072	80	539	39	1115	957	170	232	169	63	462	722
	Significantly more	2%	7%	3%	5%	2%	3%	3%	3%	3%	-	2%	2%
	Somewhat more	9%	11%	12%	2%	9%	9%	11%	14%	9%	14%	12%	7%
	No difference	70%	55%	66%	60%	68%	72%	68%	61%	70%	62%	67%	70%
	Somewhat less	4%	7%	5%	6%	4%	4%	6%	5%	6%	9%	6%	3%
	Significantly less	11%	11%	10%	10%	13%	8%	7%	12%	10%	14%	10%	15%
	Don't know	4%	9%	4%	16%	3%	4%	5%	5%	2%	1%	4%	3%
Furniture and home improvement													
	Unweighted base	2072	78	523	40	1140	932	167	224	165	63	452	757
	Base: All GB Adults	2072	80	539	39	1115	957	170	232	169	63	462	722
	Significantly more	3%	7%	4%	-	2%	3%	6%	4%	4%	-	4%	1%
	Somewhat more	16%	21%	23%	9%	17%	14%	26%	27%	21%	20%	23%	14%
	No difference	60%	45%	52%	64%	56%	64%	51%	45%	54%	53%	50%	60%
	Somewhat less	5%	5%	5%	2%	6%	5%	6%	3%	8%	10%	6%	6%
	Significantly less	13%	14%	13%	8%	16%	10%	8%	17%	12%	17%	14%	17%
	Don't know	3%	7%	3%	16%	3%	5%	4%	4%	2%	-	3%	2%
Supplies for hobbies (paint brushes, knitting yarn, musical instruments etc)													
	Unweighted base	2072	78	523	40	1140	932	167	224	165	63	452	757
	Base: All GB Adults	2072	80	539	39	1115	957	170	232	169	63	462	722
	Significantly more	3%	7%	4%	2%	3%	4%	7%	4%	3%	1%	4%	2%
	Somewhat more	21%	30%	28%	16%	23%	19%	32%	32%	26%	23%	28%	20%
	No difference	58%	42%	50%	54%	56%	61%	42%	44%	57%	60%	49%	60%
	Somewhat less	5%	9%	7%	3%	6%	4%	9%	6%	5%	8%	8%	5%
	Significantly less	8%	6%	8%	5%	9%	7%	8%	10%	5%	7%	8%	9%
	Don't know	4%	6%	3%	19%	3%	6%	3%	4%	3%	-	3%	3%
Active wear and exercise equipment													
	Unweighted base	2072	78	523	40	1140	932	167	224	165	63	452	757
	Base: All GB Adults	2072	80	539	39	1115	957	170	232	169	63	462	722
	Significantly more	1%	2%	1%	-	0%	2%	1%	1%	1%	-	1%	0%
	Somewhat more	8%	14%	9%	17%	5%	10%	6%	8%	7%	11%	8%	4%
	No difference	70%	68%	70%	54%	70%	71%	73%	68%	70%	75%	70%	70%
	Somewhat less	5%	3%	5%	6%	5%	4%	6%	4%	6%	3%	6%	5%
	Significantly less	12%	6%	12%	7%	15%	9%	10%	14%	12%	11%	12%	16%
	Don't know	4%	7%	4%	16%	4%	4%	4%	5%	4%	-	4%	4%

		Social Media/ Messaging service (within the last month)								
Total		Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype
Electronic devices										
	Unweighted base	2072	1508	691	395	298	713	305	1287	268
	Base: All GB Adults	2072	1505	699	391	289	721	325	1289	263
	Significantly more	2%	2%	4%	3%	3%	4%	5%	2%	4%
	Somewhat more	9%	9%	11%	13%	11%	11%	10%	9%	14%
	No difference	70%	72%	69%	67%	69%	68%	69%	70%	69%
	Somewhat less	4%	4%	4%	6%	5%	3%	5%	4%	3%
	Significantly less	11%	10%	10%	10%	10%	10%	7%	11%	10%
	Don't know	4%	3%	2%	1%	2%	3%	3%	3%	0%
Furniture and home improvement										
	Unweighted base	2072	1508	691	395	298	713	305	1287	268
	Base: All GB Adults	2072	1505	699	391	289	721	325	1289	263
	Significantly more	3%	3%	4%	4%	3%	4%	4%	3%	4%
	Somewhat more	16%	17%	18%	20%	20%	19%	24%	18%	15%
	No difference	60%	59%	59%	57%	55%	57%	55%	58%	62%
	Somewhat less	5%	5%	5%	5%	7%	5%	4%	5%	6%
	Significantly less	13%	13%	13%	13%	13%	11%	8%	13%	12%
	Don't know	3%	3%	2%	1%	2%	3%	4%	3%	1%
Supplies for hobbies (paint brushes, knitting yarn, musical instruments etc)										
	Unweighted base	2072	1508	691	395	298	713	305	1287	268
	Base: All GB Adults	2072	1505	699	391	289	721	325	1289	263
	Significantly more	3%	3%	4%	4%	5%	5%	4%	3%	3%
	Somewhat more	21%	23%	23%	24%	31%	26%	27%	24%	22%
	No difference	58%	58%	57%	57%	50%	53%	56%	57%	62%
	Somewhat less	5%	5%	6%	4%	4%	5%	3%	5%	5%
	Significantly less	8%	7%	6%	7%	8%	6%	6%	8%	7%
	Don't know	4%	4%	3%	3%	3%	4%	4%	4%	1%
Active wear and exercise equipment										
	Unweighted base	2072	1508	691	395	298	713	305	1287	268
	Base: All GB Adults	2072	1505	699	391	289	721	325	1289	263
	Significantly more	1%	1%	1%	1%	2%	1%	3%	1%	0%
	Somewhat more	8%	8%	11%	12%	11%	13%	18%	8%	13%
	No difference	70%	71%	71%	68%	69%	68%	65%	70%	69%
	Somewhat less	5%	5%	5%	6%	3%	4%	4%	5%	6%
	Significantly less	12%	12%	10%	11%	12%	10%	8%	12%	10%
	Don't know	4%	3%	2%	2%	3%	3%	3%	3%	2%

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		Total	Gender		Age					Social Grade			
			Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands
Books													
	Unweighted base	2072	953	1119	205	301	359	334	873	1241	831	516	331
	Base: All GB Adults	2072	1005	1067	230	306	367	342	827	1181	891	495	342
	Significantly more	3%	2%	4%	7%	3%	2%	2%	3%	3%	3%	3%	2%
	Somewhat more	18%	15%	22%	19%	20%	17%	19%	19%	20%	17%	18%	17%
	No difference	65%	68%	62%	61%	65%	67%	66%	64%	64%	66%	67%	65%
	Somewhat less	4%	4%	4%	4%	4%	3%	3%	4%	4%	3%	3%	4%
	Significantly less	7%	8%	7%	3%	5%	7%	8%	9%	7%	7%	6%	9%
	Don't know	3%	4%	2%	6%	4%	5%	3%	1%	2%	4%	3%	3%
Other entertainment (game consoles, board games)													
	Unweighted base	2072	953	1119	205	301	359	334	873	1241	831	516	331
	Base: All GB Adults	2072	1005	1067	230	306	367	342	827	1181	891	495	342
	Significantly more	2%	3%	2%	5%	6%	3%	1%	1%	2%	2%	2%	2%
	Somewhat more	12%	13%	11%	22%	21%	16%	11%	5%	11%	13%	11%	11%
	No difference	69%	66%	71%	58%	61%	65%	72%	74%	70%	66%	71%	68%
	Somewhat less	3%	4%	3%	4%	3%	4%	4%	3%	4%	3%	3%	4%
	Significantly less	9%	9%	9%	3%	6%	8%	9%	12%	9%	9%	7%	12%
	Don't know	5%	5%	5%	7%	3%	4%	4%	5%	3%	7%	6%	3%
Holidays and travel													
	Unweighted base	2072	953	1119	205	301	359	334	873	1241	831	516	331
	Base: All GB Adults	2072	1005	1067	230	306	367	342	827	1181	891	495	342
	Significantly more	0%	0%	0%	1%	1%	1%	-	-	0%	0%	-	1%
	Somewhat more	1%	1%	1%	2%	1%	1%	1%	1%	1%	0%	0%	1%
	No difference	34%	33%	34%	34%	38%	34%	31%	33%	29%	40%	37%	32%
	Somewhat less	11%	11%	10%	13%	9%	9%	14%	10%	12%	9%	9%	12%
	Significantly less	51%	51%	51%	46%	47%	51%	51%	54%	55%	45%	50%	51%
	Don't know	4%	4%	4%	5%	5%	5%	3%	3%	2%	6%	4%	3%
Non-digital services ( cleaner, dry cleaning, haircut)													
	Unweighted base	2072	953	1119	205	301	359	334	873	1241	831	516	331
	Base: All GB Adults	2072	1005	1067	230	306	367	342	827	1181	891	495	342
	Significantly more	0%	0%	0%	-	1%	0%	1%	-	0%	-	0%	-
	Somewhat more	2%	2%	1%	3%	4%	2%	1%	1%	2%	2%	2%	1%
	No difference	39%	42%	35%	38%	42%	40%	39%	37%	34%	44%	40%	40%
	Somewhat less	21%	18%	23%	18%	20%	20%	19%	23%	24%	17%	23%	20%
	Significantly less	36%	33%	38%	35%	32%	32%	38%	38%	38%	33%	31%	36%
	Don't know	3%	4%	3%	6%	3%	6%	3%	2%	2%	5%	4%	4%

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		Total	Region										
			East	London	South	England (NET)	Wales	Scotland	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands
Books													
	Unweighted base	2072	177	257	498	1779	108	185	89	217	210	160	171
	Base: All GB Adults	2072	179	280	495	1790	102	180	87	207	201	167	175
	Significantly more	3%	2%	5%	3%	3%	5%	2%	5%	3%	2%	1%	4%
	Somewhat more	18%	21%	19%	18%	18%	20%	20%	16%	17%	19%	16%	19%
	No difference	65%	62%	57%	67%	65%	60%	68%	72%	66%	67%	69%	61%
	Somewhat less	4%	4%	5%	3%	4%	6%	2%	2%	3%	3%	4%	4%
	Significantly less	7%	8%	8%	7%	7%	7%	6%	1%	8%	6%	8%	9%
	Don't know	3%	3%	6%	3%	3%	2%	2%	4%	3%	3%	3%	2%
Other entertainment (game consoles, board games)													
	Unweighted base	2072	177	257	498	1779	108	185	89	217	210	160	171
	Base: All GB Adults	2072	179	280	495	1790	102	180	87	207	201	167	175
	Significantly more	2%	3%	4%	2%	3%	3%	1%	4%	2%	1%	2%	3%
	Somewhat more	12%	13%	16%	10%	12%	12%	15%	15%	11%	9%	12%	10%
	No difference	69%	68%	61%	71%	69%	67%	69%	71%	70%	73%	67%	69%
	Somewhat less	3%	2%	3%	4%	4%	2%	2%	1%	5%	3%	3%	5%
	Significantly less	9%	12%	8%	8%	9%	11%	9%	1%	9%	8%	13%	11%
	Don't know	5%	2%	7%	5%	5%	5%	4%	8%	3%	7%	4%	2%
Holidays and travel													
	Unweighted base	2072	177	257	498	1779	108	185	89	217	210	160	171
	Base: All GB Adults	2072	179	280	495	1790	102	180	87	207	201	167	175
	Significantly more	0%	-	1%	-	0%	-	1%	-	-	-	-	1%
	Somewhat more	1%	2%	1%	1%	1%	1%	0%	-	0%	1%	1%	1%
	No difference	34%	37%	24%	33%	33%	40%	35%	45%	34%	38%	33%	31%
	Somewhat less	11%	11%	8%	12%	10%	9%	13%	6%	8%	10%	13%	12%
	Significantly less	51%	49%	58%	50%	51%	47%	49%	46%	53%	48%	49%	52%
	Don't know	4%	1%	7%	4%	4%	3%	2%	3%	4%	3%	5%	2%
Non-digital services ( cleaner, dry cleaning, haircut)													
	Unweighted base	2072	177	257	498	1779	108	185	89	217	210	160	171
	Base: All GB Adults	2072	179	280	495	1790	102	180	87	207	201	167	175
	Significantly more	0%	-	1%	0%	0%	-	-	-	0%	-	-	-
	Somewhat more	2%	1%	4%	1%	2%	3%	1%	4%	2%	1%	-	2%
	No difference	39%	36%	35%	40%	39%	43%	33%	47%	38%	39%	42%	38%
	Somewhat less	21%	23%	17%	20%	21%	18%	21%	17%	22%	27%	21%	19%
	Significantly less	36%	35%	37%	37%	35%	35%	43%	28%	33%	30%	33%	38%
	Don't know	3%	4%	5%	3%	4%	2%	2%	4%	4%	3%	4%	4%

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		Total	Government Region							Working Status			
			East of England	London	South East	South West	England (NET)	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student
Books													
	Unweighted base	2072	177	257	280	218	1779	108	185	651	232	883	89
	Base: All GB Adults	2072	179	280	276	219	1790	102	180	654	231	886	102
	Significantly more	3%	2%	5%	3%	2%	3%	5%	2%	2%	1%	2%	5%
	Somewhat more	18%	21%	19%	19%	16%	18%	20%	20%	17%	23%	18%	19%
	No difference	65%	62%	57%	66%	67%	65%	60%	68%	71%	62%	69%	58%
	Somewhat less	4%	4%	5%	2%	5%	4%	6%	2%	3%	6%	4%	6%
	Significantly less	7%	8%	8%	6%	8%	7%	7%	6%	5%	7%	5%	5%
	Don't know	3%	3%	6%	3%	2%	3%	2%	2%	2%	2%	2%	7%
Other entertainment (game consoles, board games)													
	Unweighted base	2072	177	257	280	218	1779	108	185	651	232	883	89
	Base: All GB Adults	2072	179	280	276	219	1790	102	180	654	231	886	102
	Significantly more	2%	3%	4%	2%	3%	3%	3%	1%	4%	3%	3%	4%
	Somewhat more	12%	13%	16%	11%	9%	12%	12%	15%	14%	11%	13%	24%
	No difference	69%	68%	61%	71%	71%	69%	67%	69%	72%	67%	70%	57%
	Somewhat less	3%	2%	3%	4%	4%	4%	2%	2%	3%	5%	4%	3%
	Significantly less	9%	12%	8%	6%	10%	9%	11%	9%	5%	10%	6%	6%
	Don't know	5%	2%	7%	6%	3%	5%	5%	4%	2%	5%	3%	6%
Holidays and travel													
	Unweighted base	2072	177	257	280	218	1779	108	185	651	232	883	89
	Base: All GB Adults	2072	179	280	276	219	1790	102	180	654	231	886	102
	Significantly more	0%	-	1%	-	-	0%	-	1%	0%	-	0%	2%
	Somewhat more	1%	2%	1%	1%	1%	1%	1%	0%	1%	2%	1%	3%
	No difference	34%	37%	24%	34%	33%	33%	40%	35%	33%	30%	32%	36%
	Somewhat less	11%	11%	8%	12%	12%	10%	9%	13%	13%	8%	12%	20%
	Significantly less	51%	49%	58%	49%	51%	51%	47%	49%	51%	57%	52%	33%
	Don't know	4%	1%	7%	4%	3%	4%	3%	2%	2%	4%	2%	7%
Non-digital services ( cleaner, dry cleaning, haircut)													
	Unweighted base	2072	177	257	280	218	1779	108	185	651	232	883	89
	Base: All GB Adults	2072	179	280	276	219	1790	102	180	654	231	886	102
	Significantly more	0%	-	1%	0%	-	0%	-	-	0%	-	0%	-
	Somewhat more	2%	1%	4%	1%	1%	2%	3%	1%	2%	2%	2%	2%
	No difference	39%	36%	35%	39%	40%	39%	43%	33%	40%	33%	38%	42%
	Somewhat less	21%	23%	17%	21%	18%	21%	18%	21%	23%	22%	23%	21%
	Significantly less	36%	35%	37%	35%	38%	35%	35%	43%	32%	42%	35%	29%
	Don't know	3%	4%	5%	3%	2%	4%	2%	2%	3%	2%	2%	6%

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		Total				Marital Status					Children in		
			Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2
Books													
	Unweighted base	2072	543	113	444	965	303	162	73	559	1509	206	239
	Base: All GB Adults	2072	495	118	471	936	308	159	67	591	1494	219	241
	Significantly more	3%	4%	4%	3%	3%	1%	4%	1%	4%	3%	5%	4%
	Somewhat more	18%	20%	17%	17%	18%	18%	19%	30%	18%	18%	18%	22%
	No difference	65%	62%	61%	62%	65%	70%	65%	59%	62%	66%	67%	58%
	Somewhat less	4%	4%	4%	3%	4%	4%	3%	1%	4%	4%	2%	6%
	Significantly less	7%	9%	6%	10%	8%	6%	6%	4%	7%	8%	6%	6%
	Don't know	3%	1%	7%	5%	2%	2%	3%	4%	5%	3%	3%	4%
Other entertainment (game consoles, board games)													
	Unweighted base	2072	543	113	444	965	303	162	73	559	1509	206	239
	Base: All GB Adults	2072	495	118	471	936	308	159	67	591	1494	219	241
	Significantly more	2%	1%	2%	2%	2%	4%	3%	3%	3%	2%	4%	4%
	Somewhat more	12%	5%	12%	15%	9%	16%	9%	6%	17%	9%	19%	16%
	No difference	69%	75%	65%	62%	72%	67%	70%	74%	63%	72%	62%	63%
	Somewhat less	3%	3%	4%	4%	4%	3%	2%	3%	3%	3%	3%	4%
	Significantly less	9%	12%	10%	11%	10%	8%	11%	9%	7%	10%	8%	8%
	Don't know	5%	4%	7%	7%	4%	2%	6%	6%	7%	4%	4%	4%
Holidays and travel													
	Unweighted base	2072	543	113	444	965	303	162	73	559	1509	206	239
	Base: All GB Adults	2072	495	118	471	936	308	159	67	591	1494	219	241
	Significantly more	0%	-	-	1%	0%	-	-	-	1%	0%	-	0%
	Somewhat more	1%	1%	1%	0%	1%	1%	2%	-	1%	0%	2%	2%
	No difference	34%	34%	42%	33%	29%	35%	38%	38%	38%	33%	38%	32%
	Somewhat less	11%	10%	8%	8%	12%	11%	6%	7%	11%	11%	10%	11%
	Significantly less	51%	52%	43%	53%	55%	50%	48%	50%	45%	52%	46%	51%
	Don't know	4%	3%	7%	5%	3%	2%	6%	4%	5%	3%	4%	3%
Non-digital services ( cleaner, dry cleaning, haircut)													
	Unweighted base	2072	543	113	444	965	303	162	73	559	1509	206	239
	Base: All GB Adults	2072	495	118	471	936	308	159	67	591	1494	219	241
	Significantly more	0%	-	-	0%	-	0%	1%	-	0%	0%	0%	0%
	Somewhat more	2%	1%	3%	2%	1%	-	3%	1%	3%	1%	2%	2%
	No difference	39%	36%	45%	39%	36%	39%	42%	39%	42%	38%	41%	38%
	Somewhat less	21%	22%	12%	17%	22%	23%	16%	16%	19%	21%	19%	25%
	Significantly less	36%	38%	36%	35%	38%	36%	36%	44%	31%	36%	35%	31%
	Don't know	3%	3%	4%	5%	3%	2%	3%	-	5%	3%	3%	4%

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		Total	Household			Parent/ Guardian							
			3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused	Parent/ guardian (any age)	Not parent/ guardian	4 years and under	5 to 11 years	12 to 16 years	17 to 18 years	18 years and under	Over 18 years
Books													
Unweighted base		2072	78	523	40	1140	932	167	224	165	63	452	757
Base: All GB Adults		2072	80	539	39	1115	957	170	232	169	63	462	722
Significantly more		3%	1%	4%	4%	3%	3%	2%	3%	3%	1%	2%	3%
Somewhat more		18%	17%	20%	13%	19%	18%	18%	18%	22%	26%	19%	20%
No difference		65%	68%	63%	57%	64%	65%	69%	62%	65%	68%	65%	63%
Somewhat less		4%	5%	4%	5%	4%	4%	2%	4%	3%	3%	4%	4%
Significantly less		7%	5%	6%	5%	8%	6%	4%	8%	5%	2%	6%	10%
Don't know		3%	5%	4%	16%	2%	4%	5%	5%	3%	-	4%	1%
Other entertainment (game consoles, board games)													
Unweighted base		2072	78	523	40	1140	932	167	224	165	63	452	757
Base: All GB Adults		2072	80	539	39	1115	957	170	232	169	63	462	722
Significantly more		2%	10%	5%	-	2%	2%	8%	7%	5%	-	5%	1%
Somewhat more		12%	31%	19%	19%	11%	13%	20%	26%	17%	14%	20%	7%
No difference		69%	43%	60%	55%	67%	70%	58%	49%	65%	75%	60%	72%
Somewhat less		3%	5%	4%	9%	3%	3%	4%	5%	5%	4%	5%	3%
Significantly less		9%	4%	7%	2%	11%	7%	6%	9%	5%	5%	7%	12%
Don't know		5%	7%	5%	16%	5%	5%	4%	4%	4%	2%	4%	5%
Holidays and travel													
Unweighted base		2072	78	523	40	1140	932	167	224	165	63	452	757
Base: All GB Adults		2072	80	539	39	1115	957	170	232	169	63	462	722
Significantly more		0%	-	0%	-	-	1%	-	-	-	-	-	-
Somewhat more		1%	-	2%	5%	1%	1%	1%	2%	1%	-	1%	0%
No difference		34%	36%	35%	33%	32%	35%	33%	35%	36%	22%	33%	31%
Somewhat less		11%	7%	10%	16%	10%	11%	9%	7%	11%	17%	10%	11%
Significantly less		51%	50%	49%	32%	54%	48%	51%	51%	50%	60%	51%	55%
Don't know		4%	7%	4%	14%	4%	4%	6%	6%	2%	2%	5%	3%
Non-digital services ( cleaner, dry cleaning, haircut)													
Unweighted base		2072	78	523	40	1140	932	167	224	165	63	452	757
Base: All GB Adults		2072	80	539	39	1115	957	170	232	169	63	462	722
Significantly more		0%	-	0%	-	0%	0%	-	1%	-	-	0%	0%
Somewhat more		2%	2%	2%	4%	1%	2%	2%	2%	1%	-	1%	1%
No difference		39%	33%	38%	43%	37%	41%	42%	33%	37%	48%	39%	36%
Somewhat less		21%	18%	21%	7%	22%	19%	23%	21%	19%	19%	21%	22%
Significantly less		36%	40%	34%	30%	37%	33%	30%	37%	39%	33%	34%	38%
Don't know		3%	6%	4%	16%	3%	4%	4%	6%	4%	-	4%	2%

		Social Media/ Messaging service (within the last month)								
Total		Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype
<b>Books</b>										
	Unweighted base	2072	1508	691	395	298	713	305	1287	268
	<b>Base: All GB Adults</b>	2072	1505	699	391	289	721	325	1289	263
	Significantly more	3%	3%	3%	3%	4%	4%	5%	3%	3%
	Somewhat more	18%	19%	22%	23%	18%	22%	20%	18%	17%
	No difference	65%	66%	64%	63%	63%	62%	61%	67%	67%
	Somewhat less	4%	4%	4%	4%	5%	3%	5%	3%	5%
	Significantly less	7%	6%	5%	5%	6%	5%	4%	6%	7%
	Don't know	3%	2%	2%	2%	3%	3%	5%	3%	1%
<b>Other entertainment (game consoles, board games)</b>										
	Unweighted base	2072	1508	691	395	298	713	305	1287	268
	<b>Base: All GB Adults</b>	2072	1505	699	391	289	721	325	1289	263
	Significantly more	2%	2%	4%	4%	2%	4%	6%	3%	3%
	Somewhat more	12%	13%	17%	14%	14%	19%	20%	14%	14%
	No difference	69%	70%	66%	70%	69%	63%	62%	67%	70%
	Somewhat less	3%	3%	4%	2%	2%	3%	4%	3%	3%
	Significantly less	9%	8%	7%	8%	8%	8%	5%	9%	8%
	Don't know	5%	4%	2%	1%	5%	4%	4%	4%	1%
<b>Holidays and travel</b>										
	Unweighted base	2072	1508	691	395	298	713	305	1287	268
	<b>Base: All GB Adults</b>	2072	1505	699	391	289	721	325	1289	263
	Significantly more	0%	0%	1%	1%	0%	1%	1%	0%	-
	Somewhat more	1%	1%	1%	0%	0%	1%	2%	1%	1%
	No difference	34%	33%	31%	24%	32%	32%	38%	33%	28%
	Somewhat less	11%	11%	11%	14%	10%	10%	10%	10%	11%
	Significantly less	51%	52%	54%	59%	54%	52%	45%	53%	59%
	Don't know	4%	3%	3%	2%	3%	4%	3%	3%	1%
<b>Non-digital services ( cleaner, dry cleaning, haircut)</b>										
	Unweighted base	2072	1508	691	395	298	713	305	1287	268
	<b>Base: All GB Adults</b>	2072	1505	699	391	289	721	325	1289	263
	Significantly more	0%	0%	0%	1%	-	0%	1%	0%	-
	Somewhat more	2%	2%	3%	2%	1%	2%	4%	2%	1%
	No difference	39%	39%	37%	31%	34%	35%	36%	38%	34%
	Somewhat less	21%	21%	21%	22%	21%	19%	19%	20%	26%
	Significantly less	36%	36%	36%	43%	42%	40%	38%	37%	37%
	Don't know	3%	2%	2%	1%	2%	3%	3%	3%	1%