

YouGov Survey Results
 Sample size: 2072 GB adults
 Fieldwork: 19th - 20th May 2020



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

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
Base: All GB adults	2072	1005	1067	230	306	367	342	827	1181	891	495	342
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
Base: All GB adults	2072	1005	1067	230	306	367	342	827	1181	891	495	342
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
Base: All GB adults	2072	179	280	495	1790	102	180	87	207	201	167	175
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
Base: All GB adults	2072	179	280	495	1790	102	180	87	207	201	167	175
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%

YouGov Survey Results
Sample size: 2072 GB adults
Fieldwork: 19th - 20th May 2020



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
Base: All GB adults	2072	179	280	276	219	1790	102	180	654	231	886	102
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
Base: All GB adults	2072	179	280	276	219	1790	102	180	654	231	886	102
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%

YouGov Survey Results
 Sample size: 2072 GB adults
 Fieldwork: 19th - 20th May 2020



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
Base: All GB adults	2072	495	118	471	936	308	159	67	591	1494	219	241
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
Base: All GB adults	2072	495	118	471	936	308	159	67	591	1494	219	241
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%

YouGov Survey Results
Sample size: 2072 GB adults
Fieldwork: 19th - 20th May 2020



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
Base: All GB adults	2072	80	539	39	1115	957	170	232	169	63	462	722
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
Base: All GB adults	2072	80	539	39	1115	957	170	232	169	63	462	722
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
Base: All GB adults	2072	1505	699	391	289	721	325	1289	1348	263
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
Base: All GB adults	2072	1505	699	391	289	721	325	1289	1348	263
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%

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

	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%

	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%

	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%

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%

	Total	Social Media/ Messaging service (within the last month)								
		Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype
Your income										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
Base: All GB adults	2072	1505	699	391	289	721	325	1289	1348	263
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%
Your debts										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
Base: All GB adults	2072	1505	699	391	289	721	325	1289	1348	263
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%
Your savings										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
Base: All GB adults	2072	1505	699	391	289	721	325	1289	1348	263
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		North	Midlands
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE		

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)

Groceries												
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	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%
Alcohol to consume at home												
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	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%
Tobacco												
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%	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%	-	3%	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)

Groceries										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
Base: All GB Adults	2072	1505	699	391	289	721	325	1289	1348	263
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%
Alcohol to consume at home										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
Base: All GB Adults	2072	1505	699	391	289	721	325	1289	1348	263
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%
Tobacco										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
Base: All GB Adults	2072	1505	699	391	289	721	325	1289	1348	263
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%

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

	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%

	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%

	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%

	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%

	Total	Social Media/ Messaging service (within the last month)								
		Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype
Takeaway food										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
Base: All GB Adults	2072	1505	699	391	289	721	325	1289	1348	263
Significantly more	3%	3%	4%	6%	3%	5%	8%	4%	3%	4%
Somewhat more	13%	15%	17%	20%	16%	20%	18%	14%	16%	20%
No difference	40%	39%	36%	31%	36%	33%	37%	37%	36%	36%
Somewhat less	17%	17%	17%	18%	13%	17%	18%	18%	18%	16%
Significantly less	24%	24%	23%	24%	31%	23%	18%	25%	25%	22%
Don't know	3%	2%	2%	1%	2%	2%	1%	2%	2%	1%
Clothes and beauty products										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
Base: All GB Adults	2072	1505	699	391	289	721	325	1289	1348	263
Significantly more	1%	1%	2%	3%	2%	2%	5%	1%	2%	1%
Somewhat more	6%	6%	8%	9%	11%	11%	15%	7%	7%	8%
No difference	48%	47%	47%	46%	42%	44%	47%	46%	46%	49%
Somewhat less	20%	21%	20%	19%	20%	19%	17%	20%	20%	21%
Significantly less	22%	22%	20%	21%	22%	21%	13%	23%	23%	20%
Don't know	3%	2%	2%	2%	3%	3%	4%	3%	3%	1%
Digital services (streaming subscriptions, online classes etc)										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
Base: All GB Adults	2072	1505	699	391	289	721	325	1289	1348	263
Significantly more	2%	2%	3%	2%	2%	3%	5%	2%	2%	2%
Somewhat more	18%	20%	26%	26%	25%	23%	24%	21%	21%	22%
No difference	68%	68%	63%	62%	61%	62%	59%	66%	65%	67%
Somewhat less	4%	3%	3%	4%	4%	4%	4%	3%	4%	4%
Significantly less	5%	4%	3%	5%	6%	4%	5%	5%	5%	5%
Don't know	4%	3%	2%	1%	3%	3%	3%	3%	3%	1%
Transport										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
Base: All GB Adults	2072	1505	699	391	289	721	325	1289	1348	263
Significantly more	0%	0%	0%	1%	0%	1%	1%	0%	0%	1%
Somewhat more	1%	1%	1%	1%	1%	1%	2%	1%	1%	-
No difference	26%	24%	20%	13%	20%	19%	23%	24%	21%	17%
Somewhat less	19%	19%	20%	20%	17%	19%	21%	19%	19%	21%
Significantly less	52%	53%	57%	65%	60%	58%	50%	54%	56%	61%
Don't know	2%	2%	2%	1%	1%	2%	3%	2%	2%	-

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

	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%

	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%

	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%

	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%

	Total	Social Media/ Messaging service (within the last month)								
		Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype
Electronic devices										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
Base: All GB Adults	2072	1505	699	391	289	721	325	1289	1348	263
Significantly more	2%	2%	4%	3%	3%	4%	5%	2%	3%	4%
Somewhat more	9%	9%	11%	13%	11%	11%	10%	9%	10%	14%
No difference	70%	72%	69%	67%	69%	68%	69%	70%	69%	69%
Somewhat less	4%	4%	4%	6%	5%	3%	5%	4%	4%	3%
Significantly less	11%	10%	10%	10%	10%	10%	7%	11%	11%	10%
Don't know	4%	3%	2%	1%	2%	3%	3%	3%	3%	0%
Furniture and home improvement										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
Base: All GB Adults	2072	1505	699	391	289	721	325	1289	1348	263
Significantly more	3%	3%	4%	4%	3%	4%	4%	3%	3%	4%
Somewhat more	16%	17%	18%	20%	20%	19%	24%	18%	18%	15%
No difference	60%	59%	59%	57%	55%	57%	55%	58%	57%	62%
Somewhat less	5%	5%	5%	5%	7%	5%	4%	5%	6%	6%
Significantly less	13%	13%	13%	13%	13%	11%	8%	13%	13%	12%
Don't know	3%	3%	2%	1%	2%	3%	4%	3%	3%	1%
Supplies for hobbies (paint brushes, knitting yarn, musical instruments etc)										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
Base: All GB Adults	2072	1505	699	391	289	721	325	1289	1348	263
Significantly more	3%	3%	4%	4%	5%	5%	4%	3%	4%	3%
Somewhat more	21%	23%	23%	24%	31%	26%	27%	24%	23%	22%
No difference	58%	58%	57%	57%	50%	53%	56%	56%	57%	62%
Somewhat less	5%	5%	6%	4%	4%	5%	3%	5%	5%	5%
Significantly less	8%	7%	6%	7%	8%	6%	6%	8%	8%	7%
Don't know	4%	4%	3%	3%	3%	4%	4%	4%	4%	1%
Active wear and exercise equipment										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
Base: All GB Adults	2072	1505	699	391	289	721	325	1289	1348	263
Significantly more	1%	1%	1%	1%	2%	1%	3%	1%	1%	0%
Somewhat more	8%	8%	11%	12%	11%	13%	18%	8%	9%	13%
No difference	70%	71%	71%	68%	69%	68%	65%	70%	70%	69%
Somewhat less	5%	5%	5%	6%	3%	4%	4%	5%	5%	6%
Significantly less	12%	12%	10%	11%	12%	10%	8%	12%	12%	10%
Don't know	4%	3%	2%	2%	3%	3%	3%	4%	3%	2%

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

	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%

	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%

	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%

	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%

	Total	Social Media/ Messaging service (within the last month)								
		Facebook	Twitter	LinkedIn	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype
Books										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
Base: All GB Adults	2072	1505	699	391	289	721	325	1289	1348	263
Significantly more	3%	3%	3%	3%	4%	4%	5%	3%	3%	3%
Somewhat more	18%	19%	22%	23%	18%	22%	20%	18%	20%	17%
No difference	65%	66%	64%	63%	63%	62%	61%	67%	64%	67%
Somewhat less	4%	4%	4%	4%	5%	3%	5%	3%	3%	5%
Significantly less	7%	6%	5%	5%	6%	5%	4%	6%	7%	7%
Don't know	3%	2%	2%	2%	3%	3%	5%	3%	3%	1%
Other entertainment (game consoles, board games)										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
Base: All GB Adults	2072	1505	699	391	289	721	325	1289	1348	263
Significantly more	2%	2%	4%	4%	2%	4%	6%	3%	3%	3%
Somewhat more	12%	13%	17%	14%	14%	19%	20%	14%	14%	14%
No difference	69%	70%	66%	70%	69%	63%	62%	67%	67%	70%
Somewhat less	3%	3%	4%	2%	2%	3%	4%	3%	3%	3%
Significantly less	9%	8%	7%	8%	8%	8%	5%	9%	8%	8%
Don't know	5%	4%	2%	1%	5%	4%	4%	4%	4%	1%
Holidays and travel										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
Base: All GB Adults	2072	1505	699	391	289	721	325	1289	1348	263
Significantly more	0%	0%	1%	1%	0%	1%	1%	0%	1%	-
Somewhat more	1%	1%	1%	0%	0%	1%	2%	1%	1%	1%
No difference	34%	33%	31%	24%	32%	32%	38%	33%	30%	28%
Somewhat less	11%	11%	11%	14%	10%	10%	10%	10%	10%	11%
Significantly less	51%	52%	54%	59%	54%	52%	45%	53%	55%	59%
Don't know	4%	3%	3%	2%	3%	4%	3%	3%	3%	1%
Non-digital services (cleaner, dry cleaning, haircut)										
Unweighted base	2072	1508	691	395	298	713	305	1287	1340	268
Base: All GB Adults	2072	1505	699	391	289	721	325	1289	1348	263
Significantly more	0%	0%	0%	1%	-	0%	1%	0%	0%	-
Somewhat more	2%	2%	3%	2%	1%	2%	4%	2%	2%	1%
No difference	39%	39%	37%	31%	34%	35%	36%	38%	36%	34%
Somewhat less	21%	21%	21%	22%	21%	19%	19%	20%	22%	26%
Significantly less	36%	36%	36%	43%	42%	40%	38%	37%	37%	37%
Don't know	3%	2%	2%	1%	2%	3%	3%	3%	3%	1%