

YouGov / StepChange Survey Results

Sample Size: 2179 adults in UK
Fieldwork: 19th - 20th January 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				Social Grade		Country					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	GB	England and Wales
Weighted Sample	2179	379	540	196	229	128	771	776	1057	1122	229	900	540	510	1241	930	1824	113	181	61	2118	1937
Unweighted Sample	2179	371	584	196	248	133	849	782	989	1190	166	880	573	560	1290	884	1826	118	177	58	2121	1944
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		4-5 Sept '25	19-20 Jan '26																				
How easy or difficult have you found it to keep up with household bills and credit commitments in the last few months?																							
Very easy	13	14	19	16	13	11	13	15	13	17	11	13	13	13	17	16	10	14	12	12	12	14	14
Fairly easy	42	43	46	45	51	40	47	48	43	43	43	35	39	46	49	46	39	43	40	42	44	43	43
TOTAL EASY	55	57	65	61	64	51	60	63	56	60	54	48	52	59	66	62	49	57	52	54	56	57	57
Fairly difficult	29	29	28	26	27	31	30	27	31	27	30	18	32	30	28	27	32	29	33	29	29	29	29
Very difficult	11	9	6	9	6	14	6	8	10	7	11	5	12	9	6	6	13	8	12	14	12	9	9
TOTAL DIFFICULT	40	38	34	35	33	45	36	35	41	34	41	23	44	39	34	33	45	37	45	43	41	38	38
Don't know	5	5	2	4	3	5	3	2	2	6	5	28	4	2	1	5	6	6	3	4	3	6	6

In the past three months, have you experienced or carried out any of the following activities in regard to your household finances? Please select all that apply.																							
Fallen behind on essential household bills (e.g. rent, mortgage, energy bills, council tax etc.)	5	4	2	4	2	3	3	2	3	2	5	5	5	3	1	3	5	3	7	4	12	4	3
Got hit by late payment or default charges	3	4	1	4	1	4	2	3	3	2	5	3	6	2	1	3	4	3	6	5	9	3	3
Made just the minimum repayments on my debts	12	14	10	17	12	16	8	14	15	12	15	4	21	14	4	14	14	13	19	16	19	14	13
Missed a regular monthly payment on at least one of my debts	5	4	2	4	0	4	4	2	3	3	4	3	6	2	1	2	5	3	6	5	10	3	3
Used credit to keep up with existing credit commitments	4	5	3	6	2	5	3	5	5	4	6	2	8	3	2	4	5	4	7	7	10	4	4
Used credit to pay essential household bills (e.g. rent, mortgage, energy bills, council tax etc.)	5	4	3	3	3	6	1	3	4	4	4	4	5	3	4	4	5	4	5	5	14	4	4
Used credit, loans or an overdraft to make it through to payday	10	11	6	14	9	12	12	13	10	8	13	7	17	9	3	11	11	10	16	15	16	11	10
Used my overdraft in each of the last three months	9	10	8	13	8	13	10	10	10	8	12	9	13	11	5	10	10	10	12	10	11	10	10
None of these	69	69	78	68	75	67	71	71	70	73	66	71	59	72	85	71	67	70	58	70	63	70	70
Don't know	3	3	2	1	1	3	1	2	2	3	3	9	3	1	2	2	4	3	4	2	3	3	3

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Sample Size: 2179 adults in UK
Fieldwork: 19th - 20th January 2026

Weighted Sample Unweighted Sample		Region in England				Couple and Parental Status				Receiving universal credit	Working full time	Energy bill		Water		On a water meter
	Total	North	Midlands	London	South	Couple with children	Couple without children	Single with children	Single without children			TOTAL WORRIED	TOTAL NOT WORRIED	TOTAL WORRIED	TOTAL NOT WORRIED	
	2179	501	346	251	726	844	337	316	588	182	996	632	1276	397	1412	1036
	2179	510	351	235	730	886	342	330	542	172	993	637	1312	396	1459	1073
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		4-5 Sept '25	19-20 Jan '26														
How easy or difficult have you found it to keep up with household bills and credit commitments in the last few months?																	
Very easy	13	14	14	12	21	13	13	19	8	15	4	16	2	20	1	18	15
Fairly easy	42	43	45	44	39	43	47	46	38	40	32	43	22	56	18	52	46
TOTAL EASY	55	57	59	56	60	56	60	65	46	55	36	59	24	76	19	70	61
Fairly difficult	29	29	28	29	27	29	29	25	38	26	37	29	51	20	49	25	29
Very difficult	11	9	8	9	7	9	10	7	14	7	23	8	24	2	31	3	8
TOTAL DIFFICULT	40	38	36	38	34	38	39	32	52	33	60	37	75	22	80	28	37
Don't know	5	5	6	6	7	6	2	2	2	12	4	3	2	2	1	2	3

In the past three months, have you experienced or carried out any of the following activities in regard to your household finances? Please select all that apply.																	
Fallen behind on essential household bills (e.g. rent, mortgage, energy bills, council tax etc.)	5	4	4	4	2	3	2	4	7	4	16	3	10	1	9	2	2
Got hit by late payment or default charges	3	4	4	2	3	3	3	3	4	4	11	4	8	2	9	2	3
Made just the minimum repayments on my debts	12	14	13	13	9	14	15	13	19	10	23	19	26	8	28	10	13
Missed a regular monthly payment on at least one of my debts	5	4	4	3	3	3	2	2	8	3	17	4	9	1	9	2	2
Used credit to keep up with existing credit commitments	4	5	3	5	4	4	5	4	6	3	7	6	9	3	10	3	4
Used credit to pay essential household bills (e.g. rent, mortgage, energy bills, council tax etc.)	5	4	3	3	5	4	4	2	6	3	7	5	9	2	9	3	3
Used credit, loans or an overdraft to make it through to payday	10	11	10	8	7	12	12	12	14	8	19	14	18	8	17	9	9
Used my overdraft in each of the last three months	9	10	12	9	7	10	11	8	14	9	18	12	15	8	16	9	9
None of these	69	69	70	70	73	69	71	72	61	71	46	65	49	80	45	77	75
Don't know	3	3	4	4	3	2	1	3	2	5	2	2	4	1	4	1	1

Sample Size: 2179 adults in UK
Fieldwork: 19th - 20th January 2026

	Vote in 2024 GE					EU Ref 2016			Gender		Age				Social Grade		Country					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	GB	England and Wales
Weighted Sample	2179	379	540	196	229	128	771	776	1057	1122	229	900	540	510	1241	930	1824	113	181	61	2118	1937
Unweighted Sample	2179	371	584	196	248	133	849	782	989	1190	166	880	573	560	1290	884	1826	118	177	58	2121	1944
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the property you live in, are you on a water meter?
This means your water bill is calculated based on your actual usage, rather than being charged a fixed rate.

Yes, I am	48	64	49	57	57	49	47	59	46	49	20	46	52	58	49	45	54	41	2	0	49	53
No, but I'm waiting to have one installed	2	2	2	2	3	1	2	2	2	3	2	2	3	2	2	2	2	2	1	2	2	2
No, and I'm not waiting to have one installed/not eligible for one	38	30	38	29	33	32	43	36	39	37	30	38	41	39	36	41	30	52	86	97	36	32
Don't know	12	4	11	11	6	18	8	3	13	11	48	14	4	1	12	12	13	6	11	2	12	13

Thinking about your finances over the next six months, how worried are you about your ability to pay each of the following bills?
Council tax

Energy bill	Very worried	6	6	6	4	5	12	3	5	7	6	7	3	8	7	2	4	9	6	9	6	4	6	6
	Fairly worried	17	17	15	17	17	21	16	16	19	15	19	9	20	17	16	16	19	17	18	16	8	17	17
	TOTAL WORRIED	23	23	21	21	22	33	19	21	26	21	26	12	28	24	18	20	28	23	27	22	12	23	23
	Not very worried	28	31	32	32	35	28	37	35	31	29	32	12	32	32	35	32	29	31	24	34	17	31	31
	Not worried at all	32	29	37	33	31	24	24	34	33	35	24	7	26	35	40	32	27	29	31	34	30	29	29
	TOTAL NOT WORRIED	60	60	69	65	66	52	61	69	64	64	56	19	58	67	75	64	56	60	55	68	47	60	60
	Not applicable - I am not responsible for paying this	15	14	9	12	13	12	16	8	8	13	15	61	12	7	5	14	13	14	11	9	39	13	14
	Don't know	2	3	2	2	0	2	4	2	2	2	3	6	3	2	2	2	4	2	8	1	2	3	3
	Very worried	8	7	5	6	4	10	5	6	8	6	9	5	11	7	4	6	9	7	9	9	8	7	7
	Fairly worried	23	22	19	22	19	29	25	20	25	20	24	15	24	23	20	19	25	21	23	21	28	22	22
TOTAL WORRIED	31	29	24	28	23	39	30	26	33	26	33	20	35	30	24	25	34	28	32	30	36	29	29	
Not very worried	28	31	34	32	35	27	33	35	29	29	32	17	31	33	34	32	29	31	31	31	23	31	31	
Not worried at all	29	28	36	29	32	22	26	33	31	33	23	8	24	33	39	30	25	27	26	33	35	28	27	
TOTAL NOT WORRIED	57	59	70	61	67	49	59	68	60	62	55	25	55	66	73	62	54	58	57	64	58	59	58	
Not applicable - I am not responsible for paying this	11	10	5	9	10	10	9	5	5	10	10	49	9	3	2	11	9	11	4	5	3	10	11	
Don't know	2	2	2	1	0	3	3	2	2	2	2	6	2	1	1	2	3	2	6	1	2	2	2	

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Weighted Sample Unweighted Sample		Region in England				Couple and Parental Status				Receiving universal credit	Working full time	Energy bill		Water		On a water meter
	Total	North	Midlands	London	South	Couple with children	Couple without children	Single with children	Single without children			TOTAL WORRIED	TOTAL NOT WORRIED	TOTAL WORRIED	TOTAL NOT WORRIED	
	2179	501	346	251	726	844	337	316	588	182	996	632	1276	397	1412	1036
	2179	510	351	235	730	886	342	330	542	172	993	637	1312	396	1459	1073
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Thinking about the property you live in, are you on a water meter?

This means your water bill is calculated based on your actual usage, rather than being charged a fixed rate.

Yes, I am	48	47	54	48	61	53	49	53	37	41	49	49	53	55	54	100
No, but I'm waiting to have one installed	2	2	2	4	2	2	2	3	2	3	2	4	2	5	2	0
No, and I'm not waiting to have one installed/not eligible for one	38	40	31	29	24	40	39	37	36	40	38	39	39	32	37	0
Don't know	12	11	13	19	12	4	10	7	25	16	11	9	6	9	7	0

	4-5 Sept '25	19-20 Jan '26														
Thinking about your finances over the next six months, how worried are you about your ability to pay each of the following bills?																
Council tax																
Very worried	6	6	6	6	5	6	6	8	8	4	13	8	19	1	26	6
Fairly worried	17	17	16	17	18	18	15	23	15	21	18	46	6	56	9	18
TOTAL WORRIED	23	23	22	23	23	24	24	23	31	19	34	26	65	7	82	24
Not very worried	28	31	33	30	29	31	34	33	33	25	31	33	22	41	12	35
Not worried at all	32	29	32	29	29	27	36	35	26	22	13	31	5	47	1	32
TOTAL NOT WORRIED	60	60	65	59	58	58	70	68	59	47	44	64	27	88	13	67
Not applicable - I am not responsible for paying this	15	14	9	17	16	15	5	7	8	31	19	9	6	5	4	7
Don't know	2	3	4	1	2	3	2	3	2	3	3	2	1	0	0	1
Energy bill																
Very worried	8	7	9	5	8	6	6	11	7	18	9	25	0	31	2	8
Fairly worried	23	22	21	23	20	21	23	20	29	18	34	21	75	0	56	22
TOTAL WORRIED	31	29	30	28	28	27	29	26	40	25	52	30	100	0	87	30
Not very worried	28	31	30	30	29	32	34	35	30	26	23	32	0	52	10	35
Not worried at all	29	28	29	27	27	26	33	34	24	22	11	29	0	48	1	29
TOTAL NOT WORRIED	57	59	59	57	56	58	67	69	54	48	34	61	0	100	11	64
Not applicable - I am not responsible for paying this	11	10	8	13	14	12	3	4	4	24	13	7	0	0	0	4
Don't know	2	2	3	1	2	2	1	2	1	3	2	2	0	0	0	1

Sample Size: 2179 adults in UK
Fieldwork: 19th - 20th January 2026

			Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country						
		Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	GB	England and Wales	
Weighted Sample		2179	379	540	196	229	128	771	776	1057	1122	229	900	540	510	1241	930	1824	113	181	61	2118	1937	
Unweighted Sample		2179	371	584	196	248	133	849	782	989	1190	166	880	573	560	1290	884	1826	118	177	58	2121	1944	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Rent/mortgage																								
	Very worried	5	4	2	4	3	5	2	4	3	4	5	6	7	2	1	3	6	4	3	5	9	4	4
	Fairly worried	14	13	8	14	12	15	18	13	12	12	14	14	19	10	5	14	12	13	16	13	11	13	13
	TOTAL WORRIED	19	17	10	18	15	20	20	17	15	16	19	20	26	12	6	17	18	17	19	18	20	17	17
	Not very worried	24	25	20	28	26	21	31	27	19	23	26	19	32	24	14	27	21	24	23	29	28	24	24
	Not worried at all	27	29	35	33	31	28	23	34	32	33	25	12	26	37	31	30	27	29	30	26	29	29	29
	TOTAL NOT WORRIED	51	54	55	61	57	49	54	61	51	56	51	31	58	61	45	57	48	53	53	55	57	53	53
	Not applicable - I am not responsible for paying this	28	27	33	20	27	29	23	21	32	25	28	43	12	25	46	23	30	27	20	26	21	27	27
	Don't know	2	3	2	2	1	2	3	2	2	3	3	6	3	1	2	2	3	2	8	1	2	3	3
Water																								
	Very worried	4	4	3	3	1	6	2	3	4	3	4	1	5	4	2	2	5	4	6	1	4	4	4
	Fairly worried	15	15	14	14	15	21	12	13	17	13	16	12	17	15	13	12	18	16	16	7	0	15	16
	TOTAL WORRIED	19	19	17	17	16	27	14	16	21	16	20	13	22	19	15	14	23	20	22	8	4	19	20
	Not very worried	31	32	35	35	35	32	38	35	34	30	34	18	32	35	38	34	31	34	31	26	4	33	34
	Not worried at all	32	32	39	36	37	27	32	39	36	38	27	10	31	37	41	35	29	32	32	37	29	32	32
	TOTAL NOT WORRIED	63	64	74	71	72	59	70	74	70	68	61	28	63	72	79	69	60	66	63	63	33	65	66
	Not applicable - I am not responsible for paying this	16	15	8	11	12	10	12	10	8	13	16	53	14	8	6	15	14	12	7	28	61	13	12
	Don't know	2	2	2	2	0	3	4	2	1	2	2	6	3	1	1	2	3	2	8	1	2	2	3
Telephone, broadband, or mobile phone contract																								
	Very worried	3	3	1	2	1	5	2	2	3	2	4	2	4	3	2	2	5	3	5	3	7	3	3
	Fairly worried	14	12	11	10	11	18	9	10	14	10	13	4	13	13	11	9	16	11	13	11	16	12	12
	TOTAL WORRIED	17	15	12	12	12	23	11	12	17	12	17	6	17	16	13	11	21	14	18	14	23	15	15
	Not very worried	35	37	37	39	35	34	41	39	37	33	40	24	40	35	38	37	36	37	34	43	29	37	36
	Not worried at all	38	38	46	41	45	33	39	44	40	44	33	20	36	43	45	42	34	38	39	39	43	38	38
	TOTAL NOT WORRIED	73	75	83	80	80	67	80	83	77	77	73	44	76	78	83	79	70	75	73	82	72	75	74
	Not applicable - I am not responsible for paying this	8	8	4	7	8	6	6	3	4	8	8	42	5	4	2	8	7	9	2	3	3	8	8
	Don't know	2	2	2	1	0	3	3	1	2	2	2	6	3	1	1	2	3	2	8	1	2	2	3
Thinking about the last three months, have you personally taken action to try and reduce spending on the following?																								
Energy bill																								
[Excluding those who said they are not responsible for paying this in the previous question; n=1992]																								
	Yes, I have	58	57	55	62	61	61	57	60	54	62	54	60	57	56	57	59	58	59	54	58	58	58	
	No, I have not	40	42	42	38	36	37	42	39	44	36	29	38	41	43	41	38	40	37	43	42	40	39	
	Don't know	2	1	2	0	3	2	1	1	3	2	17	2	1	1	2	3	2	4	3	0	2	2	

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			Region in England				Couple and Parental Status				Receiving universal credit	Working full time	Energy bill		Water		On a water meter	
		Total	North	Midlands	London	South	Couple with children	Couple without children	Single with children	Single without children			TOTAL WORRIED	TOTAL NOT WORRIED	TOTAL WORRIED	TOTAL NOT WORRIED		
Weighted Sample		2179	501	346	251	726	844	337	316	588	182	996	632	1276	397	1412	1036	
Unweighted Sample		2179	510	351	235	730	886	342	330	542	172	993	637	1312	396	1459	1073	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Rent/mortgage																		
	Very worried	5	4	4	4	3	5	3	4	6	6	11	6	14	1	18	1	4
	Fairly worried	14	13	12	13	16	12	12	12	16	13	20	16	34	4	37	8	13
	TOTAL WORRIED	19	17	16	17	19	17	15	16	22	19	31	22	48	5	55	9	17
	Not very worried	24	25	25	19	22	27	23	32	24	24	27	32	20	30	15	30	25
	Not worried at all	27	29	29	29	30	28	35	31	24	23	16	33	11	41	9	39	31
	TOTAL NOT WORRIED	51	54	54	48	52	55	58	63	48	47	43	65	31	71	24	69	56
	Not applicable - I am not responsible for paying this	28	27	26	33	25	26	26	18	28	31	23	12	20	23	21	22	27
	Don't know	2	3	3	1	3	2	1	3	2	3	3	2	1	0	0	0	1
Water																		
	Very worried	4	4	5	2	4	4	4	3	6	3	12	4	12	0	19	0	4
	Fairly worried	15	15	11	18	16	18	14	15	18	13	23	15	43	3	81	0	17
	TOTAL WORRIED	19	19	16	20	20	22	18	18	24	16	35	19	55	3	100	0	21
	Not very worried	31	32	37	35	31	33	35	33	38	27	31	34	29	41	0	50	38
	Not worried at all	32	32	35	30	33	31	38	40	29	25	15	34	8	51	0	50	35
	TOTAL NOT WORRIED	63	64	72	65	64	64	73	73	67	52	46	68	37	92	0	100	73
	Not applicable - I am not responsible for paying this	16	15	8	14	15	13	8	7	8	29	17	12	7	5	0	0	5
	Don't know	2	2	3	1	2	3	1	2	1	3	2	2	1	0	0	0	1
Telephone, broadband, or mobile phone contract																		
	Very worried	3	3	3	2	3	2	3	3	5	3	8	3	9	0	14	1	2
	Fairly worried	14	12	10	15	8	12	12	10	19	8	25	11	36	2	43	4	12
	TOTAL WORRIED	17	15	13	17	11	14	15	13	24	11	33	14	45	2	57	5	14
	Not very worried	35	37	37	35	36	37	38	37	40	34	35	38	42	39	33	42	39
	Not worried at all	38	38	39	37	41	37	43	44	32	35	19	42	9	57	7	52	41
	TOTAL NOT WORRIED	73	75	76	72	77	74	81	81	72	69	54	80	51	96	40	94	80
	Not applicable - I am not responsible for paying this	8	8	8	9	9	9	3	3	2	17	9	4	3	2	3	2	4
	Don't know	2	2	3	2	2	2	1	2	2	3	3	1	1	0	0	0	1
Thinking about the last three months, have you personally taken action to try and reduce spending on the following?																		
Energy bill																		
[Excluding those who said they are not responsible for paying this in the previous question; n=1992]																		
	Yes, I have	58	57	59	60	58	58	51	70	54	69	58	82	47	81	52	61	
	No, I have not	40	40	38	38	40	41	48	28	42	30	41	17	52	17	47	38	
	Don't know	2	3	2	2	1	1	1	1	4	1	1	2	1	1	1	1	

Sample Size: 2179 adults in UK
Fieldwork: 19th - 20th January 2026

	Vote in 2024 GE					EU Ref 2016			Gender		Age				Social Grade		Country					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	GB	England and Wales
Weighted Sample	2179	379	540	196	229	128	771	776	1057	1122	229	900	540	510	1241	930	1824	113	181	61	2118	1937
Unweighted Sample	2179	371	584	196	248	133	849	782	989	1190	166	880	573	560	1290	884	1826	118	177	58	2121	1944
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Water bill

[Excluding those who said they are not responsible for paying this in the previous question; n=1901]

Yes, I have	31	33	28	32	37	32	27	33	26	36	37	32	29	29	30	31	33	28	7	11	31	33
No, I have not	66	65	70	67	60	65	71	65	71	62	47	65	70	69	67	65	64	67	89	89	66	64
Don't know	3	1	3	1	3	3	1	2	3	3	16	3	1	1	2	4	3	5	4	0	3	3

Telephone, broadband, or mobile phone contract

[Excluding those who said they are not responsible for paying this in the previous question; n=2037]

Yes, I have	30	27	29	29	36	24	29	32	29	32	24	34	30	25	29	32	30	31	23	47	30	30
No, I have not	67	71	68	71	62	74	69	67	69	66	60	64	69	74	69	65	67	65	74	53	68	67
Don't know	3	2	2	0	2	2	2	2	3	2	16	2	2	1	2	3	2	4	3	0	3	3

You mentioned that in the last three months you have taken action to try and reduce spending on your energy bill. In which of the following ways, if any, have you tried to make this bill more affordable?
Please select all that apply.

[Asked only to those who said they have taken action to try and reduce spending on their energy bill; n=1161]

Confined activities to one heated room	25	22	26	25	24	32	27	25	26	25	19	30	21	24	24	27	25	21	31	26	25	25
Cut back on non-heating electricity (TV, appliances, lighting)	43	43	43	40	41	45	42	43	42	44	55	45	42	39	41	45	42	51	49	53	43	42
Engaged with my energy provider(s) about possible financial support	3	2	4	3	4	3	3	4	4	3	6	5	1	1	3	3	3	1	3	0	3	3
Gone to bed earlier than I would usually	22	27	20	16	27	18	20	28	21	23	12	23	25	20	19	26	23	19	15	22	22	23
Gone without meals to avoid cooking	9	3	9	4	12	4	8	8	9	8	8	11	8	6	6	12	8	12	7	19	8	8
Moved to a cheaper fixed energy tariff	19	19	22	19	18	20	23	17	18	19	13	17	22	20	20	17	19	16	10	26	19	19
Put off turning on the heating	68	64	70	65	79	76	66	68	66	70	78	68	70	64	66	71	67	74	74	66	68	68
Worn extra layers in my home	69	70	70	66	73	75	69	68	61	75	75	69	70	68	67	72	69	73	72	50	70	69
Other action to reduce energy use [See Tab3]	7	8	7	9	7	7	8	7	7	7	0	7	6	11	7	7	7	3	5	7	7	7
None of the above	3	4	1	4	2	0	1	3	4	2	9	3	2	2	4	2	3	3	0	2	3	3
Don't know	1	0	0	1	0	0	1	0	1	1	0	1	1	1	0	1	1	0	2	0	1	1

Sample Size: 2179 adults in UK
Fieldwork: 19th - 20th January 2026

Weighted Sample Unweighted Sample		Region in England				Couple and Parental Status				Receiving universal credit	Working full time	Energy bill		Water		On a water meter
	Total	North	Midlands	London	South	Couple with children	Couple without children	Single with children	Single without children			TOTAL WORRIED	TOTAL NOT WORRIED	TOTAL WORRIED	TOTAL NOT WORRIED	
	2179	501	346	251	726	844	337	316	588	182	996	632	1276	397	1412	1036
	2179	510	351	235	730	886	342	330	542	172	993	637	1312	396	1459	1073
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Water bill

[Excluding those who said they are not responsible for paying this in the previous question; n=1901]

Yes, I have	31	30	31	35	36	30	25	39	30	43	31	50	22	57	24	43
No, I have not	66	67	67	62	61	68	72	59	66	52	67	47	77	39	75	56
Don't know	3	3	2	3	3	2	3	3	4	5	2	3	1	4	1	1

Telephone, broadband, or mobile phone contract

[Excluding those who said they are not responsible for paying this in the previous question; n=2037]

Yes, I have	30	30	29	33	29	33	28	31	26	42	30	45	24	47	25	33
No, I have not	67	67	69	65	68	66	70	68	70	54	69	53	75	50	74	66
Don't know	3	3	2	2	3	2	2	1	4	4	1	2	1	3	1	1

You mentioned that in the last three months you have taken action to try and reduce spending on your energy bill. In which of the following ways, if any, have you tried to make this bill more affordable?
Please select all that apply.

[Asked only to those who said they have taken action to try and reduce spending on their energy bill; n=1161]

Confined activities to one heated room	25	25	26	26	24	20	33	25	31	31	24	34	19	33	22	25
Cut back on non-heating electricity (TV, appliances, lighting)	43	40	40	42	44	41	40	46	48	54	43	52	36	55	38	44
Engaged with my energy provider(s) about possible financial support	3	5	2	7	2	2	2	4	5	6	4	5	2	4	3	3
Gone to bed earlier than I would usually	22	22	28	21	22	19	17	31	22	25	23	32	14	41	15	25
Gone without meals to avoid cooking	9	8	10	5	9	7	6	8	13	17	9	15	3	20	4	8
Moved to a cheaper fixed energy tariff	19	21	21	22	17	21	20	18	13	15	19	18	20	17	20	19
Put off turning on the heating	68	66	67	65	69	66	66	70	70	74	69	79	59	80	62	67
Worn extra layers in my home	69	67	69	66	72	65	68	76	71	78	65	79	60	78	65	69
Other action to reduce energy use [See Tab3]	7	6	8	3	9	7	11	7	4	2	6	4	10	4	9	8
None of the above	3	4	1	4	4	3	4	1	4	2	4	2	4	2	3	3
Don't know	1	0	1	1	1	1	1	0	1	0	1	1	1	0	1	0

Sample Size: 2179 adults in UK
Fieldwork: 19th - 20th January 2026

	Vote in 2024 GE					EU Ref 2016			Gender		Age				Social Grade		Country					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	GB	England and Wales
Weighted Sample	2179	379	540	196	229	128	771	776	1057	1122	229	900	540	510	1241	930	1824	113	181	61	2118	1937
Unweighted Sample	2179	371	584	196	248	133	849	782	989	1190	166	880	573	560	1290	884	1826	118	177	58	2121	1944
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You mentioned that in the last three months you have taken action to try and reduce spending on your water bill. In which of the following ways, if any, have you tried to make this bill more affordable? Please select all that apply.

[Asked only to those who said they have taken action to try and reduce spending on their water bill; n=592]

Cut down on clothes or bedding washing	42	41	42	36	42	35	40	45	40	44	38	40	45	45	37	49	42	40	40	56	42	42
Cut down on using the kettle	26	28	25	21	23	18	29	27	26	27	24	28	29	21	23	31	25	39	29	56	26	26
Engaged with my water provider about possible financial support	6	2	6	4	7	6	4	5	7	6	6	9	4	3	5	8	6	8	0	0	6	6
Reduced how often I flush the toilet	51	60	44	41	52	72	49	59	50	51	34	43	59	61	49	53	51	42	70	56	51	50
Reduced how often I shower or bathe	43	47	45	33	41	53	43	46	43	44	34	43	42	47	39	49	44	39	41	56	43	43
Reduced the length of time I spend in the shower	62	66	62	57	56	61	61	59	64	61	59	65	61	58	61	63	61	73	75	100	62	61
Other action to reduce water use [See Tab4]	8	9	5	16	12	9	9	8	6	9	0	7	8	12	10	5	8	12	0	0	8	8
None of the above	5	2	5	2	7	6	7	2	4	5	14	4	4	3	4	5	5	4	0	0	5	5
Don't know	1	1	2	2	3	0	2	2	2	1	0	2	2	1	1	2	1	0	0	0	1	1

A “social tariff” is a term used to describe a cheaper or discounted price for certain essential services like broadband or water, often designed for low-income customers or those on certain benefits.

Before taking this survey, were you aware that people on a low income or receiving certain benefits can access discounted “social tariffs” for the following services?

Broadband

Yes, I was aware of this	26	28	30	26	25	17	26	32	26	25	9	24	27	34	25	26	25	24	28	27	25	25
No, I was not aware of this	71	68	67	73	73	82	72	66	70	71	78	73	70	64	72	69	71	74	70	69	71	71
Don't know	4	3	3	1	2	2	2	2	4	4	13	3	3	2	3	5	4	2	2	4	4	4

Mobile phone

Yes, I was aware of this	18	20	21	19	16	13	20	21	18	18	8	18	18	23	20	15	18	18	19	19	18	18
No, I was not aware of this	78	77	76	80	81	85	78	76	78	78	79	79	79	74	77	79	78	79	80	77	78	78
Don't know	4	3	4	1	3	2	2	3	4	4	13	3	3	3	3	5	4	3	1	4	4	4

Water bills

Yes, I was aware of this	27	30	30	28	28	29	28	30	26	28	20	24	26	38	27	27	28	35	14	19	27	29
No, I was not aware of this	68	66	66	70	70	68	70	67	69	68	66	72	71	60	69	67	67	62	83	74	68	67
Don't know	4	4	4	1	2	2	2	3	4	5	14	4	4	3	4	6	5	3	3	7	4	5

Sample Size: 2179 adults in UK
Fieldwork: 19th - 20th January 2026

Weighted Sample Unweighted Sample		Region in England				Couple and Parental Status				Receiving universal credit	Working full time	Energy bill		Water		On a water meter
	Total	North	Midlands	London	South	Couple with children	Couple without children	Single with children	Single without children			TOTAL WORRIED	TOTAL NOT WORRIED	TOTAL WORRIED	TOTAL NOT WORRIED	
	2179	501	346	251	726	844	337	316	588	182	996	632	1276	397	1412	1036
	2179	510	351	235	730	886	342	330	542	172	993	637	1312	396	1459	1073
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You mentioned that in the last three months you have taken action to try and reduce spending on your water bill. In which of the following ways, if any, have you tried to make this bill more affordable? Please select all that apply.

[Asked only to those who said they have taken action to try and reduce spending on their water bill; n=592]

Cut down on clothes or bedding washing	42	32	50	41	46	38	36	50	49	48	39	52	33	54	34	41
Cut down on using the kettle	26	21	25	23	29	28	26	24	29	33	27	35	18	36	21	27
Engaged with my water provider about possible financial support	6	5	7	11	5	4	4	9	8	19	6	8	5	8	5	4
Reduced how often I flush the toilet	51	51	46	51	53	53	49	52	50	51	47	56	46	53	49	56
Reduced how often I shower or bathe	43	36	44	45	47	42	39	46	48	53	42	51	36	52	37	45
Reduced the length of time I spend in the shower	62	60	55	58	65	67	60	57	54	61	66	65	59	65	60	65
Other action to reduce water use [See Tab4]	8	9	5	7	9	9	10	6	6	3	6	3	13	2	12	9
None of the above	5	7	8	5	2	4	7	2	5	1	5	5	4	7	3	3
Don't know	1	1	2	0	2	1	0	3	2	2	1	2	1	2	1	1

A “social tariff” is a term used to describe a cheaper or discounted price for certain essential services like broadband or water, often designed for low-income customers or those on certain benefits.

Before taking this survey, were you aware that people on a low income or receiving certain benefits can access discounted “social tariffs” for the following services?

Broadband

Yes, I was aware of this	26	26	28	25	24	27	23	30	25	34	22	26	29	26	29	30
No, I was not aware of this	71	71	67	68	73	70	74	69	69	59	75	71	69	70	70	68
Don't know	4	3	5	7	3	2	3	2	6	7	2	3	2	4	2	2

Mobile phone

Yes, I was aware of this	18	15	21	22	17	21	15	17	17	12	17	17	21	16	20	21
No, I was not aware of this	78	81	74	72	79	77	81	79	77	82	80	80	77	79	77	76
Don't know	4	4	5	6	4	2	4	3	5	6	2	3	2	4	2	2

Water bills

Yes, I was aware of this	27	25	29	26	31	29	24	30	27	27	23	24	31	26	31	34
No, I was not aware of this	68	70	67	67	65	68	72	68	67	67	74	72	66	70	67	64
Don't know	4	5	5	7	4	3	4	2	6	6	3	4	2	4	2	2

Sample Size: 2179 adults in UK
Fieldwork: 19th - 20th January 2026

	Vote in 2024 GE					EU Ref 2016			Gender		Age				Social Grade		Country					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	GB	England and Wales
Weighted Sample	2179	379	540	196	229	128	771	776	1057	1122	229	900	540	510	1241	930	1824	113	181	61	2118	1937
Unweighted Sample	2179	371	584	196	248	133	849	782	989	1190	166	880	573	560	1290	884	1826	118	177	58	2121	1944
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And are you currently on any of the following social tariffs?

Fixed broadband social tariff

[Asked only to those who were aware of the social tariff for broadband; n=578]

Yes, I am	10	9	9	7	14	0	9	11	7	12	4	12	9	7	5	16	9	13	14	7	10	9
No, I'm not	88	90	89	92	86	100	89	89	91	86	85	85	90	91	93	82	89	82	84	86	88	89
Don't know	2	1	2	2	0	0	2	1	2	2	11	3	1	2	2	2	2	5	2	7	2	2

Mobile phone social tariff

[Asked only to those who were aware of the social tariff for mobile phones; n=405]

Yes, I am	6	6	6	2	4	0	5	5	5	7	14	6	5	4	5	8	5	13	3	10	6	6
No, I'm not	92	93	94	98	96	100	93	93	93	91	80	90	95	94	94	88	92	87	94	90	92	92
Don't know	2	1	1	0	0	0	2	2	2	2	7	3	0	2	1	4	2	0	3	0	2	2

Water social tariff

[Asked only to those who were aware of the social tariff for water; n=613]

Yes, I am	10	9	9	5	19	8	6	14	7	13	4	10	14	9	4	19	10	14	0	0	10	11
No, I'm not	87	90	87	93	79	90	91	84	90	84	92	86	84	88	94	77	87	78	92	100	86	86
Don't know	3	1	4	2	1	2	3	2	3	3	5	4	3	3	3	4	3	8	8	0	3	3

How much, if anything, do you know about the WaterSure scheme?

[Asked only to those in England and Wales; n=1944]

I have heard of this, and know a lot about it	1	1	1	1	2	1	1	1	1	1	0	1	2	1	1	1	1	3	0	0	1	1
I have heard of this, and know a little about it	6	6	7	5	7	8	6	7	6	7	4	8	6	7	5	8	7	4	0	0	6	6
I have heard of this, but don't know anything about it	12	12	13	8	11	7	12	12	10	13	10	12	12	12	12	11	12	10	0	0	12	12
I had not heard about this before today	81	81	79	86	80	84	81	80	83	79	87	80	81	80	82	80	81	83	0	0	81	81

You mentioned that you'd heard of the WaterSure scheme before today. Are you currently accessing support from this scheme?

[Asked only to those who said they had heard of the WaterSure scheme; n=244]

Yes, I am	9	7	8	0	11	0	3	10	6	11	0	9	14	5	7	12	8	42	0	0	9	9
No, I'm not	87	85	88	100	85	91	92	86	92	84	100	88	84	89	91	82	88	58	0	0	87	87
Don't know	4	8	4	0	4	9	5	5	2	5	0	3	3	6	2	6	4	0	0	0	4	4

Sample Size: 2179 adults in UK
Fieldwork: 19th - 20th January 2026

Weighted Sample Unweighted Sample		Region in England				Couple and Parental Status				Receiving universal credit	Working full time	Energy bill		Water		On a water meter
	Total	North	Midlands	London	South	Couple with children	Couple without children	Single with children	Single without children			TOTAL WORRIED	TOTAL NOT WORRIED	TOTAL WORRIED	TOTAL NOT WORRIED	
	2179	501	346	251	726	844	337	316	588	182	996	632	1276	397	1412	1036
	2179	510	351	235	730	886	342	330	542	172	993	637	1312	396	1459	1073
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And are you currently on any of the following social tariffs?

Fixed broadband social tariff

[Asked only to those who were aware of the social tariff for broadband; n=578]

Yes, I am	10	9	9	5	10	7	7	15	11	32	6	15	8	15	8	9
No, I'm not	88	89	87	95	88	91	90	82	86	68	92	82	91	83	90	89
Don't know	2	2	4	0	2	2	2	3	3	0	2	3	1	2	2	1

Mobile phone social tariff

[Asked only to those who were aware of the social tariff for mobile phones; n=405]

Yes, I am	6	5	5	7	6	5	10	8	4	9	4	9	4	13	4	5
No, I'm not	92	92	93	93	91	94	86	86	94	91	95	87	95	83	95	94
Don't know	2	4	2	0	3	1	4	6	2	0	1	4	1	4	1	2

Water social tariff

[Asked only to those who were aware of the social tariff for water; n=613]

Yes, I am	10	9	15	9	10	7	10	24	7	47	4	18	8	18	9	10
No, I'm not	87	89	80	90	88	91	86	72	89	47	93	77	90	78	88	87
Don't know	3	2	5	1	2	2	3	4	4	5	2	5	2	4	2	3

How much, if anything, do you know about the WaterSure scheme?

[Asked only to those in England and Wales; n=1944]

I have heard of this, and know a lot about it	1	1	1	1	1	0	2	1	2	1	1	1	1	1	1	1
I have heard of this, and know a little about it	6	9	5	6	6	7	4	9	5	14	7	9	6	10	6	8
I have heard of this, but don't know anything about it	12	8	13	14	13	12	10	15	11	14	12	14	11	13	12	12
I had not heard about this before today	81	83	81	79	80	79	86	74	84	70	80	76	81	75	81	79

You mentioned that you'd heard of the WaterSure scheme before today. Are you currently accessing support from this scheme?

[Asked only to those who said they had heard of the WaterSure scheme; n=244]

Yes, I am	9	16	4	3	7	9	16	12	5	37	6	12	7	12	8	9
No, I'm not	87	84	86	97	88	89	82	78	95	48	93	84	90	85	88	87
Don't know	4	0	10	0	5	3	3	11	0	14	1	4	3	3	4	3

Sample Size: 2179 adults in UK
Fieldwork: 19th - 20th January 2026

Weighted Sample Unweighted Sample		Vote in 2024 GE					EU Ref 2016		Gender		Age				Social Grade		Country					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	GB	England and Wales
	2179	379	540	196	229	128	771	776	1057	1122	229	900	540	510	1241	930	1824	113	181	61	2118	1937
	2179	371	584	196	248	133	849	782	989	1190	166	880	573	560	1290	884	1826	118	177	58	2121	1944
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		7 - 8 May '25	19-20 Jan '26																				
To what extent would you support or oppose each of the following...																							
The introduction of an independent statutory regulator which ensures bailiffs abide by rules to treat those in debt fairly																							
Strongly support	49	46	42	55	52	39	57	52	47	46	46	32	47	50	47	46	47	46	56	41	54	46	47
Tend to support	32	36	41	34	35	38	28	34	36	35	36	36	35	34	39	37	34	36	30	41	29	36	35
TOTAL SUPPORT	81	82	83	89	87	77	85	86	83	81	82	68	82	84	86	83	81	82	86	82	83	82	82
Tend to oppose	4	3	5	2	2	7	1	2	4	3	3	3	2	5	3	3	3	3	1	3	0	3	3
Strongly oppose	3	1	2	1	1	3	2	1	2	2	1	2	1	1	1	2	1	1	2	2	2	1	1
TOTAL OPPOSE	7	4	7	3	3	10	3	3	6	5	4	5	3	6	4	5	4	4	3	5	2	4	4
Don't know	12	14	10	9	11	14	12	10	11	13	14	27	14	10	9	12	15	14	10	13	15	13	14
Removing prison sentences for non-payment of council tax under any circumstances																							
Strongly support	30	29	18	34	28	30	34	31	27	29	29	17	35	30	22	27	31	28	39	31	27	29	28
Tend to support	30	34	37	36	33	29	38	36	34	33	35	33	32	36	36	33	35	34	33	35	34	34	34
TOTAL SUPPORT	60	63	55	70	61	59	72	67	61	62	64	50	67	66	58	60	66	62	72	66	61	63	62
Tend to oppose	19	15	23	11	15	18	9	13	16	15	14	17	11	16	18	16	13	15	12	13	17	14	15
Strongly oppose	7	6	7	3	4	9	4	4	6	8	3	5	5	5	8	6	5	6	2	5	2	6	6
TOTAL OPPOSE	26	21	30	14	19	27	13	17	22	23	17	22	16	21	26	22	18	21	14	18	19	20	21
Don't know	14	17	15	15	19	14	16	15	15	15	19	27	17	14	16	18	16	17	15	16	21	17	17
The introduction of a national water "social tariff", offering discounted water bills for people on the lowest incomes																							
Strongly support		27	14	36	26	22	42	29	23	27	28	30	30	26	23	24	32	28	34	20	27	27	28
Tend to support		41	46	45	47	32	40	44	40	40	43	43	37	42	47	44	38	42	35	41	32	42	42
TOTAL SUPPORT		68	60	81	73	54	82	73	63	67	71	73	67	68	70	68	70	70	69	61	59	69	70
Tend to oppose		10	15	5	11	20	5	9	13	12	8	7	10	11	10	12	8	10	7	10	5	10	10
Strongly oppose		5	8	2	4	11	4	3	8	7	4	2	6	6	4	6	4	5	2	4	8	5	5
TOTAL OPPOSE		15	23	7	15	31	9	12	21	19	12	9	16	17	14	18	12	15	9	14	13	15	15
Don't know		16	16	12	12	15	9	15	16	14	17	18	16	14	16	15	17	14	21	24	29	15	15

Sample Size: 2179 adults in UK
Fieldwork: 19th - 20th January 2026

Weighted Sample Unweighted Sample	Region in England				Couple and Parental Status				Receiving universal credit	Working full time	Energy bill		Water		On a water meter	
	Total	North	Midlands	London	South	Couple with children	Couple without children	Single with children			Single without children	TOTAL WORRIED	TOTAL NOT WORRIED	TOTAL WORRIED		TOTAL NOT WORRIED
	2179	501	346	251	726	844	337	316	588	182	996	632	1276	397	1412	1036
	2179	510	351	235	730	886	342	330	542	172	993	637	1312	396	1459	1073
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

	7 - 8 May '25	19-20 Jan '26															
To what extent would you support or oppose each of the following...																	
The introduction of an independent statutory regulator which ensures bailiffs abide by rules to treat those in debt fairly																	
Strongly support	49	46	44	47	45	47	47	45	52	44	57	46	47	47	49	46	48
Tend to support	32	36	38	34	34	35	38	35	34	35	31	35	36	37	35	38	36
TOTAL SUPPORT	81	82	82	81	79	82	85	80	86	79	88	81	83	84	84	84	84
Tend to oppose	4	3	4	4	3	3	3	2	2	4	2	4	3	3	4	3	4
Strongly oppose	3	1	1	1	1	1	1	2	1	1	0	2	2	1	1	2	1
TOTAL OPPOSE	7	4	5	5	4	4	4	4	3	5	2	6	5	4	5	5	5
Don't know	12	14	13	14	16	14	11	16	10	15	11	13	12	11	11	11	11
Removing prison sentences for non-payment of council tax under any circumstances																	
Strongly support	30	29	27	30	28	28	28	26	37	27	50	31	39	25	42	26	30
Tend to support	30	34	38	31	33	34	37	35	31	32	28	34	32	36	31	36	35
TOTAL SUPPORT	60	63	65	61	61	62	65	61	68	59	78	65	71	61	73	62	65
Tend to oppose	19	15	13	16	14	16	15	14	14	14	7	14	12	16	10	16	15
Strongly oppose	7	6	6	7	7	5	5	7	4	7	3	6	4	7	4	7	6
TOTAL OPPOSE	26	21	19	23	21	21	20	21	18	21	10	20	16	23	14	23	21
Don't know	14	17	16	17	19	18	15	18	14	20	13	15	14	16	13	15	15
The introduction of a national water "social tariff", offering discounted water bills for people on the lowest incomes																	
Strongly support		27	26	29	25	29	22	23	37	33	55	25	38	23	40	25	27
Tend to support		41	45	41	44	40	44	41	38	40	31	42	34	46	34	44	42
TOTAL SUPPORT		68	71	70	69	69	66	64	75	73	86	67	72	69	74	69	69
Tend to oppose		10	11	10	12	10	13	10	7	8	4	11	9	11	9	11	12
Strongly oppose		5	6	4	6	6	6	6	4	4	2	7	5	5	6	5	6
TOTAL OPPOSE		15	17	14	18	16	19	16	11	12	6	18	14	16	15	16	18
Don't know		16	12	16	13	15	16	20	13	14	8	15	13	14	12	14	14

Sample Size: 2179 adults in UK
Fieldwork: 19th - 20th January 2026

	Vote in 2024 GE					EU Ref 2016			Gender		Age				Social Grade		Country					
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	GB	England and Wales
Weighted Sample	2179	379	540	196	229	128	771	776	1057	1122	229	900	540	510	1241	930	1824	113	181	61	2118	1937
Unweighted Sample	2179	371	584	196	248	133	849	782	989	1190	166	880	573	560	1290	884	1826	118	177	58	2121	1944
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The introduction of a national energy "social tariff", offering discounted energy bills for people on the lowest incomes

Strongly support	28	16	36	26	23	40	31	24	27	29	31	30	27	24	25	32	28	34	25	32	28	28
Tend to support	42	45	45	47	31	41	44	38	42	42	45	38	41	47	43	39	42	33	45	39	42	41
TOTAL SUPPORT	70	61	81	73	54	81	75	62	69	71	76	68	68	71	68	71	70	67	70	71	70	69
Tend to oppose	11	16	6	12	22	6	9	15	12	9	7	10	13	10	12	8	11	12	10	3	11	11
Strongly oppose	5	8	2	4	10	3	3	9	7	4	1	7	6	5	6	4	6	1	5	8	5	5
TOTAL OPPOSE	16	24	8	16	32	9	12	24	19	13	8	17	19	15	18	12	17	13	15	11	16	16
Don't know	14	15	11	11	15	9	12	15	13	16	17	15	13	14	14	16	14	20	14	18	14	14

	4-5 Sept '25	19-20 Jan '26																					
Do you have any savings specifically set aside for a “rainy day”?																							
This includes money saved for unexpected expenses like a boiler breakdown or home repairs, or a loss of income etc.																							
Yes, I have savings set aside in a rainy day pot	47	48	51	51	54	48	58	56	46	49	46	34	47	49	53	54	39	48	42	45	51	48	48
No, but I have other savings I could quickly access if needed	23	23	28	23	26	16	21	21	24	25	22	37	17	24	28	23	23	23	18	25	25	23	23
No, I don't have any savings I could use for a rainy day	26	23	16	22	18	28	17	18	24	19	26	16	31	21	14	18	30	22	33	22	23	23	23
Don't know / prefer not to say	5	6	5	4	2	8	4	5	5	7	5	13	5	6	5	5	8	6	7	8	2	6	6

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

Sample Size: 2179 adults in UK
Fieldwork: 19th - 20th January 2026

Weighted Sample Unweighted Sample		Region in England				Couple and Parental Status				Receiving universal credit	Working full time	Energy bill		Water		On a water meter
	Total	North	Midlands	London	South	Couple with children	Couple without children	Single with children	Single without children			TOTAL WORRIED	TOTAL NOT WORRIED	TOTAL WORRIED	TOTAL NOT WORRIED	
	2179	501	346	251	726	844	337	316	588	182	996	632	1276	397	1412	1036
	2179	510	351	235	730	886	342	330	542	172	993	637	1312	396	1459	1073
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

The introduction of a national energy "social tariff", offering discounted energy bills for people on the lowest incomes

Strongly support	28	25	29	24	30	21	24	38	34	57	25	39	23	40	25	27
Tend to support	42	45	41	46	39	44	41	39	41	34	41	34	46	34	45	41
TOTAL SUPPORT	70	70	70	70	69	65	65	77	75	91	66	73	69	74	70	68
Tend to oppose	11	10	12	11	10	13	11	6	9	2	12	9	12	9	12	13
Strongly oppose	5	7	4	7	5	6	7	4	4	2	8	6	5	7	5	6
TOTAL OPPOSE	16	17	16	18	15	19	18	10	13	4	20	15	17	16	17	19
Don't know	14	13	14	12	16	15	17	13	12	5	14	12	13	11	13	13

	4-5 Sept '25	19-20 Jan '26															
Do you have any savings specifically set aside for a "rainy day"?																	
This includes money saved for unexpected expenses like a boiler breakdown or home repairs, or a loss of income etc.																	
Yes, I have savings set aside in a rainy day pot	47	48	50	46	52	46	49	56	42	46	21	52	35	56	31	55	53
No, but I have other savings I could quickly access if needed	23	23	23	26	23	22	25	21	19	25	16	20	18	26	18	25	22
No, I don't have any savings I could use for a rainy day	26	23	21	22	18	25	22	16	35	22	57	23	41	13	45	16	20
Don't know / prefer not to say	5	6	6	6	7	6	4	7	4	8	5	5	6	4	6	4	5

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