

YouGov / StepChange Survey Results

Sample Size: 2104 adults in UK

Fieldwork: 6th - 7th April 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				NS-SEC			Social Grade		Country			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2104	366	522	189	221	123	745	749	1020	1084	221	869	522	492	711	471	629	1199	862	1761	109	175	59
Unweighted Sample	2104	321	576	211	262	132	841	732	938	1166	199	723	566	616	807	517	447	1245	816	1772	120	181	31
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		19-20 Jan	6-7 Apr																						
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	48	58	46	61	58	46	49	56	47	48	20	44	53	60	54	49	48	50	45	54	52	1	2
	No, but I'm waiting to have one installed	2	2	2	2	1	2	2	2	1	2	2	2	2	2	1	2	1	2	2	1	2	5	0	0
	No, and I'm not waiting to have one installed/not eligible for one	38	38	34	43	26	32	40	42	36	37	39	29	39	41	38	36	42	38	36	42	32	37	85	95
	Don't know	12	12	6	10	12	8	12	6	6	13	12	49	14	4	1	8	7	12	13	12	13	6	14	3
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	12	8	11	11	16	13	10	14	12	13	8	16	13	7	9	14	15	10	16	12	13	11	15
	Fairly worried	17	24	21	22	22	27	25	21	26	22	25	15	25	25	23	22	26	25	23	25	23	32	26	25
	TOTAL WORRIED	23	36	29	33	33	43	38	31	40	34	38	23	41	38	30	31	40	40	33	41	35	45	37	40
	Not very worried	31	29	35	31	35	26	25	34	29	27	30	12	30	30	33	33	32	29	29	29	30	22	29	11
	Not worried at all	29	21	27	24	22	20	20	27	22	26	16	7	17	25	30	30	17	18	24	16	21	22	25	10
	TOTAL NOT WORRIED	60	50	62	55	57	46	45	61	51	53	46	19	47	55	63	63	49	47	53	45	51	44	54	21
	Not applicable - I am not responsible for paying this	14	12	8	10	9	9	16	5	8	12	13	50	10	6	6	5	9	11	13	11	12	10	9	29
	Don't know	3	2	1	1	2	2	2	1	1	2	2	8	2	1	1	1	2	3	2	3	2	0	0	8
Energy bill																									
	Very worried	7	17	10	16	17	22	21	17	19	17	17	12	22	16	12	15	17	18	14	21	16	18	18	34
	Fairly worried	22	28	31	29	25	28	33	26	32	26	31	19	28	32	29	27	33	30	28	29	28	30	31	22
	TOTAL WORRIED	29	45	41	45	42	50	54	43	51	43	48	31	50	48	41	42	50	48	42	50	44	48	49	56
	Not very worried	31	25	27	26	28	24	18	28	25	23	27	8	25	26	31	28	26	26	25	25	25	22	24	24
	Not worried at all	28	18	25	21	19	18	15	24	19	23	14	8	15	21	25	26	15	16	21	15	18	22	18	15
	TOTAL NOT WORRIED	59	43	52	47	47	42	33	52	44	46	41	16	40	47	56	54	41	42	46	40	43	44	42	39
	Not applicable - I am not responsible for paying this	10	9	6	7	8	7	13	4	5	10	9	45	7	4	2	4	6	8	10	7	10	9	8	2
	Don't know	2	2	1	1	2	2	1	1	1	2	2	8	2	1	1	1	2	2	1	3	2	0	1	3
Rent/mortgage																									
	Very worried	4	9	3	9	8	6	17	8	8	8	10	8	15	6	2	6	10	10	7	12	8	10	9	28
	Fairly worried	13	16	11	17	15	16	19	15	13	15	16	16	23	13	6	14	15	17	16	16	16	16	17	17
	TOTAL WORRIED	17	25	14	26	23	22	36	23	21	23	26	24	38	19	8	20	25	27	23	28	24	26	26	45
	Not very worried	25	22	22	20	23	19	24	20	20	22	21	20	30	19	11	24	20	22	23	20	22	22	21	8
	Not worried at all	29	22	26	25	24	22	17	28	25	26	19	8	18	30	28	29	22	20	24	19	22	19	27	11
	TOTAL NOT WORRIED	54	44	48	45	47	41	41	48	45	48	40	28	48	49	39	53	42	42	47	39	44	41	48	19
	Not applicable - I am not responsible for paying this	27	29	38	27	28	35	22	27	33	26	31	41	12	31	51	25	32	29	28	30	29	33	24	33
	Don't know	3	2	1	2	2	2	1	2	1	2	3	8	2	1	2	1	2	2	1	4	3	1	2	3

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Sample Size: 2104 adults in UK

Fieldwork: 6th - 7th April 2026

	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	2104	484	335	242	701	810	342	289	561	192	851	957	909	563	1206	1002
Unweighted Sample	2104	512	337	188	735	835	344	320	516	181	768	946	939	562	1239	1052
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

		19-20 Jan	6-7 Apr														
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	48	50	55	40	60	55	48	55	36	34	49	49	55	54	54	100
No, but I'm waiting to have one installed	2	2	1	0	4	2	2	2	1	2	3	2	2	2	3	1	0
No, and I'm not waiting to have one installed/not eligible for one	38	38	39	30	37	25	40	41	38	35	47	37	41	38	34	38	0
Don't know	12	12	9	15	19	13	4	9	6	28	16	12	9	6	9	6	0
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	12	13	12	11	12	11	12	15	13	24	13	26	1	36	4	12
Fairly worried	17	24	27	21	21	21	24	21	28	22	27	26	45	6	52	14	25
TOTAL WORRIED	23	36	40	33	32	33	35	33	43	35	51	39	71	7	88	18	37
Not very worried	31	29	28	26	29	33	35	33	28	19	16	30	20	45	9	44	33
Not worried at all	29	21	23	23	19	19	25	27	17	15	11	22	3	45	1	35	25
TOTAL NOT WORRIED	60	50	51	49	48	52	60	60	45	34	27	52	23	90	10	79	58
Not applicable - I am not responsible for paying this	14	12	8	15	15	12	4	6	11	26	23	7	5	3	2	2	4
Don't know	3	2	1	2	5	2	1	2	1	4	0	1	1	0	1	1	1
Energy bill																	
Very worried	7	17	17	17	18	15	16	14	25	16	30	18	37	0	45	7	17
Fairly worried	22	28	32	25	27	28	28	27	31	28	32	29	63	0	50	23	29
TOTAL WORRIED	29	45	49	42	45	43	44	41	56	44	62	47	100	0	95	30	46
Not very worried	31	25	24	23	22	28	31	29	25	16	16	26	0	57	5	39	28
Not worried at all	28	18	20	21	16	17	21	25	14	13	6	20	0	43	0	31	22
TOTAL NOT WORRIED	59	43	44	44	38	45	52	54	39	29	22	46	0	100	5	70	50
Not applicable - I am not responsible for paying this	10	9	6	11	14	10	3	3	4	23	14	6	0	0	0	1	3
Don't know	2	2	2	4	3	2	1	1	1	4	2	1	0	0	0	0	1
Rent/mortgage																	
Very worried	4	9	8	8	15	7	6	11	11	12	17	11	19	1	23	3	7
Fairly worried	13	16	16	16	14	16	14	16	18	16	29	20	28	5	32	10	14
TOTAL WORRIED	17	25	24	24	29	23	20	27	29	28	46	31	47	6	55	13	21
Not very worried	25	22	21	14	23	26	24	25	19	19	21	30	18	28	12	29	23
Not worried at all	29	22	24	25	20	21	27	22	21	17	13	24	13	36	9	32	26
TOTAL NOT WORRIED	54	44	45	39	43	47	51	47	40	36	34	54	31	64	21	61	49
Not applicable - I am not responsible for paying this	27	29	29	34	23	29	28	24	30	32	19	14	21	29	23	25	29
Don't know	3	2	2	3	4	2	1	2	2	4	1	1	1	1	1	1	1

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		Vote in 2024 GE						EU Ref 2016		Gender		Age				NS-SEC			Social Grade		Country				
		Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	Northern Ireland	
Weighted Sample		2104	366	522	189	221	123	745	749	1020	1084	221	869	522	492	711	471	629	1199	862	1761	109	175	59	
Unweighted Sample		2104	321	576	211	262	132	841	732	938	1166	199	723	566	616	807	517	447	1245	816	1772	120	181	31	
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
Water																									
	Very worried	4	8	5	7	4	10	10	7	9	7	8	5	9	10	4	5	8	9	6	10	8	10	6	7
	Fairly worried	15	19	17	20	19	27	23	15	24	18	20	14	19	19	22	17	21	22	17	23	21	20	10	1
	TOTAL WORRIED	19	27	22	27	23	37	33	22	33	25	28	19	28	29	26	22	29	31	23	33	29	30	16	8
	Not very worried	32	32	38	34	37	28	32	37	32	28	36	12	36	32	34	35	36	33	32	33	34	36	25	10
	Not worried at all	32	25	31	28	28	24	21	31	26	31	20	13	22	29	32	34	22	23	29	20	25	24	32	18
	TOTAL NOT WORRIED	64	57	69	62	65	52	53	68	58	59	56	25	58	61	66	69	58	56	61	53	59	60	57	28
	Not applicable - I am not responsible for paying this	15	13	8	10	9	8	14	9	8	13	14	48	12	9	7	8	11	12	15	11	11	9	24	58
	Don't know	2	2	1	2	3	3	1	1	1	2	3	8	2	2	1	1	3	2	2	4	3	1	2	5
	Telephone, broadband, or mobile phone contract																								
	Very worried	3	5	2	5	3	6	9	4	6	6	5	5	7	5	3	3	5	7	4	8	5	6	6	15
	Fairly worried	12	18	16	19	19	22	18	17	22	16	21	13	19	20	19	15	20	22	16	22	18	17	19	25
	TOTAL WORRIED	15	23	18	24	22	28	27	21	28	22	26	18	26	25	22	18	25	29	20	30	23	23	25	40
	Not very worried	37	38	42	38	41	37	37	40	38	33	42	19	41	37	40	40	43	37	39	37	38	35	37	27
	Not worried at all	38	30	37	33	32	28	23	35	30	37	23	19	27	33	35	39	26	26	34	24	29	36	32	26
	TOTAL NOT WORRIED	75	68	79	71	73	65	60	75	68	70	65	38	68	70	75	79	69	63	73	61	67	71	69	53
	Not applicable - I am not responsible for paying this	8	7	3	4	4	5	11	2	3	7	7	37	3	4	3	2	3	6	8	5	7	5	6	2
	Don't know	2	2	1	1	2	0	1	1	1	2	2	7	2	2	1	1	2	2	1	3	2	0	1	5
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=1923]																									
	Yes, I have	58	59	54	60	70	57	59	60	60	55	62	56	58	58	61	59	61	57	58	60	58	65	60	72
	No, I have not	40	38	44	37	28	40	40	39	38	43	34	31	38	41	38	40	36	41	40	36	39	31	40	23
	Don't know	2	3	2	4	2	3	0	1	2	2	3	13	4	1	1	1	2	3	2	4	3	4	0	5
Water bill																									
[Excluding those who are not on a water meter or said they are not responsible for paying this in the previous question; n=1020]																									
	Yes, I have	x	41	35	42	40	50	32	38	43	36	44	72	38	39	42	37	42	41	38	46	40	54	53	100
	No, I have not	x	58	64	56	60	49	68	61	56	63	54	25	61	60	57	63	56	58	61	54	60	41	47	0
	Don't know	x	1	0	2	0	1	0	1	1	1	1	3	1	0	1	0	2	1	1	1	1	5	0	0
Telephone, broadband, or mobile phone contract																									
[Excluding those who said they are not responsible for paying this in the previous question; n=1964]																									
	Yes, I have	30	34	25	38	32	34	39	32	34	32	35	31	35	36	30	34	31	35	33	34	34	33	30	36
	No, I have not	67	64	73	60	67	64	61	67	64	66	63	59	63	64	68	66	67	63	65	63	64	66	70	56
	Don't know	3	2	1	2	2	2	0	1	2	2	2	10	2	1	2	1	2	2	2	3	2	1	0	8

Sample Size: 2104 adults in UK
Fieldwork: 6th - 7th April 2026

		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		2104	484	335	242	701	810	342	289	561	192	851	957	909	563	1206	1002
Unweighted Sample		2104	512	337	188	735	835	344	320	516	181	768	946	939	562	1239	1052
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Water																	
	Very worried	4	8	8	8	7	7	7	10	7	14	7	16	0	28	0	8
	Fairly worried	15	19	21	18	22	21	16	24	15	26	19	39	3	72	0	22
	TOTAL WORRIED	19	27	29	26	28	28	23	34	22	40	26	55	3	100	0	30
	Not very worried	32	32	34	31	31	35	37	37	30	25	35	30	42	0	56	37
	Not worried at all	32	25	28	27	21	22	28	31	23	10	28	7	50	0	44	29
	TOTAL NOT WORRIED	64	57	62	58	52	57	65	68	53	35	63	37	92	0	100	66
	Not applicable - I am not responsible for paying this	15	13	7	12	17	12	6	7	10	27	23	10	6	5	0	3
	Don't know	2	2	2	4	4	2	1	2	2	4	2	1	1	0	0	1
Telephone, broadband, or mobile phone contract																	
	Very worried	3	5	5	6	6	4	4	7	7	10	6	12	0	18	1	4
	Fairly worried	12	18	20	17	16	17	14	28	18	29	17	38	2	50	7	19
	TOTAL WORRIED	15	23	25	23	22	21	18	35	25	39	23	50	2	68	8	23
	Not very worried	37	38	38	32	38	41	42	41	37	35	39	38	43	24	48	40
	Not worried at all	38	30	30	33	28	28	32	37	25	17	34	10	53	6	44	33
	TOTAL NOT WORRIED	75	68	68	65	66	69	74	78	62	52	73	48	96	30	92	73
	Not applicable - I am not responsible for paying this	8	7	5	9	8	7	3	2	2	15	7	3	1	2	1	3
	Don't know	2	2	1	3	3	2	1	2	2	4	2	1	1	0	0	1
Thinking about the last three months, have you personally taken action to try and reduce spending on the following?																	
Energy bill																	
<i>[Excluding those who said they are not responsible for paying this in the previous question; n=1923]</i>																	
	Yes, I have	58	59	60	59	51	58	55	55	72	59	63	56	75	44	74	61
	No, I have not	40	38	38	38	44	39	43	43	26	36	32	41	23	22	46	38
	Don't know	2	3	2	3	5	3	2	3	2	5	5	3	2	4	1	1
Water bill																	
<i>[Excluding those who are not on a water meter or said they are not responsible for paying this in the previous question; n=1020]</i>																	
	Yes, I have	x	41	42	44	31	38	38	31	56	43	47	35	52	30	62	41
	No, I have not	x	58	58	55	69	61	61	68	42	56	51	63	47	37	68	58
	Don't know	x	1	1	1	0	1	1	2	2	1	2	1	1	1	1	1
Telephone, broadband, or mobile phone contract																	
<i>[Excluding those who said they are not responsible for paying this in the previous question; n=1964]</i>																	
	Yes, I have	30	34	37	35	32	32	33	30	40	33	40	32	44	25	51	34
	No, I have not	67	64	60	63	65	66	66	68	59	63	57	67	54	47	72	65
	Don't know	3	2	3	2	3	2	1	2	2	4	3	1	2	2	1	1

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	Vote in 2024 GE						EU Ref 2016		Gender		Age				NS-SEC			Social Grade		Country			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2104	366	522	189	221	123	745	749	1020	1084	221	869	522	492	711	471	629	1199	862	1761	109	175	59
Unweighted Sample	2104	321	576	211	262	132	841	732	938	1166	199	723	566	616	807	517	447	1245	816	1772	120	181	31
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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=1152]

Put off turning on the heating	x	66	65	65	59	70	68	64	67	63	69	72	67	70	60	63	72	63	67	66	66	71	69	63
Worn extra layers in my home	x	63	62	66	64	55	69	65	63	55	70	67	65	62	60	60	66	63	65	62	63	61	62	69
Lowered my thermostat	x	48	57	49	43	58	51	49	51	47	49	39	44	50	56	46	52	49	48	49	50	47	51	6
Cut back on non-heating electricity (TV, appliances, lighting)	x	45	42	43	43	47	37	39	48	44	45	72	47	41	37	37	47	47	45	44	45	41	35	70
Confined activities to one heated room	x	21	15	21	18	24	27	20	22	20	23	33	23	17	22	21	20	22	20	23	20	14	26	46
Gone to bed earlier than I would usually	x	20	18	22	16	22	14	19	20	19	21	23	20	22	19	18	19	23	18	23	21	16	20	16
Moved to a cheaper fixed energy tariff	x	20	18	29	15	17	23	21	20	20	19	7	21	23	17	22	18	20	19	19	21	15	17	2
Gone without meals to avoid cooking	x	8	5	8	8	12	5	4	11	9	8	20	8	9	7	4	10	8	5	12	8	8	11	8
Engaged with my energy provider(s) about possible financial support	x	3	0	3	2	2	6	2	2	3	2	8	4	1	0	2	2	2	2	4	3	1	1	4
Other action to reduce energy use [See Tab1]	x	7	8	6	13	6	8	9	8	8	7	1	6	9	9	10	7	7	10	4	7	5	5	16
None of the above	x	2	3	2	0	1	0	1	1	3	1	2	2	1	2	2	1	3	2	2	2	0	1	0
Don't know	x	0	0	0	1	1	1	0	0	0	0	0	0	0	1	0	1	0	1	0	0	0	0	0

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=427]

Reduced the length of time I spend in the shower	x	62	69	58	44	66	59	61	62	53	68	85	56	64	62	58	60	70	64	59	63	47	100	100
Reduced how often I flush the toilet	x	57	67	46	65	68	55	59	63	62	54	23	49	61	70	53	66	58	54	62	57	62	100	0
Reduced how often I shower or bathe	x	44	42	36	47	44	56	37	49	42	45	32	41	40	52	41	40	49	42	45	44	37	0	100
Cut down on clothes or bedding washing	x	40	41	36	33	50	16	35	41	29	48	30	35	46	41	31	45	44	37	43	40	31	100	100
Cut down on using the kettle	x	22	17	23	28	30	19	22	19	23	21	40	18	20	26	18	23	20	19	25	23	13	100	0
Engaged with my water provider about possible financial support	x	6	4	8	6	5	8	3	4	5	7	20	8	4	3	3	4	6	4	8	6	2	0	0
Other action to reduce water use [See Tab2]	x	10	7	13	12	8	13	11	11	11	10	4	9	11	13	8	7	16	11	10	10	11	0	0
None of the above	x	3	4	6	1	0	3	4	3	4	2	0	6	1	3	5	3	1	3	3	3	5	0	0
Don't know	x	1	0	1	0	2	0	0	1	1	0	0	1	1	0	0	2	0	0	1	1	0	0	0

Sample Size: 2104 adults in UK
Fieldwork: 6th - 7th April 2026

	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	2104	484	335	242	701	810	342	289	561	192	851	957	909	563	1206	1002
Unweighted Sample	2104	512	337	188	735	835	344	320	516	181	768	946	939	562	1239	1052
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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=1152]

Put off turning on the heating	x	66	66	62	69	66	63	64	66	73	72	65	72	57	71	62	67
Worn extra layers in my home	x	63	66	60	69	61	61	64	61	70	70	59	69	53	67	60	62
Lowered my thermostat	x	48	53	54	45	47	54	46	47	41	38	45	52	41	55	46	54
Cut back on non-heating electricity (TV, appliances, lighting)	x	45	49	39	41	45	43	40	43	49	50	45	51	33	52	39	42
Confined activities to one heated room	x	21	25	17	17	19	16	20	23	28	19	20	27	12	26	18	21
Gone to bed earlier than I would usually	x	20	22	19	23	20	18	19	20	25	33	18	27	8	28	15	19
Moved to a cheaper fixed energy tariff	x	20	21	21	20	21	20	23	19	15	16	23	19	21	21	19	24
Gone without meals to avoid cooking	x	8	7	9	11	8	7	3	12	11	22	6	12	2	15	4	7
Engaged with my energy provider(s) about possible financial support	x	3	3	2	5	2	0	3	4	4	9	3	4	0	5	1	2
Other action to reduce energy use [See Tab1]	x	7	5	8	6	9	8	7	3	3	1	8	5	11	3	10	7
None of the above	x	2	2	5	4	1	3	2	1	2	2	3	1	3	2	2	1
Don't know	x	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0

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=427]

Reduced the length of time I spend in the shower	x	62	69	63	62	58	67	48	54	66	57	62	68	52	67	56	62
Reduced how often I flush the toilet	x	57	54	58	53	59	57	53	68	52	48	49	60	54	61	54	57
Reduced how often I shower or bathe	x	44	42	41	36	48	42	38	50	43	66	36	50	32	49	39	44
Cut down on clothes or bedding washing	x	40	44	52	38	32	33	42	45	44	65	32	48	27	49	31	40
Cut down on using the kettle	x	22	28	21	22	20	17	19	23	30	25	18	27	14	29	15	22
Engaged with my water provider about possible financial support	x	6	7	3	0	9	4	3	10	8	28	5	10	0	10	2	6
Other action to reduce water use [See Tab2]	x	10	11	10	16	9	11	11	10	9	7	10	7	16	7	13	10
None of the above	x	3	2	2	0	4	5	6	2	0	2	5	1	6	1	5	3
Don't know	x	1	1	0	0	1	1	0	0	0	0	0	1	1	1	0	1

Sample Size: 2104 adults in UK
Fieldwork: 6th - 7th April 2026

	Vote in 2024 GE						EU Ref 2016		Gender		Age				NS-SEC			Social Grade		Country			
	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	England	Wales	Scotland	Northern Ireland
Weighted Sample	2104	366	522	189	221	123	745	749	1020	1084	221	869	522	492	711	471	629	1199	862	1761	109	175	59
Unweighted Sample	2104	321	576	211	262	132	841	732	938	1166	199	723	566	616	807	517	447	1245	816	1772	120	181	31
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	48	49	62	52	55	45	40	56	51	49	49	31	44	56	57	60	49	45	52	44	49	46	46	48
No, but I have other savings I could quickly access if needed	23	21	22	25	19	19	28	21	19	23	18	35	17	16	25	22	22	18	24	16	21	18	21	5
No, I don't have any savings I could use for a rainy day	23	24	12	19	21	29	29	19	24	22	26	17	32	23	14	15	22	30	19	32	23	31	28	36
Don't know / prefer not to say	6	7	4	5	5	7	4	3	6	6	7	18	6	4	4	3	8	7	5	8	7	4	4	10

*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: 2104 adults in UK
Fieldwork: 6th - 7th April 2026

	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	
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Unweighted Sample	2104	512	337	188	735	835	344	320	516	181	768	946	939	562	1239	1052
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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	48	49	51	45	47	51	53	55	42	45	28	51	41	61	40	56	56
No, but I have other savings I could quickly access if needed	23	21	20	21	26	21	20	21	17	24	10	20	18	23	16	23	21
No, I don't have any savings I could use for a rainy day	23	24	24	26	18	22	23	21	36	22	58	24	35	13	38	17	19
Don't know / prefer not to say	6	7	6	7	9	6	4	3	5	9	4	4	6	3	6	4	4

*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.