

## YouGov / TUC Survey Results

Sample Size: 2344 Adults in the UK  
Fieldwork: 24th - 25th June 2026

|                   | Vote in 2024 GE |     |     |         |           |       | EU Ref 2016 |       | Gender |        | Age   |       |       |     | Socio-economic classification (NS-SEC) |              |         | Country |       |          |                  |
|-------------------|-----------------|-----|-----|---------|-----------|-------|-------------|-------|--------|--------|-------|-------|-------|-----|----------------------------------------|--------------|---------|---------|-------|----------|------------------|
|                   | Total           | Con | Lab | Lib Dem | Reform UK | Green | Remain      | Leave | Male   | Female | 18-24 | 25-49 | 50-64 | 65+ | Higher                                 | Intermediate | Routine | England | Wales | Scotland | Northern Ireland |
| Weighted Sample   | 2344            | 408 | 581 | 211     | 248       | 134   | 830         | 834   | 1134   | 1210   | 246   | 963   | 581   | 553 | 792                                    | 525          | 701     | 1962    | 122   | 195      | 66               |
| Unweighted Sample | 2344            | 387 | 621 | 227     | 238       | 148   | 941         | 804   | 1041   | 1303   | 199   | 849   | 687   | 609 | 950                                    | 495          | 557     | 1979    | 122   | 191      | 52               |
|                   | %               | %   | %   | %       | %         | %     | %           | %     | %      | %      | %     | %     | %     | %   | %                                      | %            | %       | %       | %     | %        | %                |

|                                                                                                                                                | 19 - 20<br>Dec '24 | 24 - 25<br>Jun '26 |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Thinking about your monthly spending, how often, if at all, have you taken the following actions to reduce your spending in the last 3 months? |                    |                    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Refused a meal                                                                                                                                 |                    |                    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Every day                                                                                                                                      | 2                  | 2                  | 2  | 3  | 0  | 3  | 1  | 1  | 3  | 3  | 2  | 2  | 3  | 2  | 2  | 1  | 2  | 2  | 3  | 3  | 2  |
| Most days                                                                                                                                      | 9                  | 6                  | 3  | 5  | 6  | 5  | 8  | 6  | 5  | 7  | 6  | 8  | 7  | 6  | 4  | 6  | 6  | 6  | 12 | 8  | 5  |
| Around once a week                                                                                                                             | 8                  | 8                  | 8  | 6  | 4  | 9  | 7  | 5  | 9  | 7  | 8  | 10 | 10 | 6  | 6  | 6  | 8  | 8  | 7  | 5  | 6  |
| A couple of times a month                                                                                                                      | 6                  | 7                  | 6  | 7  | 6  | 8  | 7  | 5  | 8  | 8  | 7  | 11 | 8  | 7  | 4  | 6  | 7  | 8  | 7  | 6  | 14 |
| Less often than once a month                                                                                                                   | 4                  | 4                  | 2  | 4  | 2  | 3  | 4  | 3  | 3  | 3  | 4  | 7  | 5  | 1  | 3  | 4  | 2  | 4  | 3  | 5  | 10 |
| I have not done this in the last 3 months                                                                                                      | 49                 | 46                 | 49 | 52 | 55 | 41 | 52 | 55 | 44 | 45 | 47 | 39 | 45 | 47 | 50 | 53 | 50 | 41 | 46 | 48 | 41 |
| Not applicable                                                                                                                                 | 21                 | 25                 | 30 | 23 | 26 | 29 | 17 | 24 | 28 | 26 | 24 | 21 | 20 | 30 | 29 | 24 | 25 | 28 | 25 | 18 | 23 |
| Don't know                                                                                                                                     | 1                  | 2                  | 0  | 1  | 1  | 2  | 4  | 1  | 1  | 2  | 2  | 4  | 2  | 1  | 1  | 1  | 0  | 3  | 2  | 1  | 0  |
| Avoided putting the heating on                                                                                                                 |                    |                    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Every day                                                                                                                                      | 9                  | 11                 | 10 | 10 | 7  | 11 | 16 | 9  | 11 | 11 | 11 | 12 | 11 | 10 | 10 | 10 | 10 | 10 | 11 | 8  | 8  |
| Most days                                                                                                                                      | 23                 | 15                 | 14 | 13 | 14 | 23 | 10 | 12 | 18 | 16 | 14 | 10 | 16 | 15 | 16 | 12 | 17 | 17 | 14 | 22 | 19 |
| Around once a week                                                                                                                             | 12                 | 5                  | 6  | 5  | 4  | 3  | 7  | 6  | 5  | 3  | 6  | 4  | 5  | 5  | 5  | 5  | 4  | 4  | 5  | 6  | 7  |
| A couple of times a month                                                                                                                      | 11                 | 9                  | 10 | 9  | 10 | 8  | 8  | 8  | 9  | 10 | 8  | 10 | 9  | 8  | 9  | 9  | 8  | 10 | 9  | 7  | 14 |
| Less often than once a month                                                                                                                   | 5                  | 5                  | 4  | 5  | 3  | 4  | 6  | 6  | 4  | 4  | 6  | 5  | 6  | 5  | 3  | 5  | 6  | 6  | 5  | 6  | 9  |
| I have not done this in the last 3 months                                                                                                      | 27                 | 34                 | 40 | 38 | 41 | 37 | 30 | 40 | 33 | 34 | 34 | 25 | 33 | 36 | 37 | 41 | 34 | 30 | 35 | 34 | 21 |
| Not applicable                                                                                                                                 | 11                 | 19                 | 15 | 19 | 20 | 14 | 20 | 18 | 18 | 19 | 19 | 27 | 17 | 20 | 18 | 18 | 19 | 19 | 19 | 15 | 18 |
| Don't know                                                                                                                                     | 2                  | 2                  | 1  | 1  | 1  | 1  | 3  | 1  | 1  | 2  | 2  | 6  | 2  | 2  | 1  | 1  | 1  | 3  | 2  | 2  | 5  |
| Reduced use of hot water for showers or baths at home                                                                                          |                    |                    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
| Every day                                                                                                                                      | 7                  | 6                  | 5  | 4  | 3  | 8  | 7  | 4  | 8  | 5  | 6  | 4  | 5  | 6  | 8  | 5  | 5  | 5  | 6  | 7  | 4  |
| Most days                                                                                                                                      | 17                 | 15                 | 16 | 14 | 15 | 21 | 19 | 12 | 20 | 13 | 17 | 9  | 15 | 16 | 17 | 12 | 19 | 17 | 16 | 12 | 13 |
| Around once a week                                                                                                                             | 9                  | 8                  | 8  | 8  | 6  | 6  | 10 | 8  | 9  | 6  | 10 | 5  | 9  | 7  | 9  | 8  | 10 | 8  | 8  | 9  | 6  |
| A couple of times a month                                                                                                                      | 6                  | 8                  | 7  | 8  | 10 | 11 | 7  | 7  | 8  | 8  | 8  | 9  | 9  | 7  | 7  | 7  | 7  | 9  | 8  | 6  | 13 |
| Less often than once a month                                                                                                                   | 5                  | 4                  | 3  | 3  | 4  | 1  | 3  | 3  | 2  | 3  | 4  | 7  | 4  | 3  | 1  | 4  | 3  | 4  | 3  | 9  | 5  |
| I have not done this in the last 3 months                                                                                                      | 41                 | 39                 | 40 | 45 | 45 | 37 | 37 | 47 | 34 | 41 | 37 | 34 | 41 | 40 | 37 | 47 | 38 | 35 | 39 | 42 | 35 |
| Not applicable                                                                                                                                 | 14                 | 17                 | 19 | 15 | 15 | 14 | 13 | 16 | 16 | 20 | 15 | 26 | 14 | 18 | 19 | 16 | 16 | 18 | 17 | 13 | 22 |
| Don't know                                                                                                                                     | 2                  | 3                  | 1  | 3  | 1  | 2  | 4  | 1  | 2  | 3  | 3  | 6  | 4  | 2  | 2  | 1  | 1  | 4  | 3  | 3  | 2  |

## YouGov / TUC Survey Results

Sample Size: 2344 Adults in the UK  
Fieldwork: 24th - 25th June 2026

|                   |       | Region in England |          |        |       | Ethnicity |                 | Health/Disability issues (12 months) |                       |      |                              |
|-------------------|-------|-------------------|----------|--------|-------|-----------|-----------------|--------------------------------------|-----------------------|------|------------------------------|
|                   | Total | North             | Midlands | London | South | White     | Ethnic minority | Yes, limited a lot                   | Yes, limited a little | No   | NET: Limited a lot/ a little |
| Weighted Sample   | 2344  | 539               | 373      | 270    | 781   | 1936      | 338             | 221                                  | 435                   | 1672 | 656                          |
| Unweighted Sample | 2344  | 550               | 417      | 220    | 792   | 1960      | 311             | 234                                  | 448                   | 1648 | 682                          |
|                   | %     | %                 | %        | %      | %     | %         | %               | %                                    | %                     | %    | %                            |

|                                                                                                                                                | 19 - 20<br>Dec '24 | 24 - 25<br>Jun '26 |    |    |    |    |    |    |    |    |    |    |
|------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------|----|----|----|----|----|----|----|----|----|----|
| Thinking about your monthly spending, how often, if at all, have you taken the following actions to reduce your spending in the last 3 months? |                    |                    |    |    |    |    |    |    |    |    |    |    |
| Refused a meal                                                                                                                                 |                    |                    |    |    |    |    |    |    |    |    |    |    |
| Every day                                                                                                                                      | 2                  | 2                  | 1  | 2  | 3  | 3  | 2  | 3  | 8  | 4  | 1  | 5  |
| Most days                                                                                                                                      | 9                  | 6                  | 8  | 5  | 4  | 5  | 6  | 7  | 16 | 8  | 4  | 11 |
| Around once a week                                                                                                                             | 8                  | 8                  | 8  | 7  | 9  | 9  | 8  | 8  | 7  | 11 | 7  | 10 |
| A couple of times a month                                                                                                                      | 6                  | 7                  | 5  | 6  | 9  | 8  | 7  | 9  | 14 | 7  | 6  | 9  |
| Less often than once a month                                                                                                                   | 4                  | 4                  | 4  | 4  | 3  | 3  | 3  | 4  | 5  | 5  | 3  | 5  |
| I have not done this in the last 3 months                                                                                                      | 49                 | 46                 | 48 | 48 | 43 | 45 | 48 | 39 | 26 | 42 | 50 | 36 |
| Not applicable                                                                                                                                 | 21                 | 25                 | 23 | 26 | 28 | 25 | 24 | 27 | 20 | 22 | 26 | 21 |
| Don't know                                                                                                                                     | 1                  | 2                  | 2  | 2  | 2  | 2  | 2  | 4  | 3  | 1  | 2  | 2  |
| Avoided putting the heating on                                                                                                                 |                    |                    |    |    |    |    |    |    |    |    |    |    |
| Every day                                                                                                                                      | 9                  | 11                 | 11 | 11 | 9  | 11 | 11 | 11 | 16 | 13 | 9  | 14 |
| Most days                                                                                                                                      | 23                 | 15                 | 17 | 12 | 11 | 14 | 15 | 16 | 21 | 18 | 14 | 19 |
| Around once a week                                                                                                                             | 12                 | 5                  | 4  | 3  | 5  | 5  | 5  | 4  | 6  | 4  | 5  | 5  |
| A couple of times a month                                                                                                                      | 11                 | 9                  | 7  | 9  | 9  | 9  | 9  | 8  | 11 | 10 | 8  | 10 |
| Less often than once a month                                                                                                                   | 5                  | 5                  | 6  | 5  | 5  | 4  | 5  | 6  | 4  | 6  | 5  | 5  |
| I have not done this in the last 3 months                                                                                                      | 27                 | 34                 | 33 | 36 | 34 | 36 | 35 | 29 | 24 | 31 | 36 | 28 |
| Not applicable                                                                                                                                 | 11                 | 19                 | 19 | 21 | 25 | 17 | 19 | 22 | 17 | 18 | 20 | 17 |
| Don't know                                                                                                                                     | 2                  | 2                  | 3  | 2  | 2  | 2  | 2  | 4  | 2  | 1  | 3  | 2  |
| Reduced use of hot water for showers or baths at home                                                                                          |                    |                    |    |    |    |    |    |    |    |    |    |    |
| Every day                                                                                                                                      | 7                  | 6                  | 4  | 7  | 7  | 6  | 6  | 7  | 12 | 8  | 5  | 9  |
| Most days                                                                                                                                      | 17                 | 15                 | 16 | 14 | 15 | 17 | 15 | 17 | 23 | 18 | 13 | 20 |
| Around once a week                                                                                                                             | 9                  | 8                  | 6  | 9  | 5  | 10 | 8  | 9  | 8  | 9  | 8  | 9  |
| A couple of times a month                                                                                                                      | 6                  | 8                  | 6  | 7  | 8  | 10 | 8  | 10 | 9  | 8  | 8  | 8  |
| Less often than once a month                                                                                                                   | 5                  | 4                  | 4  | 3  | 3  | 4  | 3  | 6  | 4  | 2  | 4  | 3  |
| I have not done this in the last 3 months                                                                                                      | 41                 | 39                 | 44 | 42 | 34 | 35 | 41 | 28 | 26 | 38 | 41 | 34 |
| Not applicable                                                                                                                                 | 14                 | 17                 | 17 | 17 | 24 | 15 | 17 | 20 | 14 | 14 | 18 | 14 |
| Don't know                                                                                                                                     | 2                  | 3                  | 3  | 3  | 3  | 3  | 3  | 4  | 5  | 3  | 3  | 4  |

## YouGov / TUC Survey Results

Sample Size: 2344 Adults in the UK  
Fieldwork: 24th - 25th June 2026

|                          | Employment Status |                                               |                                               |                   |         |            |             | Working full (30 or more hours per week) or part time (less than 29 hours a week) |
|--------------------------|-------------------|-----------------------------------------------|-----------------------------------------------|-------------------|---------|------------|-------------|-----------------------------------------------------------------------------------|
|                          | Total             | Working full time (30 or more hours per week) | Working part time (Less than 29 hours a week) | Full time student | Retired | Unemployed | Not working | Other                                                                             |
| <b>Weighted Sample</b>   | <b>2344</b>       | 959                                           | 433                                           | 117               | 538     | 100        | 141         | 55                                                                                |
| <b>Unweighted Sample</b> | <b>2344</b>       | 941                                           | 378                                           | 106               | 615     | 95         | 153         | 56                                                                                |
|                          | %                 | %                                             | %                                             | %                 | %       | %          | %           | %                                                                                 |

|                                                                                                                                                       | 19 - 20<br>Dec '24 | 24 - 25<br>Jun '26 |    |    |    |    |    |    |    |    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|--------------------|----|----|----|----|----|----|----|----|
| <b>Thinking about your monthly spending, how often, if at all, have you taken the following actions to reduce your spending in the last 3 months?</b> |                    |                    |    |    |    |    |    |    |    |    |
| <b>Refused a meal</b>                                                                                                                                 |                    |                    |    |    |    |    |    |    |    |    |
| Every day                                                                                                                                             | 2                  | 2                  | 1  | 1  | 2  | 2  | 4  | 12 | 7  | 1  |
| Most days                                                                                                                                             | 9                  | 6                  | 6  | 6  | 9  | 3  | 16 | 10 | 11 | 6  |
| Around once a week                                                                                                                                    | 8                  | 8                  | 9  | 7  | 12 | 6  | 12 | 7  | 6  | 8  |
| A couple of times a month                                                                                                                             | 6                  | 7                  | 8  | 8  | 8  | 5  | 9  | 10 | 7  | 8  |
| Less often than once a month                                                                                                                          | 4                  | 4                  | 4  | 3  | 6  | 3  | 1  | 5  | 3  | 4  |
| I have not done this in the last 3 months                                                                                                             | 49                 | 46                 | 49 | 48 | 36 | 48 | 29 | 38 | 29 | 49 |
| Not applicable                                                                                                                                        | 21                 | 25                 | 23 | 25 | 23 | 31 | 22 | 15 | 34 | 23 |
| Don't know                                                                                                                                            | 1                  | 2                  | 1  | 2  | 4  | 1  | 7  | 4  | 4  | 1  |
| <b>Avoided putting the heating on</b>                                                                                                                 |                    |                    |    |    |    |    |    |    |    |    |
| Every day                                                                                                                                             | 9                  | 11                 | 10 | 9  | 15 | 10 | 15 | 14 | 19 | 10 |
| Most days                                                                                                                                             | 23                 | 15                 | 15 | 15 | 7  | 15 | 18 | 22 | 14 | 15 |
| Around once a week                                                                                                                                    | 12                 | 5                  | 5  | 4  | 7  | 6  | 4  | 4  | 2  | 4  |
| A couple of times a month                                                                                                                             | 11                 | 9                  | 10 | 9  | 9  | 9  | 6  | 6  | 1  | 10 |
| Less often than once a month                                                                                                                          | 5                  | 5                  | 6  | 6  | 2  | 4  | 2  | 5  | 5  | 6  |
| I have not done this in the last 3 months                                                                                                             | 27                 | 34                 | 36 | 36 | 25 | 36 | 21 | 28 | 29 | 36 |
| Not applicable                                                                                                                                        | 11                 | 19                 | 17 | 18 | 30 | 20 | 29 | 16 | 26 | 17 |
| Don't know                                                                                                                                            | 2                  | 2                  | 2  | 3  | 5  | 1  | 5  | 5  | 4  | 2  |
| <b>Reduced use of hot water for showers or baths at home</b>                                                                                          |                    |                    |    |    |    |    |    |    |    |    |
| Every day                                                                                                                                             | 7                  | 6                  | 4  | 4  | 5  | 7  | 6  | 17 | 7  | 4  |
| Most days                                                                                                                                             | 17                 | 15                 | 13 | 19 | 8  | 16 | 24 | 12 | 25 | 15 |
| Around once a week                                                                                                                                    | 9                  | 8                  | 8  | 10 | 7  | 9  | 8  | 6  | 12 | 8  |
| A couple of times a month                                                                                                                             | 6                  | 8                  | 9  | 9  | 6  | 6  | 9  | 9  | 2  | 9  |
| Less often than once a month                                                                                                                          | 5                  | 4                  | 4  | 6  | 5  | 2  | 4  | 2  | 2  | 4  |
| I have not done this in the last 3 months                                                                                                             | 41                 | 39                 | 45 | 33 | 36 | 40 | 19 | 38 | 26 | 41 |
| Not applicable                                                                                                                                        | 14                 | 17                 | 16 | 15 | 29 | 19 | 23 | 7  | 24 | 16 |
| Don't know                                                                                                                                            | 2                  | 3                  | 2  | 4  | 5  | 2  | 7  | 9  | 3  | 2  |

Sample Size: 2344 Adults in the UK  
Fieldwork: 24th - 25th June 2026

|                                                                                                                                                  |      | Vote in 2024 GE |     |     |         |           | EU Ref 2016 |        | Gender |      | Age    |       |       |       | Socio-economic classification (NS-SEC) |        |              | Country |         |       |          |                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------|------|-----------------|-----|-----|---------|-----------|-------------|--------|--------|------|--------|-------|-------|-------|----------------------------------------|--------|--------------|---------|---------|-------|----------|------------------|
|                                                                                                                                                  |      | Total           | Con | Lab | Lib Dem | Reform UK | Green       | Remain | Leave  | Male | Female | 18-24 | 25-49 | 50-64 | 65+                                    | Higher | Intermediate | Routine | England | Wales | Scotland | Northern Ireland |
| Weighted Sample                                                                                                                                  | 2344 | 408             | 581 | 211 | 248     | 134       | 830         | 834    | 1134   | 1210 | 246    | 963   | 581   | 553   | 792                                    | 525    | 701          | 1962    | 122     | 195   | 66       |                  |
| Unweighted Sample                                                                                                                                | 2344 | 387             | 621 | 227 | 238     | 148       | 941         | 804    | 1041   | 1303 | 199    | 849   | 687   | 609   | 950                                    | 495    | 557          | 1979    | 122     | 191   | 52       |                  |
|                                                                                                                                                  |      | %               | %   | %   | %       | %         | %           | %      | %      | %    | %      | %     | %     | %     | %                                      | %      | %            | %       | %       | %     | %        | %                |
| Not run electrical products (e.g. washing machine, tumble dryer) as often as you needed to                                                       |      |                 |     |     |         |           |             |        |        |      |        |       |       |       |                                        |        |              |         |         |       |          |                  |
| Every day                                                                                                                                        | 5    | 3               | 3   | 3   | 1       | 4         | 4           | 3      | 4      | 3    | 4      | 3     | 3     | 3     | 4                                      | 3      | 3            | 3       | 3       | 7     | 4        | 0                |
| Most days                                                                                                                                        | 14   | 12              | 10  | 11  | 9       | 20        | 10          | 10     | 14     | 11   | 13     | 7     | 13    | 14    | 11                                     | 9      | 13           | 11      | 12      | 10    | 13       | 14               |
| Around once a week                                                                                                                               | 15   | 12              | 12  | 9   | 11      | 12        | 15          | 11     | 13     | 9    | 14     | 7     | 12    | 12    | 12                                     | 9      | 13           | 14      | 12      | 11    | 9        | 6                |
| A couple of times a month                                                                                                                        | 9    | 10              | 11  | 10  | 11      | 8         | 8           | 8      | 11     | 9    | 11     | 11    | 10    | 9     | 10                                     | 10     | 10           | 10      | 9       | 9     | 12       | 12               |
| Less often than once a month                                                                                                                     | 5    | 5               | 7   | 5   | 6       | 3         | 5           | 5      | 5      | 5    | 5      | 4     | 6     | 5     | 4                                      | 6      | 4            | 5       | 5       | 7     | 2        | 9                |
| I have not done this in the last 3 months                                                                                                        | 36   | 37              | 39  | 42  | 44      | 35        | 40          | 45     | 35     | 38   | 37     | 29    | 38    | 38    | 40                                     | 44     | 37           | 35      | 37      | 42    | 39       | 31               |
| Not applicable                                                                                                                                   | 13   | 18              | 18  | 18  | 15      | 15        | 13          | 17     | 16     | 21   | 15     | 30    | 15    | 17    | 19                                     | 18     | 16           | 18      | 18      | 12    | 20       | 27               |
| Don't know                                                                                                                                       | 3    | 3               | 0   | 2   | 2       | 2         | 4           | 2      | 2      | 4    | 2      | 9     | 3     | 2     | 1                                      | 1      | 3            | 4       | 3       | 2     | 1        | 0                |
| And still thinking about your monthly spending, to what extent, if at all, have you made cut backs in the following areas in the last 12 months? |      |                 |     |     |         |           |             |        |        |      |        |       |       |       |                                        |        |              |         |         |       |          |                  |
| Spending on essentials (e.g. medication, personal hygiene products, petrol)                                                                      |      |                 |     |     |         |           |             |        |        |      |        |       |       |       |                                        |        |              |         |         |       |          |                  |
| I have made large cutbacks in this area                                                                                                          | 6    | 6               | 3   | 4   | 4       | 11        | 8           | 4      | 8      | 7    | 6      | 5     | 8     | 6     | 4                                      | 5      | 6            | 5       | 6       | 5     | 8        | 4                |
| I have made significant cutbacks in this area                                                                                                    | 12   | 12              | 11  | 10  | 8       | 13        | 14          | 11     | 13     | 11   | 13     | 13    | 15    | 11    | 9                                      | 9      | 13           | 13      | 12      | 13    | 18       | 3                |
| TOTAL LARGE / SIGNIFICANT CUTBACKS                                                                                                               | 18   | 18              | 14  | 14  | 12      | 24        | 22          | 15     | 21     | 18   | 19     | 18    | 23    | 17    | 13                                     | 14     | 19           | 18      | 18      | 18    | 26       | 7                |
| I have made small cutbacks in this area                                                                                                          | 28   | 31              | 29  | 34  | 36      | 30        | 32          | 34     | 30     | 27   | 35     | 26    | 37    | 30    | 25                                     | 33     | 33           | 30      | 31      | 36    | 26       | 36               |
| I have not made any cutbacks in this area                                                                                                        | 50   | 47              | 56  | 49  | 50      | 42        | 44          | 50     | 47     | 51   | 44     | 45    | 37    | 52    | 61                                     | 52     | 45           | 47      | 47      | 42    | 45       | 57               |
| TOTAL SMALL / NO CUTBACKS                                                                                                                        | 78   | 78              | 85  | 83  | 86      | 72        | 76          | 84     | 77     | 78   | 79     | 71    | 74    | 82    | 86                                     | 85     | 78           | 77      | 78      | 78    | 71       | 93               |
| Don't know                                                                                                                                       | 3    | 3               | 1   | 2   | 2       | 3         | 3           | 1      | 2      | 4    | 2      | 11    | 3     | 1     | 1                                      | 1      | 2            | 5       | 3       | 3     | 3        | 0                |
| Food shopping                                                                                                                                    |      |                 |     |     |         |           |             |        |        |      |        |       |       |       |                                        |        |              |         |         |       |          |                  |
| I have made large cutbacks in this area                                                                                                          | 8    | 7               | 4   | 5   | 4       | 11        | 9           | 4      | 8      | 7    | 7      | 8     | 8     | 8     | 3                                      | 6      | 7            | 6       | 7       | 9     | 8        | 6                |
| I have made significant cutbacks in this area                                                                                                    | 16   | 16              | 14  | 16  | 10      | 15        | 14          | 15     | 17     | 13   | 18     | 12    | 19    | 16    | 12                                     | 12     | 18           | 16      | 16      | 15    | 20       | 6                |
| TOTAL LARGE / SIGNIFICANT CUTBACKS                                                                                                               | 24   | 23              | 18  | 21  | 14      | 26        | 23          | 19     | 25     | 20   | 25     | 20    | 27    | 24    | 15                                     | 18     | 25           | 22      | 23      | 24    | 28       | 12               |
| I have made small cutbacks in this area                                                                                                          | 40   | 41              | 41  | 40  | 47      | 42        | 47          | 43     | 40     | 37   | 45     | 40    | 43    | 39    | 38                                     | 40     | 42           | 42      | 41      | 39    | 37       | 47               |
| I have not made any cutbacks in this area                                                                                                        | 35   | 34              | 40  | 38  | 37      | 31        | 28          | 37     | 34     | 40   | 29     | 30    | 27    | 36    | 46                                     | 41     | 31           | 32      | 34      | 35    | 32       | 39               |
| TOTAL SMALL / NO CUTBACKS                                                                                                                        | 75   | 75              | 81  | 78  | 84      | 73        | 75          | 80     | 74     | 77   | 74     | 70    | 70    | 75    | 84                                     | 81     | 73           | 74      | 75      | 74    | 69       | 86               |
| Don't know                                                                                                                                       | 2    | 2               | 0   | 2   | 2       | 2         | 2           | 1      | 1      | 3    | 2      | 10    | 3     | 1     | 0                                      | 1      | 2            | 3       | 3       | 2     | 2        | 2                |

Sample Size: 2344 Adults in the UK  
Fieldwork: 24th - 25th June 2026

|                   | Region in England |       |          |        | Ethnicity |       | Health/Disability issues (12 months) |                    |                       |      |                              |
|-------------------|-------------------|-------|----------|--------|-----------|-------|--------------------------------------|--------------------|-----------------------|------|------------------------------|
|                   | Total             | North | Midlands | London | South     | White | Ethnic minority                      | Yes, limited a lot | Yes, limited a little | No   | NET: Limited a lot/ a little |
| Weighted Sample   | 2344              | 539   | 373      | 270    | 781       | 1936  | 338                                  | 221                | 435                   | 1672 | 656                          |
| Unweighted Sample | 2344              | 550   | 417      | 220    | 792       | 1960  | 311                                  | 234                | 448                   | 1648 | 682                          |
|                   | %                 | %     | %        | %      | %         | %     | %                                    | %                  | %                     | %    | %                            |

Not run electrical products (e.g. washing machine, tumble dryer) as often as you needed to

|                                           |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|
| Every day                                 | 5  | 3  | 3  | 4  | 2  | 3  | 3  | 4  | 6  | 4  | 3  | 5  |
| Most days                                 | 14 | 12 | 8  | 15 | 14 | 12 | 11 | 14 | 21 | 10 | 11 | 14 |
| Around once a week                        | 15 | 12 | 12 | 11 | 11 | 13 | 11 | 12 | 12 | 16 | 10 | 15 |
| A couple of times a month                 | 9  | 10 | 9  | 9  | 8  | 11 | 10 | 11 | 13 | 8  | 10 | 9  |
| Less often than once a month              | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 7  | 5  | 5  | 5  | 5  |
| I have not done this in the last 3 months | 36 | 37 | 39 | 36 | 34 | 37 | 39 | 29 | 25 | 37 | 39 | 33 |
| Not applicable                            | 13 | 18 | 19 | 17 | 23 | 16 | 18 | 21 | 14 | 18 | 19 | 17 |
| Don't know                                | 3  | 3  | 4  | 4  | 2  | 3  | 2  | 6  | 2  | 3  | 3  | 2  |

And still thinking about your monthly spending, to what extent, if at all, have you made cut backs in the following areas in the last 12 months?

Spending on essentials (e.g. medication, personal hygiene products, petrol)

|                                               |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I have made large cutbacks in this area       | 6         | 6         | 7         | 8         | 3         | 5         | 6         | 5         | 16        | 8         | 4         | 11        |
| I have made significant cutbacks in this area | 12        | 12        | 12        | 11        | 15        | 12        | 12        | 16        | 25        | 12        | 11        | 16        |
| <b>TOTAL LARGE / SIGNIFICANT CUTBACKS</b>     | <b>18</b> | <b>18</b> | <b>19</b> | <b>19</b> | <b>18</b> | <b>17</b> | <b>18</b> | <b>21</b> | <b>41</b> | <b>20</b> | <b>15</b> | <b>27</b> |
| I have made small cutbacks in this area       | 28        | 31        | 30        | 31        | 30        | 32        | 32        | 27        | 27        | 35        | 31        | 32        |
| I have not made any cutbacks in this area     | 50        | 47        | 47        | 47        | 50        | 47        | 48        | 46        | 31        | 42        | 51        | 38        |
| <b>TOTAL SMALL / NO CUTBACKS</b>              | <b>78</b> | <b>78</b> | <b>77</b> | <b>78</b> | <b>80</b> | <b>79</b> | <b>80</b> | <b>73</b> | <b>58</b> | <b>77</b> | <b>82</b> | <b>70</b> |
| Don't know                                    | 3         | 3         | 4         | 3         | 2         | 3         | 3         | 5         | 2         | 3         | 3         | 2         |

Food shopping

|                                               |           |           |           |           |           |           |           |           |           |           |           |           |
|-----------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I have made large cutbacks in this area       | 8         | 7         | 8         | 8         | 5         | 5         | 7         | 3         | 15        | 8         | 5         | 10        |
| I have made significant cutbacks in this area | 16        | 16        | 15        | 15        | 16        | 17        | 15        | 17        | 29        | 17        | 14        | 21        |
| <b>TOTAL LARGE / SIGNIFICANT CUTBACKS</b>     | <b>24</b> | <b>23</b> | <b>23</b> | <b>23</b> | <b>21</b> | <b>22</b> | <b>22</b> | <b>20</b> | <b>44</b> | <b>25</b> | <b>19</b> | <b>31</b> |
| I have made small cutbacks in this area       | 40        | 41        | 40        | 41        | 41        | 42        | 41        | 41        | 36        | 42        | 41        | 40        |
| I have not made any cutbacks in this area     | 35        | 34        | 35        | 33        | 35        | 33        | 35        | 35        | 19        | 30        | 37        | 27        |
| <b>TOTAL SMALL / NO CUTBACKS</b>              | <b>75</b> | <b>75</b> | <b>75</b> | <b>74</b> | <b>76</b> | <b>75</b> | <b>76</b> | <b>76</b> | <b>55</b> | <b>72</b> | <b>78</b> | <b>67</b> |
| Don't know                                    | 2         | 2         | 2         | 4         | 2         | 3         | 2         | 5         | 1         | 3         | 3         | 2         |

Sample Size: 2344 Adults in the UK  
Fieldwork: 24th - 25th June 2026

|                          | Employment Status |                                               |                                               |                   |         |            |             | Working full (30 or more hours per week) or part time (less than 29 hours a week) |
|--------------------------|-------------------|-----------------------------------------------|-----------------------------------------------|-------------------|---------|------------|-------------|-----------------------------------------------------------------------------------|
|                          | Total             | Working full time (30 or more hours per week) | Working part time (Less than 29 hours a week) | Full time student | Retired | Unemployed | Not working | Other                                                                             |
| <b>Weighted Sample</b>   | <b>2344</b>       | 959                                           | 433                                           | 117               | 538     | 100        | 141         | 55                                                                                |
| <b>Unweighted Sample</b> | <b>2344</b>       | 941                                           | 378                                           | 106               | 615     | 95         | 153         | 56                                                                                |
|                          | %                 | %                                             | %                                             | %                 | %       | %          | %           | %                                                                                 |

Not run electrical products (e.g. washing machine, tumble dryer) as often as you needed to

|                                           |    |    |    |    |    |    |    |    |    |    |
|-------------------------------------------|----|----|----|----|----|----|----|----|----|----|
| Every day                                 | 5  | 3  | 3  | 3  | 5  | 3  | 3  | 4  | 8  | 3  |
| Most days                                 | 14 | 12 | 11 | 11 | 7  | 10 | 21 | 23 | 17 | 11 |
| Around once a week                        | 15 | 12 | 12 | 14 | 11 | 11 | 10 | 8  | 12 | 12 |
| A couple of times a month                 | 9  | 10 | 9  | 13 | 9  | 10 | 11 | 7  | 4  | 10 |
| Less often than once a month              | 5  | 5  | 5  | 4  | 3  | 5  | 5  | 7  | 6  | 5  |
| I have not done this in the last 3 months | 36 | 37 | 42 | 36 | 30 | 39 | 17 | 37 | 23 | 40 |
| Not applicable                            | 13 | 18 | 16 | 13 | 34 | 21 | 26 | 11 | 28 | 16 |
| Don't know                                | 3  | 3  | 3  | 5  | 2  | 1  | 7  | 5  | 1  | 3  |

And still thinking about your monthly spending, to what extent, if at all, have you made cut backs in the following areas in the last 12 months?

Spending on essentials (e.g. medication, personal hygiene products, petrol)

|                                               |           |           |           |           |           |           |           |           |           |           |
|-----------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I have made large cutbacks in this area       | 6         | 6         | 6         | 6         | 7         | 3         | 17        | 10        | 17        | 6         |
| I have made significant cutbacks in this area | 12        | 12        | 13        | 12        | 13        | 9         | 11        | 19        | 22        | 13        |
| <b>TOTAL LARGE / SIGNIFICANT CUTBACKS</b>     | <b>18</b> | <b>18</b> | <b>19</b> | <b>18</b> | <b>20</b> | <b>12</b> | <b>28</b> | <b>29</b> | <b>39</b> | <b>19</b> |
| I have made small cutbacks in this area       | 28        | 31        | 34        | 35        | 28        | 27        | 29        | 24        | 23        | 34        |
| I have not made any cutbacks in this area     | 50        | 47        | 46        | 42        | 45        | 60        | 29        | 46        | 37        | 44        |
| <b>TOTAL SMALL / NO CUTBACKS</b>              | <b>78</b> | <b>78</b> | <b>80</b> | <b>77</b> | <b>73</b> | <b>87</b> | <b>58</b> | <b>70</b> | <b>60</b> | <b>78</b> |
| Don't know                                    | 3         | 3         | 2         | 5         | 7         | 1         | 14        | 2         | 1         | 3         |

Food shopping

|                                               |           |           |           |           |           |           |           |           |           |           |
|-----------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| I have made large cutbacks in this area       | 8         | 7         | 7         | 9         | 5         | 3         | 10        | 13        | 8         | 8         |
| I have made significant cutbacks in this area | 16        | 16        | 16        | 14        | 16        | 13        | 27        | 21        | 28        | 15        |
| <b>TOTAL LARGE / SIGNIFICANT CUTBACKS</b>     | <b>24</b> | <b>23</b> | <b>23</b> | <b>23</b> | <b>21</b> | <b>16</b> | <b>37</b> | <b>34</b> | <b>36</b> | <b>23</b> |
| I have made small cutbacks in this area       | 40        | 41        | 42        | 47        | 42        | 38        | 32        | 35        | 35        | 43        |
| I have not made any cutbacks in this area     | 35        | 34        | 34        | 26        | 33        | 46        | 22        | 27        | 27        | 32        |
| <b>TOTAL SMALL / NO CUTBACKS</b>              | <b>75</b> | <b>75</b> | <b>76</b> | <b>73</b> | <b>75</b> | <b>84</b> | <b>54</b> | <b>62</b> | <b>62</b> | <b>75</b> |
| Don't know                                    | 2         | 2         | 2         | 4         | 4         | 0         | 9         | 5         | 2         | 2         |

Sample Size: 2344 Adults in the UK  
Fieldwork: 24th - 25th June 2026

|                   | Vote in 2024 GE |     |     |         |           | EU Ref 2016 |        | Gender |      | Age    |       |       |       | Socio-economic classification (NS-SEC) |        |              | Country |         |       |          |                  |
|-------------------|-----------------|-----|-----|---------|-----------|-------------|--------|--------|------|--------|-------|-------|-------|----------------------------------------|--------|--------------|---------|---------|-------|----------|------------------|
|                   | Total           | Con | Lab | Lib Dem | Reform UK | Green       | Remain | Leave  | Male | Female | 18-24 | 25-49 | 50-64 | 65+                                    | Higher | Intermediate | Routine | England | Wales | Scotland | Northern Ireland |
| Weighted Sample   | 2344            | 408 | 581 | 211     | 248       | 134         | 830    | 834    | 1134 | 1210   | 246   | 963   | 581   | 553                                    | 792    | 525          | 701     | 1962    | 122   | 195      | 66               |
| Unweighted Sample | 2344            | 387 | 621 | 227     | 238       | 148         | 941    | 804    | 1041 | 1303   | 199   | 849   | 687   | 609                                    | 950    | 495          | 557     | 1979    | 122   | 191      | 52               |
|                   | %               | %   | %   | %       | %         | %           | %      | %      | %    | %      | %     | %     | %     | %                                      | %      | %            | %       | %       | %     | %        | %                |

And how often, if at all, have you been unable to pay an unexpected bill and gone into debt in the last 12 months?

|                                  |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I've never done this             | 71 | 70 | 78 | 69 | 81 | 70 | 71 | 73 | 72 | 70 | 69 | 67 | 61 | 71 | 86 | 75 | 71 | 70 | 70 | 69 | 68 | 66 |
| I've done this once              | 5  | 5  | 4  | 7  | 4  | 5  | 3  | 5  | 4  | 5  | 5  | 5  | 6  | 6  | 3  | 5  | 5  | 5  | 5  | 7  | 3  | 5  |
| I've done this a couple of times | 9  | 8  | 5  | 9  | 6  | 10 | 11 | 8  | 8  | 8  | 9  | 8  | 10 | 9  | 4  | 7  | 9  | 7  | 8  | 6  | 7  | 12 |
| I've done this several times     | 6  | 7  | 5  | 6  | 5  | 10 | 5  | 8  | 8  | 7  | 7  | 0  | 12 | 7  | 3  | 6  | 7  | 8  | 7  | 9  | 10 | 8  |
| Prefer not to say                | 5  | 7  | 6  | 5  | 3  | 5  | 5  | 4  | 6  | 7  | 7  | 14 | 8  | 6  | 3  | 5  | 4  | 7  | 6  | 7  | 10 | 9  |
| Can't remember                   | 4  | 3  | 1  | 3  | 1  | 1  | 4  | 2  | 2  | 2  | 3  | 6  | 3  | 2  | 1  | 2  | 4  | 2  | 3  | 3  | 2  | 0  |

Thinking about your monthly costs, which of the following best describes your current financial situation?

|                                      |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I can easily afford my monthly costs | 22 | 22 | 27 | 25 | 26 | 19 | 21 | 26 | 22 | 27 | 19 | 23 | 18 | 23 | 30 | 29 | 20 | 21 | 22 | 25 | 27 | 23 |
| I manage to afford my monthly costs  | 52 | 53 | 55 | 55 | 56 | 46 | 48 | 54 | 52 | 48 | 57 | 47 | 51 | 55 | 55 | 53 | 57 | 55 | 53 | 49 | 44 | 58 |

**TOTAL EASILY / MANAGE TO AFFORD MY MONTHLY COSTS** 74 75 82 80 82 65 69 80 74 75 76 70 69 78 85 82 77 76 75 74 71 81

|                                       |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| I struggle to afford my monthly costs | 20 | 19 | 15 | 16 | 13 | 30 | 25 | 16 | 21 | 19 | 19 | 18 | 22 | 20 | 13 | 14 | 20 | 18 | 19 | 22 | 19 | 19 |
| I cannot afford my monthly costs      | 3  | 3  | 1  | 2  | 2  | 4  | 3  | 3  | 4  | 3  | 3  | 2  | 6  | 2  | 0  | 2  | 2  | 3  | 3  | 3  | 6  | 0  |

**TOTAL STRUGGLE TO / CANNOT AFFORD MY MONTHLY COSTS** 23 22 16 18 15 34 28 19 25 22 22 20 28 22 13 16 22 21 22 25 25 19

|            |   |   |   |   |   |   |   |   |   |   |   |    |   |   |   |   |   |   |   |   |   |   |
|------------|---|---|---|---|---|---|---|---|---|---|---|----|---|---|---|---|---|---|---|---|---|---|
| Don't know | 3 | 3 | 2 | 1 | 2 | 1 | 3 | 1 | 1 | 3 | 2 | 11 | 3 | 1 | 1 | 1 | 0 | 3 | 3 | 1 | 3 | 0 |
|------------|---|---|---|---|---|---|---|---|---|---|---|----|---|---|---|---|---|---|---|---|---|---|

How often, if at all, have you had to use your savings or go into debt to afford your monthly costs in the last 12 months?

Use your savings

|                   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Every month       | 10 | 10 | 5  | 9  | 11 | 11 | 16 | 9  | 9  | 11 | 10 | 12 | 14 | 9  | 4  | 9  | 11 | 9  | 10 | 8  | 11 | 10 |
| Most months       | 7  | 7  | 6  | 7  | 6  | 7  | 8  | 7  | 7  | 7  | 8  | 5  | 9  | 7  | 6  | 6  | 7  | 9  | 7  | 13 | 7  | 10 |
| Some months       | 11 | 12 | 13 | 13 | 13 | 14 | 14 | 12 | 13 | 10 | 14 | 9  | 12 | 12 | 12 | 14 | 16 | 10 | 12 | 10 | 9  | 8  |
| A few months      | 13 | 12 | 12 | 12 | 14 | 10 | 15 | 13 | 10 | 11 | 13 | 14 | 13 | 12 | 9  | 15 | 10 | 11 | 12 | 14 | 10 | 20 |
| Once              | 10 | 10 | 11 | 13 | 11 | 8  | 8  | 11 | 10 | 9  | 11 | 9  | 10 | 10 | 10 | 11 | 9  | 11 | 10 | 10 | 9  | 12 |
| Never             | 39 | 38 | 48 | 36 | 39 | 40 | 27 | 39 | 43 | 42 | 35 | 33 | 31 | 41 | 51 | 37 | 37 | 43 | 38 | 35 | 39 | 39 |
| Prefer not to say | 5  | 6  | 4  | 5  | 3  | 7  | 6  | 5  | 6  | 7  | 6  | 10 | 6  | 6  | 6  | 4  | 7  | 5  | 6  | 5  | 10 | 1  |
| Can't remember    | 4  | 4  | 2  | 4  | 3  | 2  | 6  | 4  | 3  | 3  | 5  | 7  | 5  | 3  | 2  | 3  | 4  | 3  | 4  | 4  | 5  | 1  |

Sample Size: 2344 Adults in the UK  
Fieldwork: 24th - 25th June 2026

|                   | Region in England |       |          |        | Ethnicity |       | Health/Disability issues (12 months) |                    |                       |      |                              |
|-------------------|-------------------|-------|----------|--------|-----------|-------|--------------------------------------|--------------------|-----------------------|------|------------------------------|
|                   | Total             | North | Midlands | London | South     | White | Ethnic minority                      | Yes, limited a lot | Yes, limited a little | No   | NET: Limited a lot/ a little |
| Weighted Sample   | 2344              | 539   | 373      | 270    | 781       | 1936  | 338                                  | 221                | 435                   | 1672 | 656                          |
| Unweighted Sample | 2344              | 550   | 417      | 220    | 792       | 1960  | 311                                  | 234                | 448                   | 1648 | 682                          |
|                   | %                 | %     | %        | %      | %         | %     | %                                    | %                  | %                     | %    | %                            |

And how often, if at all, have you been unable to pay an unexpected bill and gone into debt in the last 12 months?

|                                  |    |    |    |    |    |    |    |    |    |    |    |    |
|----------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|
| I've never done this             | 71 | 70 | 72 | 66 | 69 | 71 | 73 | 57 | 51 | 68 | 73 | 63 |
| I've done this once              | 5  | 5  | 4  | 7  | 6  | 5  | 5  | 8  | 6  | 6  | 5  | 6  |
| I've done this a couple of times | 9  | 8  | 8  | 10 | 9  | 8  | 7  | 12 | 14 | 9  | 7  | 11 |
| I've done this several times     | 6  | 7  | 8  | 7  | 4  | 7  | 7  | 6  | 13 | 8  | 6  | 10 |
| Prefer not to say                | 5  | 7  | 5  | 5  | 9  | 7  | 6  | 12 | 11 | 6  | 6  | 8  |
| Can't remember                   | 4  | 3  | 3  | 5  | 3  | 2  | 2  | 5  | 5  | 3  | 3  | 3  |

Thinking about your monthly costs, which of the following best describes your current financial situation?

|                                      |    |    |    |    |    |    |    |    |    |    |    |    |
|--------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|
| I can easily afford my monthly costs | 22 | 22 | 22 | 22 | 22 | 21 | 24 | 18 | 8  | 18 | 26 | 14 |
| I manage to afford my monthly costs  | 52 | 53 | 53 | 53 | 59 | 52 | 52 | 55 | 42 | 53 | 54 | 50 |

**TOTAL EASILY / MANAGE TO AFFORD MY MONTHLY COSTS** 74 75 75 75 81 73 76 73 50 71 80 64

|                                       |    |    |    |    |    |    |    |    |    |    |    |    |
|---------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|
| I struggle to afford my monthly costs | 20 | 19 | 19 | 21 | 17 | 19 | 19 | 19 | 36 | 22 | 16 | 27 |
| I cannot afford my monthly costs      | 3  | 3  | 3  | 3  | 0  | 4  | 3  | 4  | 11 | 4  | 2  | 7  |

**TOTAL STRUGGLE TO / CANNOT AFFORD MY MONTHLY COSTS** 23 22 22 24 17 23 22 23 47 26 18 34

|            |   |   |   |   |   |   |   |   |   |   |   |   |
|------------|---|---|---|---|---|---|---|---|---|---|---|---|
| Don't know | 3 | 3 | 3 | 1 | 2 | 4 | 2 | 3 | 3 | 2 | 3 | 3 |
|------------|---|---|---|---|---|---|---|---|---|---|---|---|

How often, if at all, have you had to use your savings or go into debt to afford your monthly costs in the last 12 months?

Use your savings

|                   |    |    |    |    |    |    |    |    |    |    |    |    |
|-------------------|----|----|----|----|----|----|----|----|----|----|----|----|
| Every month       | 10 | 10 | 9  | 9  | 9  | 13 | 10 | 14 | 18 | 12 | 9  | 14 |
| Most months       | 7  | 7  | 7  | 5  | 9  | 6  | 7  | 11 | 7  | 9  | 7  | 8  |
| Some months       | 11 | 12 | 13 | 12 | 12 | 13 | 12 | 13 | 10 | 9  | 13 | 9  |
| A few months      | 13 | 12 | 13 | 11 | 13 | 11 | 12 | 14 | 8  | 11 | 13 | 10 |
| Once              | 10 | 10 | 9  | 9  | 12 | 10 | 10 | 8  | 7  | 10 | 10 | 9  |
| Never             | 39 | 38 | 39 | 43 | 35 | 37 | 41 | 29 | 33 | 39 | 39 | 37 |
| Prefer not to say | 5  | 6  | 6  | 6  | 6  | 6  | 6  | 5  | 13 | 6  | 5  | 8  |
| Can't remember    | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 6  | 5  | 4  | 4  | 4  |

Sample Size: 2344 Adults in the UK  
Fieldwork: 24th - 25th June 2026

|                          | Employment Status |                                               |                                               |                   |         |            |             | Working full (30 or more hours per week) or part time (less than 29 hours a week) |
|--------------------------|-------------------|-----------------------------------------------|-----------------------------------------------|-------------------|---------|------------|-------------|-----------------------------------------------------------------------------------|
|                          | Total             | Working full time (30 or more hours per week) | Working part time (Less than 29 hours a week) | Full time student | Retired | Unemployed | Not working | Other                                                                             |
| <b>Weighted Sample</b>   | <b>2344</b>       | 959                                           | 433                                           | 117               | 538     | 100        | 141         | 55                                                                                |
| <b>Unweighted Sample</b> | <b>2344</b>       | 941                                           | 378                                           | 106               | 615     | 95         | 153         | 56                                                                                |
|                          | %                 | %                                             | %                                             | %                 | %       | %          | %           | %                                                                                 |

And how often, if at all, have you been unable to pay an unexpected bill and gone into debt in the last 12 months?

|                                  |    |    |    |    |    |    |    |    |    |    |
|----------------------------------|----|----|----|----|----|----|----|----|----|----|
| I've never done this             | 71 | 70 | 66 | 67 | 68 | 88 | 54 | 53 | 56 | 66 |
| I've done this once              | 5  | 5  | 7  | 5  | 6  | 3  | 5  | 4  | 6  | 6  |
| I've done this a couple of times | 9  | 8  | 10 | 8  | 8  | 2  | 15 | 12 | 13 | 9  |
| I've done this several times     | 6  | 7  | 7  | 12 | 0  | 2  | 5  | 16 | 10 | 9  |
| Prefer not to say                | 5  | 7  | 6  | 6  | 12 | 3  | 15 | 13 | 13 | 6  |
| Can't remember                   | 4  | 3  | 3  | 2  | 6  | 1  | 6  | 2  | 2  | 3  |

Thinking about your monthly costs, which of the following best describes your current financial situation?

|                                      |    |    |    |    |    |    |    |    |    |    |
|--------------------------------------|----|----|----|----|----|----|----|----|----|----|
| I can easily afford my monthly costs | 22 | 22 | 24 | 15 | 25 | 31 | 4  | 16 | 16 | 21 |
| I manage to afford my monthly costs  | 52 | 53 | 55 | 59 | 45 | 56 | 30 | 36 | 28 | 56 |

**TOTAL EASILY / MANAGE TO AFFORD MY MONTHLY COSTS** 74 75 79 74 70 87 34 52 44 77

|                                       |    |    |    |    |    |    |    |    |    |    |
|---------------------------------------|----|----|----|----|----|----|----|----|----|----|
| I struggle to afford my monthly costs | 20 | 19 | 19 | 19 | 17 | 12 | 37 | 33 | 31 | 19 |
| I cannot afford my monthly costs      | 3  | 3  | 2  | 3  | 2  | 0  | 14 | 13 | 18 | 2  |

**TOTAL STRUGGLE TO / CANNOT AFFORD MY MONTHLY COSTS** 23 22 21 22 19 12 51 46 49 21

|            |   |   |   |   |    |   |    |   |   |   |
|------------|---|---|---|---|----|---|----|---|---|---|
| Don't know | 3 | 3 | 1 | 3 | 10 | 1 | 15 | 1 | 7 | 2 |
|------------|---|---|---|---|----|---|----|---|---|---|

How often, if at all, have you had to use your savings or go into debt to afford your monthly costs in the last 12 months?

Use your savings

|                   |    |    |    |    |    |    |    |    |    |    |
|-------------------|----|----|----|----|----|----|----|----|----|----|
| Every month       | 10 | 10 | 10 | 11 | 19 | 5  | 21 | 17 | 24 | 10 |
| Most months       | 7  | 7  | 8  | 9  | 7  | 5  | 6  | 7  | 4  | 8  |
| Some months       | 11 | 12 | 14 | 13 | 2  | 12 | 8  | 6  | 13 | 14 |
| A few months      | 13 | 12 | 13 | 14 | 11 | 11 | 8  | 12 | 2  | 13 |
| Once              | 10 | 10 | 12 | 8  | 11 | 10 | 4  | 8  | 5  | 11 |
| Never             | 39 | 38 | 36 | 35 | 32 | 49 | 31 | 32 | 35 | 36 |
| Prefer not to say | 5  | 6  | 5  | 4  | 11 | 6  | 19 | 8  | 9  | 5  |
| Can't remember    | 4  | 4  | 3  | 5  | 7  | 2  | 3  | 11 | 7  | 4  |

Sample Size: 2344 Adults in the UK  
Fieldwork: 24th - 25th June 2026

|                                                                                         |      | Vote in 2024 GE |     |     |         |           | EU Ref 2016 |        | Gender |      | Age    |       |       |       | Socio-economic classification (NS-SEC) |        |              | Country |         |       |          |                  |
|-----------------------------------------------------------------------------------------|------|-----------------|-----|-----|---------|-----------|-------------|--------|--------|------|--------|-------|-------|-------|----------------------------------------|--------|--------------|---------|---------|-------|----------|------------------|
|                                                                                         |      | Total           | Con | Lab | Lib Dem | Reform UK | Green       | Remain | Leave  | Male | Female | 18-24 | 25-49 | 50-64 | 65+                                    | Higher | Intermediate | Routine | England | Wales | Scotland | Northern Ireland |
| Weighted Sample                                                                         | 2344 | 408             | 581 | 211 | 248     | 134       | 830         | 834    | 1134   | 1210 | 246    | 963   | 581   | 553   | 792                                    | 525    | 701          | 1962    | 122     | 195   | 66       |                  |
| Unweighted Sample                                                                       | 2344 | 387             | 621 | 227 | 238     | 148       | 941         | 804    | 1041   | 1303 | 199    | 849   | 687   | 609   | 950                                    | 495    | 557          | 1979    | 122     | 191   | 52       |                  |
|                                                                                         |      | %               | %   | %   | %       | %         | %           | %      | %      | %    | %      | %     | %     | %     | %                                      | %      | %            | %       | %       | %     | %        | %                |
| Go into debt                                                                            |      |                 |     |     |         |           |             |        |        |      |        |       |       |       |                                        |        |              |         |         |       |          |                  |
| Every month                                                                             | 6    | 5               | 2   | 4   | 3       | 6         | 4           | 6      | 5      | 5    | 4      | 1     | 8     | 3     | 1                                      | 4      | 5            | 4       | 5       | 5     | 7        | 2                |
| Most months                                                                             | 4    | 4               | 2   | 4   | 2       | 5         | 6           | 3      | 4      | 4    | 4      | 2     | 6     | 4     | 1                                      | 3      | 3            | 5       | 4       | 6     | 4        | 4                |
| Some months                                                                             | 5    | 5               | 4   | 6   | 4       | 8         | 5           | 6      | 5      | 5    | 5      | 2     | 6     | 6     | 4                                      | 7      | 5            | 3       | 5       | 5     | 3        | 5                |
| A few months                                                                            | 4    | 5               | 5   | 6   | 4       | 7         | 3           | 4      | 6      | 5    | 5      | 1     | 8     | 5     | 2                                      | 4      | 5            | 5       | 5       | 1     | 6        | 8                |
| Once                                                                                    | 5    | 6               | 4   | 9   | 3       | 5         | 6           | 6      | 6      | 6    | 5      | 7     | 6     | 6     | 6                                      | 4      | 7            | 7       | 6       | 6     | 6        | 6                |
| Never                                                                                   | 68   | 67              | 76  | 66  | 78      | 64        | 63          | 69     | 67     | 66   | 68     | 71    | 58    | 69    | 80                                     | 71     | 68           | 68      | 67      | 72    | 68       | 64               |
| Prefer not to say                                                                       | 5    | 6               | 4   | 5   | 4       | 4         | 8           | 4      | 6      | 6    | 5      | 11    | 6     | 5     | 5                                      | 4      | 5            | 6       | 6       | 4     | 5        | 11               |
| Can't remember                                                                          | 3    | 2               | 2   | 1   | 2       | 1         | 5           | 2      | 2      | 2    | 3      | 4     | 3     | 2     | 1                                      | 2      | 2            | 2       | 2       | 2     | 2        | 0                |
| And how often, if at all, are you able to put money into savings in the last 12 months? |      |                 |     |     |         |           |             |        |        |      |        |       |       |       |                                        |        |              |         |         |       |          |                  |
| Every month                                                                             | 26   | 26              | 30  | 30  | 34      | 21        | 30          | 32     | 24     | 27   | 25     | 24    | 27    | 26    | 26                                     | 33     | 26           | 23      | 26      | 23    | 27       | 24               |
| Most months                                                                             | 17   | 16              | 16  | 18  | 17      | 12        | 15          | 17     | 16     | 16   | 16     | 15    | 16    | 16    | 17                                     | 20     | 14           | 16      | 16      | 19    | 11       | 15               |
| Every couple of months                                                                  | 12   | 13              | 16  | 13  | 10      | 13        | 11          | 12     | 12     | 13   | 12     | 15    | 13    | 10    | 13                                     | 11     | 13           | 15      | 13      | 13    | 10       | 19               |
| Once or twice                                                                           | 15   | 17              | 16  | 15  | 16      | 22        | 19          | 15     | 19     | 15   | 19     | 15    | 16    | 20    | 18                                     | 17     | 18           | 17      | 17      | 20    | 21       | 20               |
| Never                                                                                   | 24   | 21              | 17  | 19  | 20      | 27        | 20          | 19     | 25     | 21   | 21     | 15    | 21    | 24    | 20                                     | 14     | 21           | 22      | 21      | 21    | 22       | 19               |
| Prefer not to say                                                                       | 4    | 5               | 3   | 3   | 2       | 5         | 3           | 3      | 4      | 5    | 5      | 9     | 5     | 3     | 4                                      | 3      | 5            | 4       | 5       | 4     | 6        | 2                |
| Can't remember                                                                          | 2    | 3               | 1   | 2   | 1       | 1         | 1           | 1      | 1      | 3    | 2      | 8     | 3     | 1     | 2                                      | 1      | 2            | 3       | 3       | 1     | 2        | 1                |

\*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: 2344 Adults in the UK  
Fieldwork: 24th - 25th June 2026

Fieldwork: 24th - 25th June 2020

|                                                                                         |    | Region in England |       |          |        | Ethnicity |       | Health/Disability issues (12 months) |                    |                       |      |                              |
|-----------------------------------------------------------------------------------------|----|-------------------|-------|----------|--------|-----------|-------|--------------------------------------|--------------------|-----------------------|------|------------------------------|
|                                                                                         |    | Total             | North | Midlands | London | South     | White | Ethnic minority                      | Yes, limited a lot | Yes, limited a little | No   | NET: Limited a lot/ a little |
| Weighted Sample                                                                         |    | 2344              | 539   | 373      | 270    | 781       | 1936  | 338                                  | 221                | 435                   | 1672 | 656                          |
| Unweighted Sample                                                                       |    | 2344              | 550   | 417      | 220    | 792       | 1960  | 311                                  | 234                | 448                   | 1648 | 682                          |
|                                                                                         |    | %                 | %     | %        | %      | %         | %     | %                                    | %                  | %                     | %    | %                            |
| Go into debt                                                                            |    |                   |       |          |        |           |       |                                      |                    |                       |      |                              |
| Every month                                                                             | 6  | 5                 | 3     | 5        | 2      | 6         | 5     | 4                                    | 11                 | 5                     | 4    | 7                            |
| Most months                                                                             | 4  | 4                 | 5     | 4        | 3      | 3         | 4     | 5                                    | 7                  | 4                     | 3    | 5                            |
| Some months                                                                             | 5  | 5                 | 5     | 5        | 6      | 5         | 5     | 5                                    | 6                  | 7                     | 5    | 6                            |
| A few months                                                                            | 4  | 5                 | 5     | 6        | 3      | 5         | 5     | 7                                    | 10                 | 4                     | 5    | 6                            |
| Once                                                                                    | 5  | 6                 | 5     | 7        | 3      | 6         | 5     | 8                                    | 9                  | 8                     | 5    | 8                            |
| Never                                                                                   | 68 | 67                | 67    | 68       | 72     | 65        | 69    | 61                                   | 43                 | 65                    | 71   | 58                           |
| Prefer not to say                                                                       | 5  | 6                 | 6     | 4        | 9      | 6         | 5     | 7                                    | 10                 | 7                     | 5    | 8                            |
| Can't remember                                                                          | 3  | 2                 | 4     | 2        | 1      | 2         | 2     | 4                                    | 4                  | 1                     | 2    | 2                            |
| And how often, if at all, are you able to put money into savings in the last 12 months? |    |                   |       |          |        |           |       |                                      |                    |                       |      |                              |
| Every month                                                                             | 26 | 26                | 26    | 29       | 27     | 24        | 26    | 26                                   | 11                 | 21                    | 29   | 18                           |
| Most months                                                                             | 17 | 16                | 18    | 15       | 15     | 17        | 16    | 14                                   | 10                 | 15                    | 17   | 13                           |
| Every couple of months                                                                  | 12 | 13                | 12    | 13       | 14     | 12        | 11    | 18                                   | 12                 | 12                    | 13   | 12                           |
| Once or twice                                                                           | 15 | 17                | 17    | 13       | 19     | 17        | 17    | 17                                   | 15                 | 19                    | 17   | 18                           |
| Never                                                                                   | 24 | 21                | 19    | 22       | 18     | 23        | 22    | 15                                   | 43                 | 28                    | 16   | 33                           |
| Prefer not to say                                                                       | 4  | 5                 | 5     | 4        | 6      | 4         | 4     | 5                                    | 6                  | 4                     | 4    | 4                            |
| Can't remember                                                                          | 2  | 3                 | 3     | 4        | 2      | 3         | 2     | 5                                    | 2                  | 1                     | 3    | 1                            |

\*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: 2344 Adults in the UK  
Fieldwork: 24th - 25th June 2026

Fieldwork: 24th - 25th June 2020

|                                                                                         |    | Employment Status |                                               |                                               |                   |         |            |             | Working full (30 or more hours per week) or part time (less than 29 hours a week) |       |
|-----------------------------------------------------------------------------------------|----|-------------------|-----------------------------------------------|-----------------------------------------------|-------------------|---------|------------|-------------|-----------------------------------------------------------------------------------|-------|
|                                                                                         |    | Total             | Working full time (30 or more hours per week) | Working part time (Less than 29 hours a week) | Full time student | Retired | Unemployed | Not working |                                                                                   | Other |
| Weighted Sample                                                                         |    | 2344              | 959                                           | 433                                           | 117               | 538     | 100        | 141         | 55                                                                                | 1392  |
| Unweighted Sample                                                                       |    | 2344              | 941                                           | 378                                           | 106               | 615     | 95         | 153         | 56                                                                                | 1319  |
|                                                                                         |    | %                 | %                                             | %                                             | %                 | %       | %          | %           | %                                                                                 | %     |
| Go into debt                                                                            |    |                   |                                               |                                               |                   |         |            |             |                                                                                   |       |
| Every month                                                                             | 6  | 5                 | 5                                             | 6                                             | 2                 | 2       | 11         | 7           | 9                                                                                 | 5     |
| Most months                                                                             | 4  | 4                 | 5                                             | 3                                             | 1                 | 1       | 5          | 8           | 5                                                                                 | 5     |
| Some months                                                                             | 5  | 5                 | 6                                             | 5                                             | 3                 | 4       | 1          | 7           | 2                                                                                 | 6     |
| A few months                                                                            | 4  | 5                 | 7                                             | 3                                             | 5                 | 2       | 6          | 8           | 4                                                                                 | 6     |
| Once                                                                                    | 5  | 6                 | 7                                             | 5                                             | 5                 | 5       | 3          | 8           | 1                                                                                 | 6     |
| Never                                                                                   | 68 | 67                | 63                                            | 69                                            | 71                | 80      | 55         | 51          | 63                                                                                | 65    |
| Prefer not to say                                                                       | 5  | 6                 | 5                                             | 5                                             | 10                | 5       | 14         | 6           | 9                                                                                 | 5     |
| Can't remember                                                                          | 3  | 2                 | 2                                             | 3                                             | 4                 | 1       | 5          | 5           | 5                                                                                 | 2     |
| And how often, if at all, are you able to put money into savings in the last 12 months? |    |                   |                                               |                                               |                   |         |            |             |                                                                                   |       |
| Every month                                                                             | 26 | 26                | 35                                            | 20                                            | 17                | 24      | 10         | 10          | 12                                                                                | 31    |
| Most months                                                                             | 17 | 16                | 18                                            | 17                                            | 14                | 17      | 7          | 9           | 8                                                                                 | 17    |
| Every couple of months                                                                  | 12 | 13                | 13                                            | 12                                            | 18                | 14      | 9          | 11          | 4                                                                                 | 12    |
| Once or twice                                                                           | 15 | 17                | 15                                            | 20                                            | 19                | 18      | 12         | 16          | 20                                                                                | 17    |
| Never                                                                                   | 24 | 21                | 14                                            | 23                                            | 16                | 20      | 45         | 44          | 47                                                                                | 17    |
| Prefer not to say                                                                       | 4  | 5                 | 3                                             | 4                                             | 11                | 4       | 8          | 5           | 7                                                                                 | 4     |
| Can't remember                                                                          | 2  | 3                 | 2                                             | 4                                             | 5                 | 2       | 9          | 5           | 1                                                                                 | 2     |

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