

YouGov Survey Results
Fieldwork - 8th - 11th January 2016
 Sample Size - 2126 UK Adults



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

Which, if any, of the following do you think you will do during January 2016 specifically in order to save money? (Please select all that apply, including any measures you may have already taken this January)

Unweighted base	2126	1000	1126	238	219	300	538	831	1295	831
Base: All UK adults	2126	1023	1103	255	337	331	446	757	1169	957
Eat out less	21%	20%	22%	29%	28%	26%	20%	14%	22%	19%
Cook more meals at home	19%	15%	23%	28%	21%	19%	21%	14%	20%	19%
Drink less alcohol	18%	18%	18%	26%	24%	21%	17%	13%	20%	16%
Take a packed lunch to work	15%	12%	17%	26%	19%	21%	17%	5%	17%	11%
Throw away less food	22%	17%	27%	19%	19%	19%	28%	22%	22%	22%
Buy cheaper food	20%	19%	22%	30%	19%	20%	22%	16%	17%	24%
Use up the food I already have in my fridge/ freezer	36%	29%	42%	28%	25%	29%	44%	41%	37%	34%
Use public transport more	4%	4%	5%	3%	5%	1%	4%	7%	5%	4%
Change to a cheaper gym membership	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%
Hunt for bargains in the sales (e.g. discounted items)	26%	22%	30%	28%	27%	22%	29%	25%	24%	28%
Use vouchers or discounts (e.g. restaurant vouchers, supermarket coupons etc.)	25%	19%	31%	27%	20%	22%	29%	26%	28%	21%
Other	3%	4%	2%	4%	4%	2%	3%	2%	3%	2%
Don't know	5%	6%	4%	4%	8%	8%	3%	3%	4%	6%
Not applicable - I don't think I will do anything specifically to save money during January 2016	27%	33%	21%	21%	21%	24%	24%	35%	27%	27%
Net: Will take measures to save money	68%	61%	75%	75%	72%	68%	73%	62%	70%	67%

Thinking about any home freezer you have ever had...

Approximately how long ago did you last defrost your freezer?

Unweighted base	2126	1000	1126	238	219	300	538	831	1295	831
Base: All UK adults	2126	1023	1103	255	337	331	446	757	1169	957
Within the last month	10%	10%	11%	5%	9%	7%	10%	10%	9%	12%
More than 1 month ago, but within the last 3 months	11%	10%	13%	5%	6%	10%	12%	16%	12%	11%
More than 3 months ago, but within the last 6 months	14%	15%	13%	8%	13%	11%	16%	17%	14%	14%
More than 6 months ago, but within the last year	13%	12%	14%	6%	11%	12%	17%	15%	14%	12%
More than 1 year ago, but within the last 2 years	9%	10%	8%	3%	13%	9%	11%	8%	11%	7%
More than 2 years ago	8%	7%	9%	3%	10%	10%	10%	6%	10%	6%
Never	14%	12%	15%	15%	13%	13%	12%	14%	14%	13%
Don't know/ can't recall	16%	17%	15%	45%	12%	23%	10%	7%	12%	20%
Not applicable - I have never had a home freezer	5%	8%	3%	10%	13%	4%	2%	3%	4%	6%
Net: Ever defrost freezer	66%	64%	67%	30%	63%	59%	75%	76%	69%	61%