

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

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

Over the last six months (i.e. since November 2021), have you been forced to make cutbacks in terms of your household spending on the following? (Please select all that apply. If you were not spending money on a listed item, please select the 'Not applicable' option)

Alcohol

| | Unweighted base | 2132 | 994 | 1138 | 176 | 340 | 403 | 319 | 894 | 1266 | 866 |
|---|---------------------|------|------|------|-----|-----|-----|-----|-----|------|-----|
| | Base: All GB Adults | 2132 | 1034 | 1098 | 237 | 330 | 390 | 316 | 859 | 1215 | 917 |
| I have stopped buying/ spending money on this altogether | | 7% | 7% | 7% | 6% | 10% | 9% | 7% | 4% | 5% | 9% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | | 5% | 5% | 6% | 8% | 5% | 5% | 6% | 5% | 5% | 6% |
| I have made cutbacks, but not because I was forced to do so | | 9% | 9% | 8% | 13% | 11% | 7% | 6% | 8% | 10% | 7% |
| I have not made any cutbacks on this | | 32% | 37% | 28% | 22% | 24% | 31% | 35% | 37% | 38% | 24% |
| Don't know | | 3% | 3% | 3% | 9% | 5% | 2% | 1% | 1% | 3% | 3% |
| Not applicable - I was not spending money on this item | | 30% | 26% | 34% | 32% | 29% | 32% | 28% | 30% | 26% | 36% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | | 16% | 15% | 18% | 17% | 18% | 16% | 17% | 15% | 16% | 17% |

Clothes

| | Unweighted base | 2132 | 994 | 1138 | 176 | 340 | 403 | 319 | 894 | 1266 | 866 |
|---|---------------------|------|------|------|-----|-----|-----|-----|-----|------|-----|
| | Base: All GB Adults | 2132 | 1034 | 1098 | 237 | 330 | 390 | 316 | 859 | 1215 | 917 |
| I have stopped buying/ spending money on this altogether | | 8% | 6% | 9% | 7% | 9% | 10% | 8% | 6% | 6% | 9% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | | 10% | 9% | 11% | 16% | 11% | 13% | 11% | 5% | 8% | 12% |
| I have made cutbacks, but not because I was forced to do so | | 12% | 12% | 12% | 13% | 13% | 10% | 11% | 13% | 11% | 13% |
| I have not made any cutbacks on this | | 32% | 39% | 26% | 29% | 28% | 28% | 33% | 37% | 36% | 28% |
| Don't know | | 4% | 4% | 3% | 12% | 6% | 2% | 2% | 2% | 4% | 3% |
| Not applicable - I was not spending money on this item | | 10% | 12% | 7% | 9% | 11% | 9% | 9% | 10% | 8% | 11% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | | 29% | 20% | 37% | 22% | 29% | 32% | 28% | 29% | 29% | 28% |

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Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| Total | Region | | | | | | | |
|-------|--------|----------|------|--------|-------|---------------|-------|----------|
| | North | Midlands | East | London | South | England (NET) | Wales | Scotland |

Over the last six months (i.e. since November 2021), have you been forced to make cutbacks in terms of your household spending on the following? (Please select all that apply. If you were not spending money on a listed item, please select the 'Not applicable' option)

Alcohol

| | Unweighted base | 2132 | 514 | 362 | 228 | 246 | 491 | 1841 | 109 | 182 |
|---|----------------------------|------|-----|-----|-----|-----|-----|------|-----|-----|
| | Base: All GB Adults | 2132 | 510 | 352 | 215 | 288 | 478 | 1842 | 104 | 185 |
| I have stopped buying/ spending money on this altogether | | 7% | 6% | 8% | 7% | 6% | 7% | 7% | 9% | 6% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | | 5% | 5% | 6% | 7% | 4% | 5% | 5% | 2% | 7% |
| I have made cutbacks, but not because I was forced to do so | | 9% | 9% | 11% | 5% | 11% | 7% | 9% | 7% | 8% |
| I have not made any cutbacks on this | | 32% | 33% | 29% | 34% | 35% | 34% | 33% | 30% | 26% |
| Don't know | | 3% | 2% | 2% | 1% | 4% | 2% | 2% | 7% | 6% |
| Not applicable - I was not spending money on this item | | 30% | 31% | 28% | 33% | 27% | 30% | 30% | 34% | 33% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | | 16% | 16% | 20% | 18% | 15% | 16% | 17% | 12% | 14% |

Clothes

| | Unweighted base | 2132 | 514 | 362 | 228 | 246 | 491 | 1841 | 109 | 182 |
|---|----------------------------|------|-----|-----|-----|-----|-----|------|-----|-----|
| | Base: All GB Adults | 2132 | 510 | 352 | 215 | 288 | 478 | 1842 | 104 | 185 |
| I have stopped buying/ spending money on this altogether | | 8% | 8% | 8% | 7% | 6% | 7% | 7% | 7% | 9% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | | 10% | 9% | 11% | 11% | 10% | 10% | 10% | 9% | 7% |
| I have made cutbacks, but not because I was forced to do so | | 12% | 12% | 10% | 13% | 17% | 10% | 12% | 11% | 12% |
| I have not made any cutbacks on this | | 32% | 32% | 26% | 34% | 32% | 38% | 33% | 31% | 30% |
| Don't know | | 4% | 3% | 3% | 2% | 5% | 4% | 3% | 3% | 5% |
| Not applicable - I was not spending money on this item | | 10% | 9% | 13% | 7% | 7% | 9% | 9% | 15% | 11% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | | 29% | 30% | 33% | 31% | 27% | 26% | 29% | 24% | 26% |

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Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| Total | Working Status | | | | | | |
|-------|-------------------|-------------------|-------------------|-------------------|---------|------------|--------------------|
| | Working full time | Working part time | ALL WORKERS (NET) | Full time student | Retired | Unemployed | Not working/ Other |

Over the last six months (i.e. since November 2021), have you been forced to make cutbacks in terms of your household spending on the following? (Please select all that apply. If you were not spending money on a listed item, please select the 'Not applicable' option)

Alcohol

| | Unweighted base | 2132 | 923 | 300 | 1223 | 95 | 548 | 81 | 185 |
|---|----------------------------|------|-----|-----|------|-----|-----|-----|-----|
| | Base: All GB Adults | 2132 | 916 | 302 | 1218 | 125 | 508 | 89 | 192 |
| I have stopped buying/ spending money on this altogether | | 7% | 7% | 6% | 7% | 6% | 3% | 15% | 12% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | | 5% | 5% | 8% | 6% | 7% | 4% | 4% | 3% |
| I have made cutbacks, but not because I was forced to do so | | 9% | 8% | 9% | 8% | 16% | 8% | 9% | 6% |
| I have not made any cutbacks on this | | 32% | 37% | 25% | 34% | 22% | 39% | 14% | 20% |
| Don't know | | 3% | 3% | 1% | 2% | 8% | 1% | 4% | 6% |
| Not applicable - I was not spending money on this item | | 30% | 26% | 32% | 27% | 29% | 31% | 43% | 41% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | | 16% | 17% | 21% | 18% | 19% | 13% | 15% | 14% |

Clothes

| | Unweighted base | 2132 | 923 | 300 | 1223 | 95 | 548 | 81 | 185 |
|---|----------------------------|------|-----|-----|------|-----|-----|-----|-----|
| | Base: All GB Adults | 2132 | 916 | 302 | 1218 | 125 | 508 | 89 | 192 |
| I have stopped buying/ spending money on this altogether | | 8% | 7% | 6% | 7% | 6% | 6% | 9% | 15% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | | 10% | 11% | 14% | 12% | 14% | 3% | 17% | 9% |
| I have made cutbacks, but not because I was forced to do so | | 12% | 10% | 15% | 11% | 10% | 14% | 9% | 12% |
| I have not made any cutbacks on this | | 32% | 36% | 25% | 34% | 34% | 36% | 16% | 23% |
| Don't know | | 4% | 3% | 2% | 3% | 12% | 2% | 6% | 6% |
| Not applicable - I was not spending money on this item | | 10% | 8% | 9% | 8% | 5% | 12% | 27% | 10% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | | 29% | 28% | 36% | 30% | 25% | 28% | 23% | 29% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| Total | Gross Household Income | | | | Children in Household | | | | | |
|-------|------------------------|-------------------|-------------------|--------------|-----------------------|---|---|----|--------------------------------------|---------|
| | Up to £19,999 | £20,000 - £39,999 | £40,000 - £69,999 | Over £70,000 | 0 | 1 | 2 | 3+ | ALL WITH CHILDREN IN HOUSEHOLD (NET) | Refused |

Over the last six months (i.e. since November 2021), have you been forced to make cutbacks in terms of your household spending on the following? (Please select all that apply. If you were not spending money on a listed item, please select the 'Not applicable' option)

| Alcohol | | | | | | | | | | | | |
|---|---------------------|------|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|
| | Unweighted base | 2132 | 389 | 518 | 432 | 248 | 1552 | 248 | 194 | 75 | 517 | 63 |
| | Base: All GB Adults | 2132 | 398 | 520 | 421 | 237 | 1543 | 246 | 195 | 78 | 519 | 70 |
| I have stopped buying/ spending money on this altogether | | 7% | 10% | 8% | 6% | 4% | 6% | 9% | 7% | 13% | 9% | 9% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | | 5% | 7% | 6% | 6% | 2% | 4% | 6% | 6% | 16% | 8% | 4% |
| I have made cutbacks, but not because I was forced to do so | | 9% | 7% | 9% | 9% | 11% | 9% | 7% | 7% | 12% | 8% | 9% |
| I have not made any cutbacks on this | | 32% | 21% | 33% | 37% | 54% | 34% | 29% | 33% | 15% | 28% | 13% |
| Don't know | | 3% | 2% | 2% | 2% | - | 2% | 1% | 4% | 2% | 2% | 26% |
| Not applicable - I was not spending money on this item | | 30% | 38% | 29% | 25% | 19% | 30% | 33% | 27% | 37% | 31% | 26% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | | 16% | 18% | 15% | 18% | 11% | 16% | 16% | 19% | 20% | 18% | 14% |

| Clothes | | | | | | | | | | | | |
|---|---------------------|------|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|
| | Unweighted base | 2132 | 389 | 518 | 432 | 248 | 1552 | 248 | 194 | 75 | 517 | 63 |
| | Base: All GB Adults | 2132 | 398 | 520 | 421 | 237 | 1543 | 246 | 195 | 78 | 519 | 70 |
| I have stopped buying/ spending money on this altogether | | 8% | 10% | 9% | 7% | 3% | 7% | 11% | 6% | 16% | 10% | 9% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | | 10% | 14% | 8% | 10% | 11% | 7% | 16% | 18% | 22% | 18% | 11% |
| I have made cutbacks, but not because I was forced to do so | | 12% | 13% | 14% | 11% | 7% | 12% | 10% | 9% | 14% | 10% | 15% |
| I have not made any cutbacks on this | | 32% | 21% | 30% | 38% | 50% | 35% | 24% | 28% | 26% | 26% | 20% |
| Don't know | | 4% | 3% | 2% | 2% | 1% | 3% | 2% | 5% | 3% | 3% | 26% |
| Not applicable - I was not spending money on this item | | 10% | 13% | 10% | 7% | 7% | 11% | 9% | 5% | 8% | 7% | 8% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | | 29% | 31% | 31% | 30% | 23% | 28% | 34% | 33% | 23% | 32% | 14% |

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Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Gender | | Age | | | | | Social Grade | | |
|---|---|-------------|-------------|-------------|------------|------------|------------|------------|--------------|-------------|------------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1 | C2DE | |
| Household essentials (e.g. cleaning products, toilet roll, etc.) | | | | | | | | | | | |
| | Unweighted base | 2132 | 994 | 1138 | 176 | 340 | 403 | 319 | 894 | 1266 | 866 |
| | Base: All GB Adults | 2132 | 1034 | 1098 | 237 | 330 | 390 | 316 | 859 | 1215 | 917 |
| | I have stopped buying/ spending money on this altogether | 1% | 1% | 0% | 3% | 1% | 1% | - | 0% | 1% | 1% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 20% | 15% | 25% | 19% | 23% | 23% | 23% | 16% | 17% | 24% |
| | I have made cutbacks, but not because I was forced to do so | 5% | 5% | 5% | 9% | 5% | 6% | 4% | 3% | 4% | 6% |
| | I have not made any cutbacks on this | 61% | 65% | 57% | 45% | 56% | 57% | 59% | 71% | 67% | 54% |
| | Don't know | 3% | 3% | 3% | 9% | 6% | 2% | 3% | 1% | 3% | 3% |
| | Not applicable - I was not spending money on this item | 3% | 3% | 2% | 10% | 3% | 3% | 2% | 1% | 2% | 4% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 10% | 9% | 10% | 11% | 10% | 10% | 9% | 9% | 9% | 11% |
| Luxury items | | | | | | | | | | | |
| | Unweighted base | 2132 | 994 | 1138 | 176 | 340 | 403 | 319 | 894 | 1266 | 866 |
| | Base: All GB Adults | 2132 | 1034 | 1098 | 237 | 330 | 390 | 316 | 859 | 1215 | 917 |
| | I have stopped buying/ spending money on this altogether | 13% | 12% | 15% | 10% | 13% | 17% | 15% | 12% | 11% | 16% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 8% | 8% | 8% | 8% | 10% | 11% | 8% | 6% | 9% | 7% |
| | I have made cutbacks, but not because I was forced to do so | 9% | 9% | 8% | 7% | 10% | 10% | 9% | 8% | 9% | 8% |
| | I have not made any cutbacks on this | 17% | 22% | 12% | 17% | 19% | 13% | 17% | 17% | 19% | 14% |
| | Don't know | 6% | 5% | 6% | 15% | 8% | 4% | 4% | 3% | 6% | 5% |
| | Not applicable - I was not spending money on this item | 33% | 30% | 36% | 29% | 25% | 29% | 29% | 41% | 31% | 37% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 17% | 16% | 18% | 17% | 18% | 22% | 19% | 14% | 19% | 15% |

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Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Region | | | | | | | | |
|---|---|-------------|------------|------------|------------|------------|---------------|-------------|------------|------------|
| | | North | Midlands | East | London | South | England (NET) | Wales | Scotland | |
| Household essentials (e.g. cleaning products, toilet roll, etc.) | | | | | | | | | | |
| | Unweighted base | 2132 | 514 | 362 | 228 | 246 | 491 | 1841 | 109 | 182 |
| | Base: All GB Adults | 2132 | 510 | 352 | 215 | 288 | 478 | 1842 | 104 | 185 |
| | I have stopped buying/ spending money on this altogether | 1% | 1% | 1% | - | 3% | 0% | 1% | - | 1% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 20% | 18% | 21% | 18% | 16% | 23% | 19% | 24% | 23% |
| | I have made cutbacks, but not because I was forced to do so | 5% | 6% | 8% | 4% | 3% | 4% | 5% | 7% | 4% |
| | I have not made any cutbacks on this | 61% | 63% | 58% | 63% | 62% | 62% | 62% | 57% | 59% |
| | Don't know | 3% | 3% | 3% | 2% | 5% | 3% | 3% | 2% | 5% |
| | Not applicable - I was not spending money on this item | 3% | 2% | 3% | 3% | 4% | 2% | 3% | 3% | 3% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 10% | 10% | 12% | 11% | 10% | 8% | 10% | 11% | 8% |
| Luxury items | | | | | | | | | | |
| | Unweighted base | 2132 | 514 | 362 | 228 | 246 | 491 | 1841 | 109 | 182 |
| | Base: All GB Adults | 2132 | 510 | 352 | 215 | 288 | 478 | 1842 | 104 | 185 |
| | I have stopped buying/ spending money on this altogether | 13% | 15% | 15% | 12% | 12% | 12% | 13% | 13% | 14% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 8% | 8% | 7% | 8% | 6% | 7% | 7% | 8% | 12% |
| | I have made cutbacks, but not because I was forced to do so | 9% | 9% | 9% | 11% | 11% | 8% | 9% | 8% | 5% |
| | I have not made any cutbacks on this | 17% | 18% | 14% | 17% | 17% | 18% | 17% | 12% | 16% |
| | Don't know | 6% | 5% | 6% | 3% | 8% | 5% | 5% | 7% | 7% |
| | Not applicable - I was not spending money on this item | 33% | 30% | 31% | 34% | 33% | 34% | 32% | 40% | 37% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 17% | 18% | 19% | 20% | 15% | 17% | 18% | 16% | 12% |

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Fieldwork: 12th - 13th May 2022

| | Total | Working Status | | | | | | |
|---|-------------|-------------------|-------------------|-------------------|-------------------|------------|------------|--------------------|
| | | Working full time | Working part time | ALL WORKERS (NET) | Full time student | Retired | Unemployed | Not working/ Other |
| Household essentials (e.g. cleaning products, toilet roll, etc.) | | | | | | | | |
| Unweighted base | 2132 | 923 | 300 | 1223 | 95 | 548 | 81 | 185 |
| Base: All GB Adults | 2132 | 916 | 302 | 1218 | 125 | 508 | 89 | 192 |
| I have stopped buying/ spending money on this altogether | 1% | 1% | 1% | 1% | 2% | 0% | 2% | - |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 20% | 19% | 26% | 21% | 21% | 15% | 23% | 25% |
| I have made cutbacks, but not because I was forced to do so | 5% | 5% | 6% | 5% | 6% | 3% | 5% | 7% |
| I have not made any cutbacks on this | 61% | 63% | 56% | 61% | 50% | 72% | 44% | 47% |
| Don't know | 3% | 3% | 3% | 3% | 8% | 1% | 6% | 7% |
| Not applicable - I was not spending money on this item | 3% | 2% | 1% | 2% | 7% | 1% | 16% | 4% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | 10% | 9% | 10% | 9% | 12% | 9% | 9% | 14% |
| Luxury items | | | | | | | | |
| Unweighted base | 2132 | 923 | 300 | 1223 | 95 | 548 | 81 | 185 |
| Base: All GB Adults | 2132 | 916 | 302 | 1218 | 125 | 508 | 89 | 192 |
| I have stopped buying/ spending money on this altogether | 13% | 12% | 16% | 13% | 9% | 12% | 12% | 22% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 8% | 10% | 8% | 10% | 5% | 5% | 6% | 7% |
| I have made cutbacks, but not because I was forced to do so | 9% | 9% | 10% | 9% | 6% | 8% | 8% | 7% |
| I have not made any cutbacks on this | 17% | 20% | 12% | 18% | 17% | 18% | 10% | 10% |
| Don't know | 6% | 4% | 4% | 4% | 19% | 3% | 7% | 12% |
| Not applicable - I was not spending money on this item | 33% | 28% | 35% | 30% | 27% | 41% | 44% | 35% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | 17% | 20% | 18% | 20% | 18% | 13% | 14% | 12% |

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| | Total | Gross Household Income | | | | Children in Household | | | | | | |
|---|---|------------------------|-------------------|-------------------|--------------|-----------------------|-------------|------------|------------|--------------------------------------|------------|-----------|
| | | Up to £19,999 | £20,000 - £39,999 | £40,000 - £69,999 | Over £70,000 | 0 | 1 | 2 | 3+ | ALL WITH CHILDREN IN HOUSEHOLD (NET) | Refused | |
| Household essentials (e.g. cleaning products, toilet roll, etc.) | | | | | | | | | | | | |
| | Unweighted base | 2132 | 389 | 518 | 432 | 248 | 1552 | 248 | 194 | 75 | 517 | 63 |
| | Base: All GB Adults | 2132 | 398 | 520 | 421 | 237 | 1543 | 246 | 195 | 78 | 519 | 70 |
| | I have stopped buying/ spending money on this altogether | 1% | 2% | - | 0% | 1% | 1% | 0% | 2% | 6% | 2% | - |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 20% | 27% | 21% | 20% | 10% | 17% | 29% | 28% | 31% | 29% | 17% |
| | I have made cutbacks, but not because I was forced to do so | 5% | 5% | 6% | 4% | 6% | 4% | 7% | 4% | 13% | 7% | 8% |
| | I have not made any cutbacks on this | 61% | 49% | 61% | 64% | 79% | 66% | 52% | 55% | 42% | 52% | 31% |
| | Don't know | 3% | 3% | 1% | 3% | 1% | 2% | 3% | 4% | 2% | 3% | 27% |
| | Not applicable - I was not spending money on this item | 3% | 1% | 2% | 2% | 2% | 2% | 2% | 3% | 3% | 3% | 7% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 10% | 16% | 10% | 9% | 3% | 10% | 9% | 9% | 14% | 10% | 10% |
| Luxury items | | | | | | | | | | | | |
| | Unweighted base | 2132 | 389 | 518 | 432 | 248 | 1552 | 248 | 194 | 75 | 517 | 63 |
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| | I have stopped buying/ spending money on this altogether | 13% | 22% | 13% | 13% | 6% | 11% | 18% | 21% | 23% | 20% | 14% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 8% | 6% | 8% | 11% | 11% | 7% | 10% | 9% | 17% | 11% | 3% |
| | I have made cutbacks, but not because I was forced to do so | 9% | 6% | 10% | 10% | 9% | 9% | 10% | 7% | 11% | 9% | 7% |
| | I have not made any cutbacks on this | 17% | 8% | 15% | 21% | 30% | 18% | 14% | 13% | 15% | 14% | 7% |
| | Don't know | 6% | 4% | 3% | 4% | 4% | 5% | 3% | 8% | 1% | 5% | 30% |
| | Not applicable - I was not spending money on this item | 33% | 43% | 36% | 26% | 21% | 37% | 26% | 22% | 17% | 23% | 29% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 17% | 12% | 17% | 21% | 22% | 15% | 23% | 23% | 24% | 23% | 12% |

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Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Gender | | Age | | | | | Social Grade | | |
|---|---|-------------|-------------|-------------|------------|------------|------------|------------|--------------|-------------|------------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1 | C2DE | |
| Toiletries (e.g. toothpaste, deodorant, shampoo, etc.) | | | | | | | | | | | |
| | Unweighted base | 2132 | 994 | 1138 | 176 | 340 | 403 | 319 | 894 | 1266 | 866 |
| | Base: All GB Adults | 2132 | 1034 | 1098 | 237 | 330 | 390 | 316 | 859 | 1215 | 917 |
| | I have stopped buying/ spending money on this altogether | 1% | 1% | 0% | 1% | 1% | 1% | - | 0% | 0% | 1% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 17% | 13% | 21% | 14% | 20% | 21% | 21% | 14% | 14% | 21% |
| | I have made cutbacks, but not because I was forced to do so | 4% | 4% | 4% | 6% | 5% | 4% | 4% | 3% | 4% | 4% |
| | I have not made any cutbacks on this | 66% | 69% | 63% | 52% | 62% | 62% | 64% | 73% | 71% | 59% |
| | Don't know | 3% | 3% | 3% | 10% | 5% | 2% | 2% | 1% | 3% | 3% |
| | Not applicable - I was not spending money on this item | 2% | 4% | 1% | 10% | 2% | 3% | 1% | 1% | 2% | 3% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 9% | 8% | 10% | 10% | 9% | 12% | 11% | 7% | 8% | 11% |
| Cosmetics (e.g. face cream, perfume, mascara, etc.) | | | | | | | | | | | |
| | Unweighted base | 2132 | 994 | 1138 | 176 | 340 | 403 | 319 | 894 | 1266 | 866 |
| | Base: All GB Adults | 2132 | 1034 | 1098 | 237 | 330 | 390 | 316 | 859 | 1215 | 917 |
| | I have stopped buying/ spending money on this altogether | 5% | 5% | 6% | 5% | 6% | 8% | 4% | 4% | 4% | 6% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 9% | 4% | 13% | 9% | 11% | 12% | 10% | 6% | 9% | 9% |
| | I have made cutbacks, but not because I was forced to do so | 5% | 3% | 7% | 8% | 7% | 6% | 4% | 4% | 5% | 6% |
| | I have not made any cutbacks on this | 26% | 19% | 32% | 25% | 30% | 25% | 21% | 26% | 29% | 20% |
| | Don't know | 3% | 4% | 3% | 9% | 5% | 3% | 2% | 2% | 3% | 4% |
| | Not applicable - I was not spending money on this item | 41% | 59% | 24% | 36% | 29% | 35% | 48% | 47% | 40% | 42% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 13% | 6% | 19% | 11% | 16% | 16% | 15% | 10% | 11% | 16% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Region | | | | | | | |
|---|-------------|------------|------------|------------|------------|------------|---------------|------------|------------|
| | | North | Midlands | East | London | South | England (NET) | Wales | Scotland |
| Toiletries (e.g. toothpaste, deodorant, shampoo, etc.) | | | | | | | | | |
| Unweighted base | 2132 | 514 | 362 | 228 | 246 | 491 | 1841 | 109 | 182 |
| Base: All GB Adults | 2132 | 510 | 352 | 215 | 288 | 478 | 1842 | 104 | 185 |
| I have stopped buying/ spending money on this altogether | 1% | 0% | 1% | 1% | 0% | 0% | 1% | 1% | - |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 17% | 17% | 18% | 16% | 15% | 18% | 17% | 17% | 19% |
| I have made cutbacks, but not because I was forced to do so | 4% | 4% | 6% | 3% | 5% | 3% | 4% | 2% | 3% |
| I have not made any cutbacks on this | 66% | 67% | 60% | 66% | 67% | 69% | 66% | 67% | 63% |
| Don't know | 3% | 3% | 2% | 3% | 4% | 3% | 3% | 3% | 5% |
| Not applicable - I was not spending money on this item | 2% | 2% | 4% | 2% | 2% | 2% | 2% | 4% | 3% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | 9% | 9% | 12% | 11% | 9% | 7% | 9% | 8% | 8% |
| Cosmetics (e.g. face cream, perfume, mascara, etc.) | | | | | | | | | |
| Unweighted base | 2132 | 514 | 362 | 228 | 246 | 491 | 1841 | 109 | 182 |
| Base: All GB Adults | 2132 | 510 | 352 | 215 | 288 | 478 | 1842 | 104 | 185 |
| I have stopped buying/ spending money on this altogether | 5% | 6% | 5% | 5% | 4% | 6% | 5% | 6% | 4% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 9% | 8% | 11% | 6% | 9% | 9% | 9% | 8% | 8% |
| I have made cutbacks, but not because I was forced to do so | 5% | 6% | 7% | 5% | 6% | 3% | 5% | 3% | 5% |
| I have not made any cutbacks on this | 26% | 24% | 22% | 26% | 33% | 29% | 26% | 18% | 21% |
| Don't know | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 4% | 5% |
| Not applicable - I was not spending money on this item | 41% | 42% | 41% | 43% | 33% | 41% | 40% | 53% | 44% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | 13% | 13% | 14% | 14% | 15% | 12% | 13% | 9% | 14% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Working Status | | | | | | |
|---|-------------|-------------------|-------------------|-------------------|-------------------|------------|------------|--------------------|
| | | Working full time | Working part time | ALL WORKERS (NET) | Full time student | Retired | Unemployed | Not working/ Other |
| Toiletries (e.g. toothpaste, deodorant, shampoo, etc.) | | | | | | | | |
| Unweighted base | 2132 | 923 | 300 | 1223 | 95 | 548 | 81 | 185 |
| Base: All GB Adults | 2132 | 916 | 302 | 1218 | 125 | 508 | 89 | 192 |
| I have stopped buying/ spending money on this altogether | 1% | 0% | 2% | 1% | 1% | 0% | - | - |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 17% | 17% | 22% | 18% | 15% | 12% | 23% | 23% |
| I have made cutbacks, but not because I was forced to do so | 4% | 4% | 4% | 4% | 7% | 3% | 4% | 6% |
| I have not made any cutbacks on this | 66% | 68% | 61% | 66% | 57% | 75% | 47% | 52% |
| Don't know | 3% | 3% | 2% | 2% | 12% | 1% | 4% | 6% |
| Not applicable - I was not spending money on this item | 2% | 2% | 1% | 2% | 5% | 1% | 15% | 4% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | 9% | 9% | 12% | 9% | 5% | 8% | 11% | 12% |
| Cosmetics (e.g. face cream, perfume, mascara, etc.) | | | | | | | | |
| Unweighted base | 2132 | 923 | 300 | 1223 | 95 | 548 | 81 | 185 |
| Base: All GB Adults | 2132 | 916 | 302 | 1218 | 125 | 508 | 89 | 192 |
| I have stopped buying/ spending money on this altogether | 5% | 4% | 5% | 4% | 5% | 4% | 10% | 12% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 9% | 11% | 12% | 11% | 8% | 5% | 6% | 7% |
| I have made cutbacks, but not because I was forced to do so | 5% | 5% | 6% | 6% | 8% | 4% | 2% | 7% |
| I have not made any cutbacks on this | 26% | 30% | 24% | 28% | 21% | 27% | 14% | 15% |
| Don't know | 3% | 3% | 2% | 3% | 7% | 2% | 9% | 6% |
| Not applicable - I was not spending money on this item | 41% | 37% | 35% | 37% | 39% | 49% | 53% | 42% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | 13% | 13% | 19% | 14% | 15% | 9% | 9% | 15% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Gross Household Income | | | | Children in Household | | | | | | |
|---|---|------------------------|-------------------|-------------------|--------------|-----------------------|-------------|------------|------------|--------------------------------------|------------|-----------|
| | | Up to £19,999 | £20,000 - £39,999 | £40,000 - £69,999 | Over £70,000 | 0 | 1 | 2 | 3+ | ALL WITH CHILDREN IN HOUSEHOLD (NET) | Refused | |
| Toiletries (e.g. toothpaste, deodorant, shampoo, etc.) | | | | | | | | | | | | |
| | Unweighted base | 2132 | 389 | 518 | 432 | 248 | 1552 | 248 | 194 | 75 | 517 | 63 |
| | Base: All GB Adults | 2132 | 398 | 520 | 421 | 237 | 1543 | 246 | 195 | 78 | 519 | 70 |
| | I have stopped buying/ spending money on this altogether | 1% | 1% | 0% | 0% | 0% | 0% | 0% | 0% | 4% | 1% | 5% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 17% | 24% | 18% | 16% | 10% | 15% | 24% | 23% | 30% | 24% | 14% |
| | I have made cutbacks, but not because I was forced to do so | 4% | 3% | 6% | 3% | 5% | 4% | 4% | 3% | 8% | 4% | 9% |
| | I have not made any cutbacks on this | 66% | 53% | 67% | 72% | 79% | 70% | 61% | 57% | 46% | 57% | 37% |
| | Don't know | 3% | 2% | 2% | 2% | 1% | 2% | 3% | 4% | 2% | 3% | 26% |
| | Not applicable - I was not spending money on this item | 2% | 3% | 2% | 1% | 3% | 2% | 2% | 3% | 7% | 3% | 3% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 9% | 18% | 8% | 8% | 4% | 9% | 9% | 12% | 13% | 11% | 9% |
| Cosmetics (e.g. face cream, perfume, mascara, etc.) | | | | | | | | | | | | |
| | Unweighted base | 2132 | 389 | 518 | 432 | 248 | 1552 | 248 | 194 | 75 | 517 | 63 |
| | Base: All GB Adults | 2132 | 398 | 520 | 421 | 237 | 1543 | 246 | 195 | 78 | 519 | 70 |
| | I have stopped buying/ spending money on this altogether | 5% | 8% | 6% | 4% | 3% | 4% | 6% | 7% | 13% | 8% | 13% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 9% | 9% | 10% | 12% | 8% | 8% | 12% | 15% | 10% | 13% | 5% |
| | I have made cutbacks, but not because I was forced to do so | 5% | 5% | 4% | 6% | 5% | 5% | 5% | 6% | 13% | 7% | 7% |
| | I have not made any cutbacks on this | 26% | 16% | 26% | 28% | 34% | 27% | 24% | 21% | 25% | 23% | 14% |
| | Don't know | 3% | 3% | 2% | 4% | 2% | 3% | 3% | 4% | 2% | 3% | 23% |
| | Not applicable - I was not spending money on this item | 41% | 44% | 43% | 37% | 40% | 44% | 35% | 33% | 23% | 33% | 28% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 13% | 16% | 13% | 14% | 11% | 11% | 18% | 16% | 22% | 18% | 11% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Gender | | Age | | | | | Social Grade | | |
|----------------------------|---|-------------|-------------|-------------|------------|------------|------------|------------|--------------|-------------|------------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1 | C2DE | |
| Eating out | | | | | | | | | | | |
| | Unweighted base | 2132 | 994 | 1138 | 176 | 340 | 403 | 319 | 894 | 1266 | 866 |
| | Base: All GB Adults | 2132 | 1034 | 1098 | 237 | 330 | 390 | 316 | 859 | 1215 | 917 |
| | I have stopped buying/ spending money on this altogether | 9% | 9% | 9% | 6% | 9% | 12% | 10% | 7% | 6% | 12% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 6% | 5% | 7% | 11% | 8% | 8% | 5% | 4% | 7% | 5% |
| | I have made cutbacks, but not because I was forced to do so | 11% | 12% | 10% | 10% | 13% | 12% | 10% | 10% | 12% | 10% |
| | I have not made any cutbacks on this | 27% | 31% | 24% | 29% | 27% | 22% | 27% | 29% | 32% | 21% |
| | Don't know | 3% | 3% | 3% | 10% | 4% | 2% | 2% | 1% | 3% | 3% |
| | Not applicable - I was not spending money on this item | 20% | 20% | 21% | 13% | 14% | 19% | 20% | 25% | 15% | 27% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 26% | 23% | 30% | 26% | 30% | 29% | 26% | 24% | 28% | 24% |
| Going to the cinema | | | | | | | | | | | |
| | Unweighted base | 2132 | 994 | 1138 | 176 | 340 | 403 | 319 | 894 | 1266 | 866 |
| | Base: All GB Adults | 2132 | 1034 | 1098 | 237 | 330 | 390 | 316 | 859 | 1215 | 917 |
| | I have stopped buying/ spending money on this altogether | 11% | 10% | 12% | 10% | 12% | 13% | 12% | 9% | 9% | 14% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 2% | 2% | 3% | 3% | 5% | 3% | 4% | 0% | 2% | 3% |
| | I have made cutbacks, but not because I was forced to do so | 5% | 6% | 5% | 8% | 7% | 6% | 3% | 4% | 5% | 5% |
| | I have not made any cutbacks on this | 19% | 22% | 16% | 27% | 20% | 20% | 16% | 16% | 22% | 14% |
| | Don't know | 3% | 3% | 3% | 11% | 4% | 2% | 2% | 1% | 3% | 3% |
| | Not applicable - I was not spending money on this item | 51% | 49% | 53% | 32% | 43% | 44% | 55% | 62% | 49% | 54% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 10% | 9% | 10% | 10% | 10% | 13% | 9% | 8% | 10% | 9% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Region | | | | | | | | |
|----------------------------|---|-------------|------------|------------|------------|------------|---------------|-------------|------------|------------|
| | | North | Midlands | East | London | South | England (NET) | Wales | Scotland | |
| Eating out | | | | | | | | | | |
| | Unweighted base | 2132 | 514 | 362 | 228 | 246 | 491 | 1841 | 109 | 182 |
| | Base: All GB Adults | 2132 | 510 | 352 | 215 | 288 | 478 | 1842 | 104 | 185 |
| | I have stopped buying/ spending money on this altogether | 9% | 10% | 7% | 8% | 8% | 9% | 9% | 9% | 11% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 6% | 4% | 8% | 8% | 8% | 6% | 6% | 4% | 5% |
| | I have made cutbacks, but not because I was forced to do so | 11% | 10% | 12% | 9% | 13% | 12% | 11% | 12% | 8% |
| | I have not made any cutbacks on this | 27% | 29% | 24% | 31% | 31% | 28% | 29% | 19% | 20% |
| | Don't know | 3% | 2% | 2% | 1% | 5% | 2% | 3% | 3% | 5% |
| | Not applicable - I was not spending money on this item | 20% | 23% | 21% | 19% | 15% | 19% | 20% | 27% | 24% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 26% | 24% | 29% | 29% | 25% | 27% | 26% | 27% | 28% |
| Going to the cinema | | | | | | | | | | |
| | Unweighted base | 2132 | 514 | 362 | 228 | 246 | 491 | 1841 | 109 | 182 |
| | Base: All GB Adults | 2132 | 510 | 352 | 215 | 288 | 478 | 1842 | 104 | 185 |
| | I have stopped buying/ spending money on this altogether | 11% | 11% | 11% | 12% | 10% | 11% | 11% | 13% | 12% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 2% | 2% | 3% | 3% | 2% | 2% | 2% | 3% | 2% |
| | I have made cutbacks, but not because I was forced to do so | 5% | 5% | 6% | 5% | 6% | 4% | 5% | 8% | 6% |
| | I have not made any cutbacks on this | 19% | 20% | 17% | 18% | 22% | 19% | 19% | 17% | 16% |
| | Don't know | 3% | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 4% |
| | Not applicable - I was not spending money on this item | 51% | 53% | 49% | 52% | 45% | 54% | 51% | 51% | 52% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 10% | 8% | 13% | 9% | 12% | 9% | 10% | 7% | 9% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Working Status | | | | | | Not working/ Other |
|---|-------------|----------------------|----------------------|-------------------------|----------------------|------------|------------|-----------------------|
| | | Working full time | Working part time | ALL WORKERS (NET) | Full time student | Retired | Unemployed | |
| Eating out | | | | | | | | |
| Unweighted base | 2132 | 923 | 300 | 1223 | 95 | 548 | 81 | 185 |
| Base: All GB Adults | 2132 | 916 | 302 | 1218 | 125 | 508 | 89 | 192 |
| I have stopped buying/ spending money on this altogether | 9% | 8% | 9% | 9% | 5% | 6% | 14% | 17% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 6% | 7% | 9% | 7% | 10% | 3% | 6% | 4% |
| I have made cutbacks, but not because I was forced to do so | 11% | 11% | 9% | 11% | 13% | 11% | 11% | 9% |
| I have not made any cutbacks on this | 27% | 31% | 21% | 28% | 30% | 31% | 11% | 16% |
| Don't know | 3% | 3% | 3% | 3% | 12% | 1% | 3% | 4% |
| Not applicable - I was not spending money on this item | 20% | 14% | 18% | 15% | 14% | 27% | 37% | 33% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | 26% | 29% | 34% | 31% | 21% | 21% | 23% | 21% |
| Going to the cinema | | | | | | | | |
| Unweighted base | 2132 | 923 | 300 | 1223 | 95 | 548 | 81 | 185 |
| Base: All GB Adults | 2132 | 916 | 302 | 1218 | 125 | 508 | 89 | 192 |
| I have stopped buying/ spending money on this altogether | 11% | 11% | 11% | 11% | 7% | 9% | 15% | 20% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 2% | 4% | 3% | 4% | 2% | 0% | - | 1% |
| I have made cutbacks, but not because I was forced to do so | 5% | 6% | 4% | 6% | 7% | 4% | 5% | 2% |
| I have not made any cutbacks on this | 19% | 22% | 19% | 22% | 28% | 14% | 12% | 12% |
| Don't know | 3% | 2% | 2% | 2% | 10% | 1% | 5% | 5% |
| Not applicable - I was not spending money on this item | 51% | 45% | 51% | 47% | 34% | 65% | 56% | 54% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | 10% | 10% | 13% | 11% | 13% | 8% | 6% | 7% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Gross Household Income | | | | Children in Household | | | | | | |
|----------------------------|---|------------------------|-------------------|-------------------|--------------|-----------------------|-------------|------------|------------|--------------------------------------|------------|-----------|
| | | Up to £19,999 | £20,000 - £39,999 | £40,000 - £69,999 | Over £70,000 | 0 | 1 | 2 | 3+ | ALL WITH CHILDREN IN HOUSEHOLD (NET) | Refused | |
| Eating out | | | | | | | | | | | | |
| | Unweighted base | 2132 | 389 | 518 | 432 | 248 | 1552 | 248 | 194 | 75 | 517 | 63 |
| | Base: All GB Adults | 2132 | 398 | 520 | 421 | 237 | 1543 | 246 | 195 | 78 | 519 | 70 |
| | I have stopped buying/ spending money on this altogether | 9% | 12% | 13% | 6% | 3% | 7% | 14% | 10% | 15% | 12% | 12% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 6% | 5% | 8% | 8% | 4% | 5% | 7% | 8% | 15% | 8% | 5% |
| | I have made cutbacks, but not because I was forced to do so | 11% | 8% | 11% | 13% | 15% | 10% | 11% | 15% | 16% | 13% | 15% |
| | I have not made any cutbacks on this | 27% | 14% | 27% | 33% | 43% | 30% | 21% | 24% | 17% | 22% | 15% |
| | Don't know | 3% | 2% | 1% | 2% | 2% | 2% | 3% | 3% | - | 3% | 23% |
| | Not applicable - I was not spending money on this item | 20% | 36% | 19% | 12% | 8% | 23% | 13% | 11% | 19% | 13% | 20% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 26% | 24% | 25% | 29% | 29% | 25% | 34% | 33% | 33% | 33% | 14% |
| Going to the cinema | | | | | | | | | | | | |
| | Unweighted base | 2132 | 389 | 518 | 432 | 248 | 1552 | 248 | 194 | 75 | 517 | 63 |
| | Base: All GB Adults | 2132 | 398 | 520 | 421 | 237 | 1543 | 246 | 195 | 78 | 519 | 70 |
| | I have stopped buying/ spending money on this altogether | 11% | 14% | 13% | 11% | 6% | 10% | 12% | 16% | 19% | 15% | 12% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 2% | 1% | 3% | 2% | 2% | 1% | 4% | 6% | 8% | 6% | 2% |
| | I have made cutbacks, but not because I was forced to do so | 5% | 6% | 6% | 5% | 8% | 5% | 4% | 8% | 6% | 6% | 7% |
| | I have not made any cutbacks on this | 19% | 11% | 17% | 24% | 30% | 19% | 20% | 22% | 10% | 19% | 6% |
| | Don't know | 3% | 1% | 1% | 3% | 1% | 2% | 2% | 4% | 3% | 3% | 28% |
| | Not applicable - I was not spending money on this item | 51% | 59% | 50% | 44% | 49% | 56% | 43% | 37% | 40% | 40% | 36% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 10% | 9% | 11% | 11% | 6% | 8% | 15% | 10% | 21% | 14% | 9% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Gender | | Age | | | | | Social Grade | | |
|------------------|---|-------------|-------------|-------------|------------|------------|------------|------------|--------------|-------------|------------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1 | C2DE | |
| Day trips | | | | | | | | | | | |
| | Unweighted base | 2132 | 994 | 1138 | 176 | 340 | 403 | 319 | 894 | 1266 | 866 |
| | Base: All GB Adults | 2132 | 1034 | 1098 | 237 | 330 | 390 | 316 | 859 | 1215 | 917 |
| | I have stopped buying/ spending money on this altogether | 7% | 7% | 8% | 5% | 9% | 10% | 9% | 5% | 5% | 10% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 6% | 5% | 7% | 10% | 10% | 7% | 7% | 2% | 6% | 6% |
| | I have made cutbacks, but not because I was forced to do so | 8% | 8% | 7% | 12% | 7% | 7% | 8% | 7% | 7% | 8% |
| | I have not made any cutbacks on this | 28% | 30% | 25% | 23% | 30% | 29% | 24% | 28% | 33% | 21% |
| | Don't know | 4% | 4% | 3% | 11% | 7% | 3% | 2% | 1% | 4% | 3% |
| | Not applicable - I was not spending money on this item | 31% | 31% | 31% | 27% | 21% | 23% | 32% | 39% | 27% | 36% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 19% | 16% | 22% | 16% | 20% | 25% | 21% | 17% | 21% | 18% |
| Holidays | | | | | | | | | | | |
| | Unweighted base | 2132 | 994 | 1138 | 176 | 340 | 403 | 319 | 894 | 1266 | 866 |
| | Base: All GB Adults | 2132 | 1034 | 1098 | 237 | 330 | 390 | 316 | 859 | 1215 | 917 |
| | I have stopped buying/ spending money on this altogether | 11% | 10% | 11% | 8% | 13% | 14% | 14% | 8% | 10% | 12% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 7% | 6% | 7% | 11% | 8% | 8% | 7% | 4% | 7% | 7% |
| | I have made cutbacks, but not because I was forced to do so | 8% | 10% | 7% | 8% | 6% | 9% | 8% | 10% | 9% | 8% |
| | I have not made any cutbacks on this | 29% | 31% | 27% | 26% | 30% | 28% | 30% | 30% | 35% | 22% |
| | Don't know | 3% | 4% | 3% | 9% | 5% | 4% | 3% | 1% | 3% | 4% |
| | Not applicable - I was not spending money on this item | 29% | 29% | 29% | 32% | 26% | 24% | 27% | 32% | 24% | 35% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 14% | 11% | 16% | 11% | 13% | 15% | 12% | 15% | 14% | 14% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Region | | | | | | | | |
|---|----------------------------|--------|----------|------|--------|-------|---------------|-------|----------|-----|
| | | North | Midlands | East | London | South | England (NET) | Wales | Scotland | |
| Day trips | | | | | | | | | | |
| | Unweighted base | 2132 | 514 | 362 | 228 | 246 | 491 | 1841 | 109 | 182 |
| | Base: All GB Adults | 2132 | 510 | 352 | 215 | 288 | 478 | 1842 | 104 | 185 |
| I have stopped buying/ spending money on this altogether | | 7% | 8% | 8% | 6% | 6% | 8% | 7% | 6% | 7% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | | 6% | 6% | 7% | 8% | 6% | 4% | 6% | 8% | 4% |
| I have made cutbacks, but not because I was forced to do so | | 8% | 5% | 11% | 4% | 9% | 7% | 7% | 18% | 6% |
| I have not made any cutbacks on this | | 28% | 27% | 24% | 30% | 32% | 32% | 29% | 15% | 21% |
| Don't know | | 4% | 3% | 3% | 3% | 5% | 4% | 4% | 1% | 5% |
| Not applicable - I was not spending money on this item | | 31% | 30% | 30% | 31% | 31% | 27% | 30% | 38% | 40% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | | 19% | 22% | 20% | 23% | 14% | 20% | 20% | 17% | 16% |
| Holidays | | | | | | | | | | |
| | Unweighted base | 2132 | 514 | 362 | 228 | 246 | 491 | 1841 | 109 | 182 |
| | Base: All GB Adults | 2132 | 510 | 352 | 215 | 288 | 478 | 1842 | 104 | 185 |
| I have stopped buying/ spending money on this altogether | | 11% | 11% | 10% | 10% | 7% | 12% | 10% | 14% | 13% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | | 7% | 8% | 8% | 5% | 8% | 5% | 7% | 5% | 6% |
| I have made cutbacks, but not because I was forced to do so | | 8% | 7% | 10% | 9% | 8% | 8% | 8% | 11% | 8% |
| I have not made any cutbacks on this | | 29% | 29% | 28% | 35% | 37% | 30% | 31% | 16% | 21% |
| Don't know | | 3% | 3% | 3% | 2% | 6% | 3% | 3% | 5% | 5% |
| Not applicable - I was not spending money on this item | | 29% | 30% | 30% | 26% | 23% | 29% | 28% | 37% | 34% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | | 14% | 14% | 13% | 16% | 13% | 14% | 14% | 14% | 15% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Working Status | | | | | | Not working/ Other |
|---|-------------|----------------------|----------------------|-------------------------|----------------------|------------|------------|-----------------------|
| | | Working full time | Working part time | ALL WORKERS (NET) | Full time student | Retired | Unemployed | |
| Day trips | | | | | | | | |
| Unweighted base | 2132 | 923 | 300 | 1223 | 95 | 548 | 81 | 185 |
| Base: All GB Adults | 2132 | 916 | 302 | 1218 | 125 | 508 | 89 | 192 |
| I have stopped buying/ spending money on this altogether | 7% | 7% | 8% | 8% | 4% | 5% | 10% | 14% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 6% | 7% | 8% | 7% | 9% | 2% | 3% | 6% |
| I have made cutbacks, but not because I was forced to do so | 8% | 7% | 6% | 7% | 12% | 7% | 9% | 8% |
| I have not made any cutbacks on this | 28% | 33% | 22% | 30% | 23% | 29% | 12% | 17% |
| Don't know | 4% | 3% | 3% | 3% | 13% | 1% | 4% | 6% |
| Not applicable - I was not spending money on this item | 31% | 25% | 25% | 25% | 29% | 40% | 49% | 36% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | 19% | 20% | 30% | 23% | 13% | 15% | 14% | 17% |
| Holidays | | | | | | | | |
| Unweighted base | 2132 | 923 | 300 | 1223 | 95 | 548 | 81 | 185 |
| Base: All GB Adults | 2132 | 916 | 302 | 1218 | 125 | 508 | 89 | 192 |
| I have stopped buying/ spending money on this altogether | 11% | 11% | 13% | 12% | 10% | 7% | 11% | 17% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 7% | 8% | 7% | 8% | 9% | 4% | 8% | 5% |
| I have made cutbacks, but not because I was forced to do so | 8% | 9% | 7% | 8% | 6% | 11% | 6% | 5% |
| I have not made any cutbacks on this | 29% | 35% | 26% | 33% | 28% | 30% | 8% | 15% |
| Don't know | 3% | 3% | 3% | 3% | 8% | 1% | 7% | 7% |
| Not applicable - I was not spending money on this item | 29% | 22% | 26% | 23% | 31% | 36% | 53% | 41% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | 14% | 14% | 20% | 15% | 10% | 12% | 9% | 12% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Gross Household Income | | | | Children in Household | | | | | | |
|------------------|---|------------------------|-------------------|-------------------|--------------|-----------------------|------|-----|-----|--------------------------------------|---------|-----|
| | | Up to £19,999 | £20,000 - £39,999 | £40,000 - £69,999 | Over £70,000 | 0 | 1 | 2 | 3+ | ALL WITH CHILDREN IN HOUSEHOLD (NET) | Refused | |
| Day trips | | | | | | | | | | | | |
| | Unweighted base | 2132 | 389 | 518 | 432 | 248 | 1552 | 248 | 194 | 75 | 517 | 63 |
| | Base: All GB Adults | 2132 | 398 | 520 | 421 | 237 | 1543 | 246 | 195 | 78 | 519 | 70 |
| | I have stopped buying/ spending money on this altogether | 7% | 12% | 7% | 7% | 4% | 6% | 10% | 9% | 16% | 10% | 5% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 6% | 6% | 8% | 7% | 3% | 4% | 10% | 17% | 15% | 13% | 5% |
| | I have made cutbacks, but not because I was forced to do so | 8% | 5% | 10% | 9% | 7% | 7% | 10% | 7% | 12% | 9% | 14% |
| | I have not made any cutbacks on this | 28% | 13% | 24% | 34% | 51% | 29% | 26% | 27% | 27% | 27% | 9% |
| | Don't know | 4% | 1% | 2% | 3% | 2% | 2% | 5% | 4% | 3% | 4% | 25% |
| | Not applicable - I was not spending money on this item | 31% | 44% | 33% | 20% | 17% | 35% | 23% | 13% | 12% | 18% | 32% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 19% | 19% | 18% | 24% | 18% | 18% | 22% | 26% | 24% | 24% | 14% |
| Holidays | | | | | | | | | | | | |
| | Unweighted base | 2132 | 389 | 518 | 432 | 248 | 1552 | 248 | 194 | 75 | 517 | 63 |
| | Base: All GB Adults | 2132 | 398 | 520 | 421 | 237 | 1543 | 246 | 195 | 78 | 519 | 70 |
| | I have stopped buying/ spending money on this altogether | 11% | 16% | 12% | 12% | 3% | 9% | 15% | 14% | 18% | 15% | 12% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 7% | 6% | 8% | 8% | 6% | 5% | 8% | 12% | 19% | 11% | 1% |
| | I have made cutbacks, but not because I was forced to do so | 8% | 5% | 11% | 9% | 12% | 8% | 8% | 4% | 13% | 8% | 14% |
| | I have not made any cutbacks on this | 29% | 14% | 27% | 39% | 54% | 30% | 29% | 32% | 21% | 29% | 17% |
| | Don't know | 3% | 2% | 2% | 2% | 2% | 2% | 2% | 4% | 8% | 4% | 25% |
| | Not applicable - I was not spending money on this item | 29% | 46% | 28% | 17% | 13% | 32% | 23% | 20% | 19% | 21% | 22% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 14% | 13% | 14% | 16% | 12% | 14% | 16% | 15% | 12% | 15% | 9% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Gender | | Age | | | | | Social Grade | | |
|---|---|-------------|-------------|-------------|------------|------------|------------|------------|--------------|-------------|------------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1 | C2DE | |
| Pursuing a hobby | | | | | | | | | | | |
| | Unweighted base | 2132 | 994 | 1138 | 176 | 340 | 403 | 319 | 894 | 1266 | 866 |
| | Base: All GB Adults | 2132 | 1034 | 1098 | 237 | 330 | 390 | 316 | 859 | 1215 | 917 |
| | I have stopped buying/ spending money on this altogether | 8% | 6% | 10% | 8% | 8% | 12% | 9% | 6% | 7% | 10% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 5% | 5% | 5% | 8% | 7% | 6% | 5% | 3% | 5% | 5% |
| | I have made cutbacks, but not because I was forced to do so | 6% | 7% | 5% | 9% | 8% | 6% | 5% | 5% | 6% | 6% |
| | I have not made any cutbacks on this | 36% | 43% | 30% | 34% | 30% | 30% | 36% | 42% | 42% | 29% |
| | Don't know | 5% | 5% | 4% | 12% | 8% | 4% | 2% | 2% | 5% | 4% |
| | Not applicable - I was not spending money on this item | 30% | 23% | 35% | 19% | 29% | 29% | 32% | 32% | 25% | 35% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 12% | 12% | 13% | 12% | 12% | 15% | 13% | 11% | 12% | 12% |
| Video streaming service subscription | | | | | | | | | | | |
| | Unweighted base | 2132 | 994 | 1138 | 176 | 340 | 403 | 319 | 894 | 1266 | 866 |
| | Base: All GB Adults | 2132 | 1034 | 1098 | 237 | 330 | 390 | 316 | 859 | 1215 | 917 |
| | I have stopped buying/ spending money on this altogether | 5% | 6% | 5% | 4% | 9% | 6% | 5% | 4% | 5% | 7% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 5% | 6% | 5% | 7% | 6% | 8% | 8% | 3% | 5% | 6% |
| | I have made cutbacks, but not because I was forced to do so | 5% | 5% | 4% | 7% | 8% | 5% | 4% | 2% | 5% | 4% |
| | I have not made any cutbacks on this | 38% | 41% | 35% | 39% | 47% | 47% | 43% | 28% | 43% | 30% |
| | Don't know | 3% | 3% | 3% | 10% | 5% | 3% | 1% | 1% | 3% | 3% |
| | Not applicable - I was not spending money on this item | 38% | 33% | 42% | 25% | 19% | 23% | 32% | 57% | 33% | 44% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 7% | 7% | 7% | 10% | 7% | 10% | 8% | 4% | 7% | 7% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Region | | | | | | | | |
|---|---|-------------|------------|------------|------------|------------|---------------|-------------|------------|------------|
| | | North | Midlands | East | London | South | England (NET) | Wales | Scotland | |
| Pursuing a hobby | | | | | | | | | | |
| | Unweighted base | 2132 | 514 | 362 | 228 | 246 | 491 | 1841 | 109 | 182 |
| | Base: All GB Adults | 2132 | 510 | 352 | 215 | 288 | 478 | 1842 | 104 | 185 |
| | I have stopped buying/ spending money on this altogether | 8% | 8% | 7% | 8% | 7% | 9% | 8% | 10% | 8% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 5% | 4% | 5% | 3% | 6% | 5% | 5% | 2% | 8% |
| | I have made cutbacks, but not because I was forced to do so | 6% | 6% | 9% | 5% | 5% | 6% | 6% | 6% | 5% |
| | I have not made any cutbacks on this | 36% | 36% | 33% | 38% | 34% | 40% | 36% | 35% | 33% |
| | Don't know | 5% | 5% | 4% | 4% | 6% | 4% | 4% | 4% | 6% |
| | Not applicable - I was not spending money on this item | 30% | 31% | 28% | 28% | 30% | 27% | 29% | 34% | 32% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 12% | 12% | 15% | 15% | 13% | 10% | 13% | 9% | 10% |
| Video streaming service subscription | | | | | | | | | | |
| | Unweighted base | 2132 | 514 | 362 | 228 | 246 | 491 | 1841 | 109 | 182 |
| | Base: All GB Adults | 2132 | 510 | 352 | 215 | 288 | 478 | 1842 | 104 | 185 |
| | I have stopped buying/ spending money on this altogether | 5% | 4% | 5% | 4% | 7% | 5% | 5% | 10% | 6% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 5% | 6% | 6% | 7% | 3% | 5% | 6% | 10% | 2% |
| | I have made cutbacks, but not because I was forced to do so | 5% | 5% | 5% | 4% | 6% | 4% | 5% | 3% | 4% |
| | I have not made any cutbacks on this | 38% | 37% | 35% | 39% | 41% | 39% | 38% | 34% | 38% |
| | Don't know | 3% | 3% | 3% | 1% | 4% | 3% | 3% | 1% | 6% |
| | Not applicable - I was not spending money on this item | 38% | 39% | 40% | 39% | 34% | 37% | 38% | 39% | 35% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 7% | 7% | 7% | 6% | 6% | 7% | 7% | 4% | 9% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Working Status | | | | | | Not working/ Other |
|---|-------|----------------------|----------------------|-------------------------|----------------------|---------|------------|-----------------------|
| | | Working full time | Working part time | ALL WORKERS (NET) | Full time student | Retired | Unemployed | |
| Pursuing a hobby | | | | | | | | |
| Unweighted base | 2132 | 923 | 300 | 1223 | 95 | 548 | 81 | 185 |
| Base: All GB Adults | 2132 | 916 | 302 | 1218 | 125 | 508 | 89 | 192 |
| I have stopped buying/ spending money on this altogether | 8% | 8% | 11% | 9% | 8% | 5% | 8% | 12% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 5% | 6% | 6% | 6% | 7% | 2% | 3% | 6% |
| I have made cutbacks, but not because I was forced to do so | 6% | 6% | 7% | 6% | 9% | 4% | 7% | 9% |
| I have not made any cutbacks on this | 36% | 37% | 28% | 35% | 37% | 46% | 26% | 21% |
| Don't know | 5% | 4% | 3% | 4% | 12% | 3% | 6% | 7% |
| Not applicable - I was not spending money on this item | 30% | 28% | 31% | 29% | 19% | 30% | 38% | 35% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | 12% | 12% | 14% | 13% | 11% | 12% | 13% | 11% |
| Video streaming service subscription | | | | | | | | |
| Unweighted base | 2132 | 923 | 300 | 1223 | 95 | 548 | 81 | 185 |
| Base: All GB Adults | 2132 | 916 | 302 | 1218 | 125 | 508 | 89 | 192 |
| I have stopped buying/ spending money on this altogether | 5% | 6% | 6% | 6% | 6% | 3% | 8% | 8% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 5% | 6% | 6% | 6% | 8% | 3% | 5% | 7% |
| I have made cutbacks, but not because I was forced to do so | 5% | 5% | 4% | 5% | 7% | 2% | 9% | 3% |
| I have not made any cutbacks on this | 38% | 47% | 35% | 44% | 42% | 27% | 27% | 32% |
| Don't know | 3% | 3% | 2% | 2% | 11% | 1% | 3% | 5% |
| Not applicable - I was not spending money on this item | 38% | 27% | 41% | 31% | 23% | 60% | 39% | 35% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | 7% | 7% | 7% | 7% | 8% | 4% | 13% | 9% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Gross Household Income | | | | Children in Household | | | | | | |
|---|---|------------------------|-------------------|-------------------|--------------|-----------------------|-------------|------------|------------|--------------------------------------|------------|-----------|
| | | Up to £19,999 | £20,000 - £39,999 | £40,000 - £69,999 | Over £70,000 | 0 | 1 | 2 | 3+ | ALL WITH CHILDREN IN HOUSEHOLD (NET) | Refused | |
| Pursuing a hobby | | | | | | | | | | | | |
| | Unweighted base | 2132 | 389 | 518 | 432 | 248 | 1552 | 248 | 194 | 75 | 517 | 63 |
| | Base: All GB Adults | 2132 | 398 | 520 | 421 | 237 | 1543 | 246 | 195 | 78 | 519 | 70 |
| | I have stopped buying/ spending money on this altogether | 8% | 12% | 8% | 8% | 5% | 6% | 15% | 10% | 26% | 15% | 6% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 5% | 5% | 5% | 8% | 3% | 4% | 4% | 8% | 12% | 7% | 12% |
| | I have made cutbacks, but not because I was forced to do so | 6% | 6% | 7% | 6% | 6% | 6% | 4% | 5% | 7% | 5% | 9% |
| | I have not made any cutbacks on this | 36% | 23% | 36% | 41% | 54% | 40% | 30% | 27% | 13% | 26% | 19% |
| | Don't know | 5% | 2% | 3% | 3% | 1% | 3% | 3% | 7% | 4% | 5% | 26% |
| | Not applicable - I was not spending money on this item | 30% | 36% | 31% | 25% | 20% | 29% | 32% | 33% | 30% | 32% | 20% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 12% | 16% | 11% | 12% | 12% | 12% | 14% | 13% | 17% | 14% | 9% |
| Video streaming service subscription | | | | | | | | | | | | |
| | Unweighted base | 2132 | 389 | 518 | 432 | 248 | 1552 | 248 | 194 | 75 | 517 | 63 |
| | Base: All GB Adults | 2132 | 398 | 520 | 421 | 237 | 1543 | 246 | 195 | 78 | 519 | 70 |
| | I have stopped buying/ spending money on this altogether | 5% | 8% | 5% | 7% | 4% | 5% | 6% | 5% | 10% | 7% | 9% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 5% | 5% | 8% | 4% | 5% | 4% | 6% | 10% | 17% | 9% | 6% |
| | I have made cutbacks, but not because I was forced to do so | 5% | 4% | 5% | 4% | 5% | 4% | 7% | 4% | 11% | 7% | 6% |
| | I have not made any cutbacks on this | 38% | 24% | 36% | 49% | 59% | 36% | 45% | 47% | 39% | 45% | 19% |
| | Don't know | 3% | 2% | 1% | 2% | 1% | 2% | 3% | 3% | 1% | 3% | 29% |
| | Not applicable - I was not spending money on this item | 38% | 48% | 39% | 27% | 23% | 44% | 26% | 19% | 18% | 22% | 23% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 7% | 10% | 6% | 7% | 5% | 6% | 7% | 12% | 14% | 10% | 10% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Gender | | Age | | | | | Social Grade | | |
|--|---|-------------|-------------|-------------|------------|------------|------------|------------|--------------|-------------|------------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1 | C2DE | |
| Music streaming service subscription | | | | | | | | | | | |
| | Unweighted base | 2132 | 994 | 1138 | 176 | 340 | 403 | 319 | 894 | 1266 | 866 |
| | Base: All GB Adults | 2132 | 1034 | 1098 | 237 | 330 | 390 | 316 | 859 | 1215 | 917 |
| | I have stopped buying/ spending money on this altogether | 7% | 7% | 6% | 6% | 8% | 9% | 8% | 5% | 5% | 9% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 3% | 3% | 2% | 5% | 4% | 3% | 4% | 1% | 3% | 3% |
| | I have made cutbacks, but not because I was forced to do so | 2% | 3% | 2% | 3% | 3% | 4% | 2% | 1% | 2% | 3% |
| | I have not made any cutbacks on this | 26% | 28% | 24% | 38% | 45% | 29% | 27% | 14% | 31% | 20% |
| | Don't know | 3% | 2% | 3% | 9% | 4% | 2% | 1% | 1% | 3% | 2% |
| | Not applicable - I was not spending money on this item | 56% | 53% | 59% | 32% | 30% | 50% | 54% | 77% | 53% | 60% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 4% | 5% | 3% | 9% | 6% | 6% | 4% | 1% | 4% | 4% |
| Beauty services (e.g. hair cuts, manicures, etc.) | | | | | | | | | | | |
| | Unweighted base | 2132 | 994 | 1138 | 176 | 340 | 403 | 319 | 894 | 1266 | 866 |
| | Base: All GB Adults | 2132 | 1034 | 1098 | 237 | 330 | 390 | 316 | 859 | 1215 | 917 |
| | I have stopped buying/ spending money on this altogether | 7% | 6% | 8% | 9% | 8% | 9% | 7% | 5% | 6% | 9% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 6% | 4% | 7% | 6% | 8% | 8% | 7% | 3% | 5% | 6% |
| | I have made cutbacks, but not because I was forced to do so | 7% | 6% | 7% | 6% | 8% | 7% | 7% | 6% | 6% | 7% |
| | I have not made any cutbacks on this | 33% | 33% | 32% | 27% | 30% | 28% | 31% | 38% | 39% | 24% |
| | Don't know | 3% | 4% | 2% | 8% | 5% | 2% | 2% | 1% | 3% | 3% |
| | Not applicable - I was not spending money on this item | 30% | 38% | 21% | 30% | 28% | 28% | 31% | 30% | 26% | 34% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 17% | 10% | 24% | 16% | 15% | 21% | 17% | 17% | 17% | 18% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Region | | | | | | | |
|---|-------------|------------|------------|------------|------------|------------|---------------|------------|------------|
| | | North | Midlands | East | London | South | England (NET) | Wales | Scotland |
| Music streaming service subscription | | | | | | | | | |
| Unweighted base | 2132 | 514 | 362 | 228 | 246 | 491 | 1841 | 109 | 182 |
| Base: All GB Adults | 2132 | 510 | 352 | 215 | 288 | 478 | 1842 | 104 | 185 |
| I have stopped buying/ spending money on this altogether | 7% | 7% | 7% | 7% | 5% | 7% | 7% | 8% | 7% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 3% | 2% | 2% | 3% | 5% | 3% | 3% | 3% | 2% |
| I have made cutbacks, but not because I was forced to do so | 2% | 1% | 2% | 3% | 2% | 3% | 2% | 4% | 3% |
| I have not made any cutbacks on this | 26% | 26% | 23% | 28% | 28% | 28% | 26% | 21% | 28% |
| Don't know | 3% | 2% | 1% | 2% | 5% | 3% | 3% | 1% | 3% |
| Not applicable - I was not spending money on this item | 56% | 60% | 59% | 53% | 49% | 54% | 56% | 60% | 55% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | 4% | 3% | 5% | 5% | 8% | 3% | 4% | 3% | 2% |
| Beauty services (e.g. hair cuts, manicures, etc.) | | | | | | | | | |
| Unweighted base | 2132 | 514 | 362 | 228 | 246 | 491 | 1841 | 109 | 182 |
| Base: All GB Adults | 2132 | 510 | 352 | 215 | 288 | 478 | 1842 | 104 | 185 |
| I have stopped buying/ spending money on this altogether | 7% | 7% | 8% | 6% | 8% | 6% | 7% | 6% | 9% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 6% | 5% | 4% | 9% | 5% | 7% | 6% | 5% | 4% |
| I have made cutbacks, but not because I was forced to do so | 7% | 6% | 8% | 6% | 8% | 6% | 7% | 6% | 5% |
| I have not made any cutbacks on this | 33% | 29% | 32% | 33% | 35% | 35% | 33% | 31% | 33% |
| Don't know | 3% | 3% | 2% | 2% | 4% | 3% | 3% | 3% | 4% |
| Not applicable - I was not spending money on this item | 30% | 33% | 28% | 27% | 27% | 29% | 29% | 37% | 29% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | 17% | 19% | 19% | 19% | 15% | 17% | 18% | 13% | 17% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Working Status | | | | | | Not working/ Other |
|---|-------------|----------------------|----------------------|-------------------------|----------------------|------------|------------|-----------------------|
| | | Working full time | Working part time | ALL WORKERS (NET) | Full time student | Retired | Unemployed | |
| Music streaming service subscription | | | | | | | | |
| Unweighted base | 2132 | 923 | 300 | 1223 | 95 | 548 | 81 | 185 |
| Base: All GB Adults | 2132 | 916 | 302 | 1218 | 125 | 508 | 89 | 192 |
| I have stopped buying/ spending money on this altogether | 7% | 6% | 9% | 7% | 5% | 4% | 11% | 12% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 3% | 4% | 2% | 3% | 3% | 1% | 3% | 2% |
| I have made cutbacks, but not because I was forced to do so | 2% | 3% | 3% | 3% | 1% | 1% | 6% | 2% |
| I have not made any cutbacks on this | 26% | 37% | 24% | 34% | 37% | 11% | 15% | 18% |
| Don't know | 3% | 2% | 2% | 2% | 10% | 1% | 3% | 5% |
| Not applicable - I was not spending money on this item | 56% | 45% | 54% | 47% | 35% | 81% | 61% | 58% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | 4% | 5% | 6% | 5% | 10% | 1% | 2% | 2% |
| Beauty services (e.g. hair cuts, manicures, etc.) | | | | | | | | |
| Unweighted base | 2132 | 923 | 300 | 1223 | 95 | 548 | 81 | 185 |
| Base: All GB Adults | 2132 | 916 | 302 | 1218 | 125 | 508 | 89 | 192 |
| I have stopped buying/ spending money on this altogether | 7% | 7% | 8% | 7% | 7% | 4% | 9% | 15% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 6% | 7% | 7% | 7% | 3% | 3% | 8% | 4% |
| I have made cutbacks, but not because I was forced to do so | 7% | 6% | 5% | 6% | 8% | 6% | 10% | 10% |
| I have not made any cutbacks on this | 33% | 36% | 29% | 34% | 31% | 39% | 13% | 16% |
| Don't know | 3% | 3% | 2% | 3% | 9% | 1% | 3% | 5% |
| Not applicable - I was not spending money on this item | 30% | 27% | 25% | 26% | 30% | 32% | 48% | 35% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | 17% | 16% | 28% | 19% | 14% | 16% | 14% | 17% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Gross Household Income | | | | Children in Household | | | | | | |
|--|---|------------------------|-------------------|-------------------|--------------|-----------------------|------|-----|-----|--------------------------------------|---------|-----|
| | | Up to £19,999 | £20,000 - £39,999 | £40,000 - £69,999 | Over £70,000 | 0 | 1 | 2 | 3+ | ALL WITH CHILDREN IN HOUSEHOLD (NET) | Refused | |
| Music streaming service subscription | | | | | | | | | | | | |
| | Unweighted base | 2132 | 389 | 518 | 432 | 248 | 1552 | 248 | 194 | 75 | 517 | 63 |
| | Base: All GB Adults | 2132 | 398 | 520 | 421 | 237 | 1543 | 246 | 195 | 78 | 519 | 70 |
| | I have stopped buying/ spending money on this altogether | 7% | 10% | 6% | 7% | 4% | 5% | 10% | 10% | 17% | 11% | 8% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 3% | 3% | 3% | 3% | 3% | 2% | 1% | 10% | 10% | 6% | 3% |
| | I have made cutbacks, but not because I was forced to do so | 2% | 2% | 4% | 2% | 1% | 2% | 4% | 2% | 2% | 3% | 3% |
| | I have not made any cutbacks on this | 26% | 14% | 21% | 34% | 53% | 25% | 31% | 35% | 24% | 32% | 22% |
| | Don't know | 3% | 2% | 1% | 2% | - | 2% | 3% | 2% | - | 2% | 25% |
| | Not applicable - I was not spending money on this item | 56% | 63% | 61% | 49% | 37% | 62% | 45% | 37% | 35% | 41% | 38% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 4% | 6% | 5% | 4% | 3% | 3% | 5% | 7% | 17% | 8% | 1% |
| Beauty services (e.g. hair cuts, manicures, etc.) | | | | | | | | | | | | |
| | Unweighted base | 2132 | 389 | 518 | 432 | 248 | 1552 | 248 | 194 | 75 | 517 | 63 |
| | Base: All GB Adults | 2132 | 398 | 520 | 421 | 237 | 1543 | 246 | 195 | 78 | 519 | 70 |
| | I have stopped buying/ spending money on this altogether | 7% | 12% | 8% | 6% | 4% | 6% | 10% | 9% | 12% | 10% | 13% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 6% | 8% | 5% | 7% | 6% | 5% | 8% | 8% | 14% | 9% | 3% |
| | I have made cutbacks, but not because I was forced to do so | 7% | 6% | 9% | 6% | 7% | 6% | 7% | 5% | 10% | 6% | 10% |
| | I have not made any cutbacks on this | 33% | 20% | 31% | 38% | 45% | 35% | 27% | 23% | 25% | 26% | 21% |
| | Don't know | 3% | 1% | 2% | 2% | 2% | 2% | 1% | 6% | 5% | 4% | 21% |
| | Not applicable - I was not spending money on this item | 30% | 33% | 30% | 26% | 24% | 31% | 26% | 26% | 19% | 25% | 25% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 17% | 23% | 17% | 16% | 12% | 16% | 22% | 26% | 23% | 24% | 7% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Gender | | Age | | | | | Social Grade | | |
|---|----------------------------|-------------|-------------|-------------|------------|------------|------------|------------|--------------|-------------|------------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1 | C2DE | |
| Takeaways | | | | | | | | | | | |
| | Unweighted base | 2132 | 994 | 1138 | 176 | 340 | 403 | 319 | 894 | 1266 | 866 |
| | Base: All GB Adults | 2132 | 1034 | 1098 | 237 | 330 | 390 | 316 | 859 | 1215 | 917 |
| I have stopped buying/ spending money on this altogether | | 9% | 8% | 9% | 8% | 5% | 12% | 10% | 9% | 7% | 11% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | | 6% | 6% | 6% | 12% | 10% | 10% | 5% | 2% | 6% | 6% |
| I have made cutbacks, but not because I was forced to do so | | 10% | 11% | 9% | 14% | 14% | 11% | 10% | 7% | 11% | 9% |
| I have not made any cutbacks on this | | 23% | 28% | 19% | 21% | 26% | 26% | 24% | 21% | 27% | 18% |
| Don't know | | 3% | 3% | 3% | 13% | 5% | 2% | 1% | 1% | 4% | 2% |
| Not applicable - I was not spending money on this item | | 27% | 24% | 29% | 16% | 13% | 13% | 20% | 43% | 23% | 31% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | | 25% | 23% | 27% | 19% | 31% | 32% | 31% | 19% | 25% | 25% |
| Staple essential food items | | | | | | | | | | | |
| | Unweighted base | 2132 | 994 | 1138 | 176 | 340 | 403 | 319 | 894 | 1266 | 866 |
| | Base: All GB Adults | 2132 | 1034 | 1098 | 237 | 330 | 390 | 316 | 859 | 1215 | 917 |
| I have stopped buying/ spending money on this altogether | | 1% | 1% | 1% | 2% | 1% | 1% | - | 1% | 1% | 1% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | | 20% | 17% | 23% | 12% | 21% | 27% | 24% | 17% | 17% | 24% |
| I have made cutbacks, but not because I was forced to do so | | 6% | 5% | 7% | 11% | 6% | 7% | 4% | 4% | 6% | 6% |
| I have not made any cutbacks on this | | 58% | 62% | 54% | 50% | 52% | 50% | 58% | 67% | 64% | 50% |
| Don't know | | 3% | 3% | 3% | 11% | 7% | 3% | 2% | 1% | 3% | 4% |
| Not applicable - I was not spending money on this item | | 3% | 3% | 3% | 9% | 2% | 4% | 1% | 1% | 1% | 5% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | | 11% | 11% | 12% | 10% | 13% | 12% | 13% | 10% | 10% | 13% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Region | | | | | | | | |
|------------------------------------|---|-------------|------------|------------|------------|------------|---------------|-------------|------------|------------|
| | | North | Midlands | East | London | South | England (NET) | Wales | Scotland | |
| Takeaways | | | | | | | | | | |
| | Unweighted base | 2132 | 514 | 362 | 228 | 246 | 491 | 1841 | 109 | 182 |
| | Base: All GB Adults | 2132 | 510 | 352 | 215 | 288 | 478 | 1842 | 104 | 185 |
| | I have stopped buying/ spending money on this altogether | 9% | 7% | 10% | 9% | 8% | 9% | 8% | 11% | 10% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 6% | 6% | 6% | 7% | 10% | 6% | 6% | 5% | 5% |
| | I have made cutbacks, but not because I was forced to do so | 10% | 10% | 13% | 9% | 16% | 7% | 10% | 10% | 7% |
| | I have not made any cutbacks on this | 23% | 24% | 19% | 26% | 27% | 23% | 23% | 16% | 24% |
| | Don't know | 3% | 3% | 3% | 1% | 6% | 3% | 3% | - | 4% |
| | Not applicable - I was not spending money on this item | 27% | 30% | 25% | 23% | 17% | 28% | 26% | 39% | 29% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 25% | 23% | 29% | 29% | 20% | 27% | 25% | 21% | 22% |
| Staple essential food items | | | | | | | | | | |
| | Unweighted base | 2132 | 514 | 362 | 228 | 246 | 491 | 1841 | 109 | 182 |
| | Base: All GB Adults | 2132 | 510 | 352 | 215 | 288 | 478 | 1842 | 104 | 185 |
| | I have stopped buying/ spending money on this altogether | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 20% | 21% | 22% | 16% | 15% | 23% | 20% | 21% | 17% |
| | I have made cutbacks, but not because I was forced to do so | 6% | 8% | 8% | 5% | 7% | 3% | 6% | 3% | 4% |
| | I have not made any cutbacks on this | 58% | 57% | 53% | 64% | 59% | 59% | 58% | 56% | 60% |
| | Don't know | 3% | 3% | 4% | 2% | 6% | 3% | 3% | 2% | 5% |
| | Not applicable - I was not spending money on this item | 3% | 3% | 3% | 2% | 4% | 2% | 3% | 5% | 4% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 11% | 10% | 12% | 13% | 10% | 11% | 11% | 14% | 11% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Working Status | | | | | | Not working/ Other | |
|---|----------------------------|----------------------|----------------------|-------------------------|----------------------|------------|------------|-----------------------|------------|
| | | Working full time | Working part time | ALL WORKERS (NET) | Full time student | Retired | Unemployed | | |
| Takeaways | | | | | | | | | |
| | Unweighted base | 2132 | 923 | 300 | 1223 | 95 | 548 | 81 | 185 |
| | Base: All GB Adults | 2132 | 916 | 302 | 1218 | 125 | 508 | 89 | 192 |
| I have stopped buying/ spending money on this altogether | | 9% | 7% | 12% | 9% | 9% | 8% | 5% | 13% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | | 6% | 9% | 4% | 8% | 9% | 1% | 11% | 5% |
| I have made cutbacks, but not because I was forced to do so | | 10% | 12% | 7% | 11% | 17% | 7% | 12% | 9% |
| I have not made any cutbacks on this | | 23% | 28% | 22% | 26% | 24% | 19% | 13% | 16% |
| Don't know | | 3% | 3% | 2% | 3% | 15% | 1% | 5% | 5% |
| Not applicable - I was not spending money on this item | | 27% | 16% | 20% | 17% | 16% | 51% | 32% | 26% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | | 25% | 28% | 33% | 29% | 17% | 13% | 27% | 32% |
| Staple essential food items | | | | | | | | | |
| | Unweighted base | 2132 | 923 | 300 | 1223 | 95 | 548 | 81 | 185 |
| | Base: All GB Adults | 2132 | 916 | 302 | 1218 | 125 | 508 | 89 | 192 |
| I have stopped buying/ spending money on this altogether | | 1% | 1% | 1% | 1% | 1% | 1% | 3% | 1% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | | 20% | 21% | 26% | 22% | 15% | 14% | 23% | 26% |
| I have made cutbacks, but not because I was forced to do so | | 6% | 5% | 4% | 5% | 10% | 4% | 12% | 10% |
| I have not made any cutbacks on this | | 58% | 59% | 55% | 58% | 55% | 69% | 34% | 44% |
| Don't know | | 3% | 4% | 2% | 3% | 10% | 1% | 4% | 7% |
| Not applicable - I was not spending money on this item | | 3% | 2% | 2% | 2% | 6% | 2% | 13% | 4% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | | 11% | 11% | 13% | 12% | 6% | 10% | 19% | 11% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Gross Household Income | | | | Children in Household | | | | | | |
|------------------------------------|---|------------------------|-------------------|-------------------|--------------|-----------------------|-------------|------------|------------|--------------------------------------|------------|-----------|
| | | Up to £19,999 | £20,000 - £39,999 | £40,000 - £69,999 | Over £70,000 | 0 | 1 | 2 | 3+ | ALL WITH CHILDREN IN HOUSEHOLD (NET) | Refused | |
| Takeaways | | | | | | | | | | | | |
| | Unweighted base | 2132 | 389 | 518 | 432 | 248 | 1552 | 248 | 194 | 75 | 517 | 63 |
| | Base: All GB Adults | 2132 | 398 | 520 | 421 | 237 | 1543 | 246 | 195 | 78 | 519 | 70 |
| | I have stopped buying/ spending money on this altogether | 9% | 12% | 10% | 8% | 6% | 8% | 12% | 9% | 17% | 12% | 7% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 6% | 6% | 8% | 8% | 4% | 4% | 10% | 14% | 14% | 12% | 8% |
| | I have made cutbacks, but not because I was forced to do so | 10% | 8% | 11% | 11% | 12% | 9% | 12% | 13% | 16% | 13% | 12% |
| | I have not made any cutbacks on this | 23% | 13% | 19% | 29% | 43% | 24% | 22% | 26% | 17% | 23% | 12% |
| | Don't know | 3% | 2% | 1% | 2% | 1% | 2% | 4% | 3% | 5% | 3% | 29% |
| | Not applicable - I was not spending money on this item | 27% | 37% | 27% | 17% | 13% | 33% | 12% | 5% | 12% | 9% | 20% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 25% | 26% | 27% | 29% | 23% | 23% | 33% | 35% | 28% | 33% | 14% |
| Staple essential food items | | | | | | | | | | | | |
| | Unweighted base | 2132 | 389 | 518 | 432 | 248 | 1552 | 248 | 194 | 75 | 517 | 63 |
| | Base: All GB Adults | 2132 | 398 | 520 | 421 | 237 | 1543 | 246 | 195 | 78 | 519 | 70 |
| | I have stopped buying/ spending money on this altogether | 1% | 2% | 1% | 0% | 0% | 1% | 1% | 1% | 1% | 1% | 3% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 20% | 27% | 23% | 20% | 13% | 19% | 28% | 22% | 24% | 25% | 11% |
| | I have made cutbacks, but not because I was forced to do so | 6% | 9% | 8% | 4% | 5% | 5% | 8% | 4% | 18% | 8% | 6% |
| | I have not made any cutbacks on this | 58% | 43% | 56% | 62% | 77% | 62% | 51% | 50% | 37% | 48% | 43% |
| | Don't know | 3% | 3% | 2% | 2% | 2% | 2% | 3% | 4% | 5% | 4% | 22% |
| | Not applicable - I was not spending money on this item | 3% | 3% | 3% | 2% | 1% | 2% | 2% | 4% | 7% | 4% | 6% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 11% | 18% | 9% | 12% | 4% | 10% | 11% | 16% | 16% | 13% | 11% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Gender | | Age | | | | | Social Grade | | |
|--|---|-------------|-------------|-------------|------------|------------|------------|------------|--------------|-------------|------------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55+ | ABC1 | C2DE | |
| Non-essential food items (e.g. chocolates, biscuits, soft drinks, etc.) | | | | | | | | | | | |
| | Unweighted base | 2132 | 994 | 1138 | 176 | 340 | 403 | 319 | 894 | 1266 | 866 |
| | Base: All GB Adults | 2132 | 1034 | 1098 | 237 | 330 | 390 | 316 | 859 | 1215 | 917 |
| | I have stopped buying/ spending money on this altogether | 5% | 5% | 4% | 4% | 3% | 7% | 4% | 4% | 2% | 7% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 15% | 12% | 17% | 15% | 17% | 21% | 16% | 10% | 14% | 15% |
| | I have made cutbacks, but not because I was forced to do so | 13% | 13% | 13% | 15% | 13% | 11% | 11% | 13% | 14% | 12% |
| | I have not made any cutbacks on this | 39% | 43% | 35% | 34% | 39% | 32% | 42% | 42% | 42% | 34% |
| | Don't know | 3% | 4% | 3% | 13% | 5% | 3% | 1% | 1% | 3% | 3% |
| | Not applicable - I was not spending money on this item | 7% | 7% | 7% | 7% | 4% | 5% | 5% | 9% | 5% | 9% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 24% | 21% | 26% | 15% | 25% | 30% | 23% | 22% | 22% | 25% |
| Petrol/ diesel | | | | | | | | | | | |
| | Unweighted base | 2132 | 994 | 1138 | 176 | 340 | 403 | 319 | 894 | 1266 | 866 |
| | Base: All GB Adults | 2132 | 1034 | 1098 | 237 | 330 | 390 | 316 | 859 | 1215 | 917 |
| | I have stopped buying/ spending money on this altogether | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 0% | 1% | 2% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 5% | 6% | 4% | 6% | 5% | 7% | 5% | 4% | 5% | 5% |
| | I have made cutbacks, but not because I was forced to do so | 7% | 8% | 6% | 7% | 6% | 7% | 4% | 9% | 7% | 7% |
| | I have not made any cutbacks on this | 38% | 39% | 38% | 20% | 31% | 40% | 45% | 42% | 43% | 32% |
| | Don't know | 3% | 2% | 3% | 8% | 4% | 2% | 1% | 1% | 3% | 3% |
| | Not applicable - I was not spending money on this item | 25% | 25% | 26% | 44% | 37% | 25% | 25% | 16% | 22% | 30% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 22% | 21% | 24% | 14% | 18% | 20% | 21% | 28% | 23% | 22% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Region | | | | | | | | |
|--|---|-------------|------------|------------|------------|------------|---------------|-------------|------------|------------|
| | | North | Midlands | East | London | South | England (NET) | Wales | Scotland | |
| Non-essential food items (e.g. chocolates, biscuits, soft drinks, etc.) | | | | | | | | | | |
| | Unweighted base | 2132 | 514 | 362 | 228 | 246 | 491 | 1841 | 109 | 182 |
| | Base: All GB Adults | 2132 | 510 | 352 | 215 | 288 | 478 | 1842 | 104 | 185 |
| | I have stopped buying/ spending money on this altogether | 5% | 4% | 4% | 4% | 4% | 5% | 4% | 5% | 5% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 15% | 13% | 16% | 15% | 14% | 14% | 14% | 17% | 15% |
| | I have made cutbacks, but not because I was forced to do so | 13% | 13% | 16% | 11% | 13% | 12% | 13% | 13% | 10% |
| | I have not made any cutbacks on this | 39% | 37% | 34% | 40% | 41% | 42% | 39% | 33% | 42% |
| | Don't know | 3% | 3% | 4% | 2% | 4% | 2% | 3% | 2% | 7% |
| | Not applicable - I was not spending money on this item | 7% | 8% | 6% | 6% | 8% | 6% | 7% | 15% | 4% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 24% | 26% | 24% | 27% | 19% | 23% | 24% | 16% | 22% |
| Petrol/ diesel | | | | | | | | | | |
| | Unweighted base | 2132 | 514 | 362 | 228 | 246 | 491 | 1841 | 109 | 182 |
| | Base: All GB Adults | 2132 | 510 | 352 | 215 | 288 | 478 | 1842 | 104 | 185 |
| | I have stopped buying/ spending money on this altogether | 1% | 1% | 2% | 0% | 2% | 1% | 1% | - | 1% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 5% | 4% | 4% | 5% | 5% | 7% | 5% | 4% | 3% |
| | I have made cutbacks, but not because I was forced to do so | 7% | 7% | 10% | 4% | 4% | 8% | 7% | 8% | 7% |
| | I have not made any cutbacks on this | 38% | 39% | 36% | 45% | 27% | 41% | 38% | 35% | 44% |
| | Don't know | 3% | 3% | 2% | 1% | 2% | 3% | 2% | 2% | 5% |
| | Not applicable - I was not spending money on this item | 25% | 23% | 26% | 17% | 46% | 20% | 26% | 23% | 24% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 22% | 24% | 23% | 28% | 15% | 22% | 22% | 30% | 18% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Working Status | | | | | | |
|---|-------------|-------------------|-------------------|-------------------|-------------------|------------|------------|--------------------|
| | | Working full time | Working part time | ALL WORKERS (NET) | Full time student | Retired | Unemployed | Not working/ Other |
| Non-essential food items (e.g. chocolates, biscuits, soft drinks, etc.) | | | | | | | | |
| Unweighted base | 2132 | 923 | 300 | 1223 | 95 | 548 | 81 | 185 |
| Base: All GB Adults | 2132 | 916 | 302 | 1218 | 125 | 508 | 89 | 192 |
| I have stopped buying/ spending money on this altogether | 5% | 4% | 4% | 4% | 5% | 3% | 4% | 9% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 15% | 15% | 19% | 16% | 13% | 9% | 21% | 17% |
| I have made cutbacks, but not because I was forced to do so | 13% | 13% | 15% | 13% | 11% | 12% | 15% | 11% |
| I have not made any cutbacks on this | 39% | 41% | 35% | 40% | 38% | 45% | 22% | 26% |
| Don't know | 3% | 3% | 1% | 3% | 15% | 1% | 4% | 7% |
| Not applicable - I was not spending money on this item | 7% | 5% | 5% | 5% | 7% | 9% | 16% | 9% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | 24% | 24% | 26% | 25% | 14% | 22% | 27% | 26% |
| Petrol/ diesel | | | | | | | | |
| Unweighted base | 2132 | 923 | 300 | 1223 | 95 | 548 | 81 | 185 |
| Base: All GB Adults | 2132 | 916 | 302 | 1218 | 125 | 508 | 89 | 192 |
| I have stopped buying/ spending money on this altogether | 1% | 1% | 1% | 1% | 1% | 1% | 3% | 2% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 5% | 6% | 4% | 6% | 7% | 3% | 6% | 4% |
| I have made cutbacks, but not because I was forced to do so | 7% | 6% | 6% | 6% | 8% | 11% | 7% | 6% |
| I have not made any cutbacks on this | 38% | 44% | 42% | 44% | 19% | 42% | 7% | 21% |
| Don't know | 3% | 2% | 2% | 2% | 7% | 1% | 4% | 5% |
| Not applicable - I was not spending money on this item | 25% | 23% | 23% | 23% | 47% | 15% | 62% | 40% |
| I have reduced the amount I spend on this by buying it/ doing it less frequently | 22% | 20% | 24% | 21% | 16% | 28% | 15% | 24% |

YouGov - Cost of living cutbacks

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Gross Household Income | | | | Children in Household | | | | | | |
|--|---|------------------------|-------------------|-------------------|--------------|-----------------------|-------------|------------|------------|--------------------------------------|------------|-----------|
| | | Up to £19,999 | £20,000 - £39,999 | £40,000 - £69,999 | Over £70,000 | 0 | 1 | 2 | 3+ | ALL WITH CHILDREN IN HOUSEHOLD (NET) | Refused | |
| Non-essential food items (e.g. chocolates, biscuits, soft drinks, etc.) | | | | | | | | | | | | |
| | Unweighted base | 2132 | 389 | 518 | 432 | 248 | 1552 | 248 | 194 | 75 | 517 | 63 |
| | Base: All GB Adults | 2132 | 398 | 520 | 421 | 237 | 1543 | 246 | 195 | 78 | 519 | 70 |
| | I have stopped buying/ spending money on this altogether | 5% | 6% | 6% | 2% | 3% | 4% | 4% | 4% | 11% | 5% | 5% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 15% | 19% | 14% | 19% | 7% | 12% | 22% | 24% | 23% | 23% | 13% |
| | I have made cutbacks, but not because I was forced to do so | 13% | 12% | 13% | 12% | 13% | 13% | 13% | 11% | 17% | 13% | 11% |
| | I have not made any cutbacks on this | 39% | 28% | 37% | 44% | 54% | 41% | 35% | 34% | 27% | 33% | 18% |
| | Don't know | 3% | 1% | 2% | 3% | 1% | 2% | 3% | 4% | 2% | 3% | 30% |
| | Not applicable - I was not spending money on this item | 7% | 11% | 6% | 2% | 4% | 8% | 5% | 3% | 3% | 4% | 9% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 24% | 29% | 25% | 23% | 20% | 23% | 24% | 26% | 31% | 26% | 15% |
| Petrol/ diesel | | | | | | | | | | | | |
| | Unweighted base | 2132 | 389 | 518 | 432 | 248 | 1552 | 248 | 194 | 75 | 517 | 63 |
| | Base: All GB Adults | 2132 | 398 | 520 | 421 | 237 | 1543 | 246 | 195 | 78 | 519 | 70 |
| | I have stopped buying/ spending money on this altogether | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 5% | 5% | 6% | 6% | 6% | 4% | 7% | 7% | 8% | 7% | 7% |
| | I have made cutbacks, but not because I was forced to do so | 7% | 7% | 9% | 7% | 7% | 7% | 8% | 4% | 9% | 7% | 13% |
| | I have not made any cutbacks on this | 38% | 24% | 39% | 44% | 55% | 39% | 40% | 39% | 41% | 40% | 17% |
| | Don't know | 3% | 2% | 1% | 2% | - | 1% | 2% | 5% | 1% | 3% | 23% |
| | Not applicable - I was not spending money on this item | 25% | 39% | 25% | 19% | 17% | 28% | 21% | 18% | 15% | 19% | 22% |
| | I have reduced the amount I spend on this by buying it/ doing it less frequently | 22% | 22% | 22% | 26% | 18% | 21% | 22% | 28% | 32% | 26% | 21% |