

YouGov - Cost of living cutbacks (subscriptions and insurance)

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 any of the following? (Please select all that apply. If you were not spending money on a listed item, please select the 'Not applicable' option)

Gym membership

| | Unweighted base | 2173 | 1007 | 1166 | 146 | 350 | 422 | 324 | 931 | 1301 | 872 |
|---|-----------------|------|------|------|-----|-----|-----|-----|-----|------|-----|
| Base: All GB Adults | | 2173 | 1054 | 1119 | 241 | 342 | 408 | 321 | 862 | 1239 | 934 |
| I have stopped buying/ spending money on this altogether | | 7% | 7% | 8% | 6% | 13% | 10% | 6% | 5% | 7% | 7% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | | 3% | 3% | 2% | 10% | 5% | 3% | 1% | 0% | 2% | 3% |
| I have switched to a pay-as-you-go version | | 1% | 2% | 0% | 6% | 2% | 1% | 1% | - | 1% | 1% |
| I have made cutbacks, but not because I was forced to do so | | 3% | 4% | 3% | 9% | 6% | 4% | 1% | 1% | 4% | 3% |
| I have not made any cutbacks on this | | 11% | 11% | 11% | 17% | 14% | 10% | 9% | 9% | 13% | 8% |
| Don't know | | 2% | 2% | 1% | 7% | 3% | 1% | 2% | 0% | 2% | 2% |
| Not applicable - I was not spending money on this item | | 74% | 72% | 75% | 49% | 59% | 73% | 80% | 84% | 72% | 76% |

Monthly mobile phone contract

| | Unweighted base | 2173 | 1007 | 1166 | 146 | 350 | 422 | 324 | 931 | 1301 | 872 |
|---|-----------------|------|------|------|-----|-----|-----|-----|-----|------|-----|
| Base: All GB Adults | | 2173 | 1054 | 1119 | 241 | 342 | 408 | 321 | 862 | 1239 | 934 |
| I have stopped buying/ spending money on this altogether | | 1% | 2% | 1% | 3% | 3% | 2% | 1% | 0% | 1% | 1% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | | 14% | 14% | 13% | 18% | 18% | 16% | 14% | 10% | 13% | 15% |
| I have switched to a pay-as-you-go version | | 3% | 4% | 2% | 9% | 4% | 3% | 2% | 2% | 3% | 4% |
| I have made cutbacks, but not because I was forced to do so | | 6% | 7% | 6% | 7% | 7% | 7% | 5% | 6% | 6% | 6% |
| I have not made any cutbacks on this | | 64% | 61% | 67% | 46% | 59% | 64% | 70% | 69% | 66% | 61% |
| Don't know | | 3% | 3% | 2% | 9% | 4% | 2% | 3% | 1% | 2% | 4% |
| Not applicable - I was not spending money on this item | | 10% | 9% | 10% | 12% | 7% | 8% | 7% | 12% | 9% | 11% |

YouGov - Cost of living cutbacks (subscriber)

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

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

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

| Gym membership | | | | | | | | |
|---|-------------|------------|------------|------------|------------|------------|-------------|------------|
| Unweighted base | 2173 | 521 | 376 | 228 | 261 | 485 | 1871 | 114 |
| Base: All GB Adults | 2173 | 519 | 359 | 223 | 293 | 483 | 1877 | 106 |
| I have stopped buying/ spending money on this altogether | 7% | 5% | 5% | 7% | 10% | 9% | 7% | 11% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 3% | 3% | 1% | 4% | 5% | 2% | 3% | 4% |
| I have switched to a pay-as-you-go version | 1% | 2% | 0% | 2% | 1% | 1% | 1% | 1% |
| I have made cutbacks, but not because I was forced to do so | 3% | 4% | 3% | 2% | 6% | 3% | 4% | 1% |
| I have not made any cutbacks on this | 11% | 12% | 12% | 8% | 13% | 10% | 11% | 5% |
| Don't know | 2% | 2% | 2% | 0% | 4% | 1% | 2% | 3% |
| Not applicable - I was not spending money on this item | 74% | 74% | 77% | 77% | 63% | 74% | 73% | 77% |
| Monthly mobile phone contract | | | | | | | | |
| Unweighted base | 2173 | 521 | 376 | 228 | 261 | 485 | 1871 | 114 |
| Base: All GB Adults | 2173 | 519 | 359 | 223 | 293 | 483 | 1877 | 106 |
| I have stopped buying/ spending money on this altogether | 1% | 1% | 2% | 2% | 2% | 0% | 1% | 2% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 14% | 14% | 13% | 17% | 11% | 14% | 14% | 12% |
| I have switched to a pay-as-you-go version | 3% | 2% | 5% | 1% | 8% | 3% | 4% | 3% |
| I have made cutbacks, but not because I was forced to do so | 6% | 6% | 6% | 4% | 11% | 4% | 6% | 8% |
| I have not made any cutbacks on this | 64% | 64% | 60% | 63% | 60% | 69% | 63% | 61% |
| Don't know | 3% | 2% | 4% | 2% | 4% | 3% | 3% | 3% |
| Not applicable - I was not spending money on this item | 10% | 12% | 11% | 11% | 6% | 8% | 10% | 12% |

YouGov - Cost of living cutbacks (subscriber)

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | |
|-------|----------|
| Total | |
| | 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 any of the following? (Please select all that apply. If you were not spending money on a listed item, please select the 'Not applicable' option)

| Gym membership | | | |
|-------------------------------|---|-------------|------------|
| | Unweighted base | 2173 | 188 |
| | Base: All GB Adults | 2173 | 189 |
| | I have stopped buying/ spending money on this altogether | 7% | 8% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 3% | 1% |
| | I have switched to a pay-as-you-go version | 1% | - |
| | I have made cutbacks, but not because I was forced to do so | 3% | 3% |
| | I have not made any cutbacks on this | 11% | 13% |
| | Don't know | 2% | 0% |
| | Not applicable - I was not spending money on this item | 74% | 75% |
| Monthly mobile phone contract | | | |
| | Unweighted base | 2173 | 188 |
| | Base: All GB Adults | 2173 | 189 |
| | I have stopped buying/ spending money on this altogether | 1% | 0% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 14% | 14% |
| | I have switched to a pay-as-you-go version | 3% | 1% |
| | I have made cutbacks, but not because I was forced to do so | 6% | 5% |
| | I have not made any cutbacks on this | 64% | 72% |
| | Don't know | 3% | 2% |
| | Not applicable - I was not spending money on this item | 10% | 7% |

YouGov - Cost of living cutbacks (subscriber)

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 any of the following? (Please select all that apply. If you were not spending money on a listed item, please select the 'Not applicable' option)

| Gym membership | | | | | | | | |
|---|-------------|------------|------------|-------------|------------|------------|------------|------------|
| Unweighted base | 2173 | 939 | 323 | 1262 | 65 | 559 | 96 | 191 |
| Base: All GB Adults | 2173 | 938 | 324 | 1261 | 104 | 503 | 106 | 200 |
| I have stopped buying/ spending money on this altogether | 7% | 9% | 7% | 9% | 1% | 4% | 9% | 9% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 3% | 3% | 3% | 3% | 5% | 1% | 2% | 4% |
| I have switched to a pay-as-you-go version | 1% | 1% | 2% | 2% | - | 1% | 1% | 0% |
| I have made cutbacks, but not because I was forced to do so | 3% | 4% | 4% | 4% | 10% | 1% | 3% | 4% |
| I have not made any cutbacks on this | 11% | 13% | 7% | 11% | 24% | 8% | 11% | 7% |
| Don't know | 2% | 2% | 1% | 1% | 7% | 0% | 7% | 3% |
| Not applicable - I was not spending money on this item | 74% | 69% | 77% | 71% | 55% | 85% | 68% | 75% |
| Monthly mobile phone contract | | | | | | | | |
| Unweighted base | 2173 | 939 | 323 | 1262 | 65 | 559 | 96 | 191 |
| Base: All GB Adults | 2173 | 938 | 324 | 1261 | 104 | 503 | 106 | 200 |
| I have stopped buying/ spending money on this altogether | 1% | 1% | 2% | 2% | 2% | 0% | - | 3% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 14% | 16% | 16% | 16% | 12% | 8% | 19% | 12% |
| I have switched to a pay-as-you-go version | 3% | 3% | 3% | 3% | 4% | 3% | 10% | 4% |
| I have made cutbacks, but not because I was forced to do so | 6% | 8% | 4% | 7% | 8% | 6% | 6% | 5% |
| I have not made any cutbacks on this | 64% | 66% | 64% | 65% | 55% | 69% | 46% | 59% |
| Don't know | 3% | 3% | 1% | 2% | 7% | 1% | 3% | 6% |
| Not applicable - I was not spending money on this item | 10% | 5% | 12% | 7% | 14% | 13% | 16% | 12% |

YouGov - Cost of living cutbacks (subscriber)

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 any of the following? (Please select all that apply. If you were not spending money on a listed item, please select the 'Not applicable' option)

| Gym membership | | | | | | | | | | | |
|---|-------------|------------|------------|------------|------------|-------------|------------|------------|------------|------------|-----------|
| Unweighted base | 2173 | 384 | 597 | 453 | 235 | 1589 | 240 | 213 | 88 | 541 | 43 |
| Base: All GB Adults | 2173 | 388 | 594 | 442 | 228 | 1556 | 246 | 221 | 103 | 571 | 46 |
| I have stopped buying/ spending money on this altogether | 7% | 8% | 7% | 7% | 8% | 6% | 11% | 9% | 8% | 10% | 5% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 3% | 2% | 4% | 2% | 1% | 2% | 4% | 4% | 13% | 5% | 8% |
| I have switched to a pay-as-you-go version | 1% | 3% | 1% | 1% | 0% | 1% | 3% | 1% | 7% | 3% | - |
| I have made cutbacks, but not because I was forced to do so | 3% | 3% | 3% | 4% | 5% | 2% | 2% | 4% | 15% | 6% | 10% |
| I have not made any cutbacks on this | 11% | 6% | 10% | 15% | 15% | 12% | 6% | 8% | 13% | 8% | 4% |
| Don't know | 2% | 1% | 1% | 0% | 0% | 1% | 2% | 1% | 4% | 2% | 32% |
| Not applicable - I was not spending money on this item | 74% | 77% | 74% | 71% | 70% | 76% | 72% | 75% | 47% | 69% | 41% |
| Monthly mobile phone contract | | | | | | | | | | | |
| Unweighted base | 2173 | 384 | 597 | 453 | 235 | 1589 | 240 | 213 | 88 | 541 | 43 |
| Base: All GB Adults | 2173 | 388 | 594 | 442 | 228 | 1556 | 246 | 221 | 103 | 571 | 46 |
| I have stopped buying/ spending money on this altogether | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 3% | 2% | 2% | 3% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 14% | 17% | 14% | 14% | 13% | 12% | 19% | 17% | 20% | 18% | 10% |
| I have switched to a pay-as-you-go version | 3% | 6% | 4% | 2% | 1% | 2% | 6% | 4% | 16% | 7% | 3% |
| I have made cutbacks, but not because I was forced to do so | 6% | 7% | 5% | 8% | 10% | 6% | 8% | 7% | 8% | 7% | 8% |
| I have not made any cutbacks on this | 64% | 51% | 66% | 69% | 69% | 67% | 60% | 61% | 48% | 58% | 24% |
| Don't know | 3% | 3% | 2% | 1% | 1% | 2% | 4% | 1% | 5% | 3% | 34% |
| Not applicable - I was not spending money on this item | 10% | 15% | 9% | 7% | 4% | 10% | 5% | 10% | 3% | 7% | 18% |

YouGov - Cost of living cutbacks (subscriptions and insurance)

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 |
| Digital television subscription (e.g. Sky, Virgin Media, but not including TV licence) | | | | | | | | | | |
| Unweighted base | 2173 | 1007 | 1166 | 146 | 350 | 422 | 324 | 931 | 1301 | 872 |
| Base: All GB Adults | 2173 | 1054 | 1119 | 241 | 342 | 408 | 321 | 862 | 1239 | 934 |
| I have stopped buying/ spending money on this altogether | 6% | 6% | 5% | 8% | 5% | 7% | 4% | 5% | 6% | 5% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 12% | 13% | 12% | 8% | 14% | 20% | 14% | 9% | 12% | 13% |
| I have switched to a pay-as-you-go version | 1% | 1% | 1% | 3% | 3% | 1% | 2% | 0% | 2% | 1% |
| I have made cutbacks, but not because I was forced to do so | 6% | 7% | 6% | 5% | 7% | 9% | 8% | 4% | 7% | 6% |
| I have not made any cutbacks on this | 40% | 41% | 39% | 29% | 31% | 37% | 45% | 47% | 42% | 38% |
| Don't know | 3% | 3% | 3% | 9% | 4% | 2% | 3% | 1% | 2% | 3% |
| Not applicable - I was not spending money on this item | 32% | 30% | 34% | 39% | 38% | 26% | 25% | 34% | 31% | 34% |
| Home broadband subscription | | | | | | | | | | |
| Unweighted base | 2173 | 1007 | 1166 | 146 | 350 | 422 | 324 | 931 | 1301 | 872 |
| Base: All GB Adults | 2173 | 1054 | 1119 | 241 | 342 | 408 | 321 | 862 | 1239 | 934 |
| I have stopped buying/ spending money on this altogether | 2% | 2% | 2% | 5% | 2% | 3% | 2% | 1% | 2% | 2% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 13% | 12% | 14% | 13% | 18% | 14% | 11% | 11% | 12% | 14% |
| I have switched to a pay-as-you-go version | 1% | 1% | 1% | 4% | 2% | 1% | 1% | 0% | 2% | 1% |
| I have made cutbacks, but not because I was forced to do so | 5% | 5% | 4% | 6% | 4% | 6% | 4% | 4% | 5% | 4% |
| I have not made any cutbacks on this | 67% | 67% | 67% | 29% | 57% | 67% | 73% | 79% | 71% | 62% |
| Don't know | 5% | 5% | 5% | 17% | 6% | 3% | 5% | 2% | 3% | 7% |
| Not applicable - I was not spending money on this item | 9% | 9% | 9% | 30% | 13% | 7% | 5% | 4% | 8% | 11% |

YouGov - Cost of living cutbacks (subscriber)

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Region | | | | | | |
|---|-------------|------------|------------|------------|------------|------------|---------------|------------|
| | | North | Midlands | East | London | South | England (NET) | Wales |
| Digital television subscription (e.g. Sky, Virgin Media, but not including TV licence) | | | | | | | | |
| Unweighted base | 2173 | 521 | 376 | 228 | 261 | 485 | 1871 | 114 |
| Base: All GB Adults | 2173 | 519 | 359 | 223 | 293 | 483 | 1877 | 106 |
| I have stopped buying/ spending money on this altogether | 6% | 6% | 4% | 4% | 7% | 7% | 6% | 5% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 12% | 12% | 11% | 15% | 12% | 11% | 12% | 18% |
| I have switched to a pay-as-you-go version | 1% | 2% | 2% | 1% | 2% | 1% | 2% | - |
| I have made cutbacks, but not because I was forced to do so | 6% | 7% | 7% | 9% | 5% | 5% | 7% | 5% |
| I have not made any cutbacks on this | 40% | 38% | 44% | 42% | 40% | 41% | 41% | 34% |
| Don't know | 3% | 2% | 4% | 1% | 3% | 3% | 3% | 5% |
| Not applicable - I was not spending money on this item | 32% | 35% | 29% | 30% | 31% | 33% | 32% | 33% |
| Home broadband subscription | | | | | | | | |
| Unweighted base | 2173 | 521 | 376 | 228 | 261 | 485 | 1871 | 114 |
| Base: All GB Adults | 2173 | 519 | 359 | 223 | 293 | 483 | 1877 | 106 |
| I have stopped buying/ spending money on this altogether | 2% | 2% | 1% | 3% | 3% | 2% | 2% | 2% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 13% | 13% | 11% | 12% | 13% | 10% | 12% | 17% |
| I have switched to a pay-as-you-go version | 1% | 1% | 2% | 0% | 2% | 1% | 1% | - |
| I have made cutbacks, but not because I was forced to do so | 5% | 4% | 5% | 5% | 7% | 3% | 5% | 2% |
| I have not made any cutbacks on this | 67% | 66% | 67% | 72% | 61% | 70% | 67% | 68% |
| Don't know | 5% | 3% | 6% | 2% | 9% | 6% | 5% | 2% |
| Not applicable - I was not spending money on this item | 9% | 12% | 9% | 7% | 7% | 9% | 9% | 9% |

YouGov - Cost of living cutbacks (subscriber)

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | Total | Scotland |
|---|-------------|------------|
| Digital television subscription (e.g. Sky, Virgin Media, but not including TV licence) | | |
| Unweighted base | 2173 | 188 |
| Base: All GB Adults | 2173 | 189 |
| I have stopped buying/ spending money on this altogether | 6% | 6% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 12% | 16% |
| I have switched to a pay-as-you-go version | 1% | 1% |
| I have made cutbacks, but not because I was forced to do so | 6% | 3% |
| I have not made any cutbacks on this | 40% | 41% |
| Don't know | 3% | 1% |
| Not applicable - I was not spending money on this item | 32% | 32% |
| Home broadband subscription | | |
| Unweighted base | 2173 | 188 |
| Base: All GB Adults | 2173 | 189 |
| I have stopped buying/ spending money on this altogether | 2% | 0% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 13% | 20% |
| I have switched to a pay-as-you-go version | 1% | 2% |
| I have made cutbacks, but not because I was forced to do so | 5% | 6% |
| I have not made any cutbacks on this | 67% | 61% |
| Don't know | 5% | 2% |
| Not applicable - I was not spending money on this item | 9% | 10% |

YouGov - Cost of living cutbacks (subscriber)

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 |
| Digital television subscription (e.g. Sky, Virgin Media, but not including TV licence) | | | | | | | | |
| Unweighted base | 2173 | 939 | 323 | 1262 | 65 | 559 | 96 | 191 |
| Base: All GB Adults | 2173 | 938 | 324 | 1261 | 104 | 503 | 106 | 200 |
| I have stopped buying/ spending money on this altogether | 6% | 7% | 6% | 7% | 1% | 3% | 10% | 7% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 12% | 15% | 15% | 15% | 8% | 6% | 7% | 15% |
| I have switched to a pay-as-you-go version | 1% | 1% | 2% | 1% | 1% | 0% | 4% | 2% |
| I have made cutbacks, but not because I was forced to do so | 6% | 7% | 6% | 7% | 2% | 5% | 9% | 5% |
| I have not made any cutbacks on this | 40% | 43% | 35% | 41% | 31% | 47% | 28% | 31% |
| Don't know | 3% | 2% | 3% | 3% | 9% | 1% | 3% | 6% |
| Not applicable - I was not spending money on this item | 32% | 25% | 34% | 27% | 50% | 39% | 41% | 34% |
| Home broadband subscription | | | | | | | | |
| Unweighted base | 2173 | 939 | 323 | 1262 | 65 | 559 | 96 | 191 |
| Base: All GB Adults | 2173 | 938 | 324 | 1261 | 104 | 503 | 106 | 200 |
| I have stopped buying/ spending money on this altogether | 2% | 2% | 3% | 2% | 4% | 0% | 2% | 3% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 13% | 14% | 17% | 15% | 8% | 7% | 15% | 15% |
| I have switched to a pay-as-you-go version | 1% | 1% | 1% | 1% | 5% | 1% | 1% | 1% |
| I have made cutbacks, but not because I was forced to do so | 5% | 5% | 5% | 5% | 3% | 4% | 3% | 7% |
| I have not made any cutbacks on this | 67% | 69% | 64% | 68% | 33% | 81% | 44% | 55% |
| Don't know | 5% | 4% | 4% | 4% | 15% | 2% | 11% | 7% |
| Not applicable - I was not spending money on this item | 9% | 6% | 9% | 7% | 35% | 5% | 25% | 12% |

YouGov - Cost of living cutbacks (subscriber)

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 |
| Digital television subscription (e.g. Sky, Virgin Media, but not including TV licence) | | | | | | | | | | | |
| Unweighted base | 2173 | 384 | 597 | 453 | 235 | 1589 | 240 | 213 | 88 | 541 | 43 |
| Base: All GB Adults | 2173 | 388 | 594 | 442 | 228 | 1556 | 246 | 221 | 103 | 571 | 46 |
| I have stopped buying/ spending money on this altogether | 6% | 7% | 6% | 6% | 4% | 5% | 9% | 8% | 4% | 8% | 12% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 12% | 14% | 13% | 15% | 10% | 10% | 20% | 18% | 14% | 18% | 7% |
| I have switched to a pay-as-you-go version | 1% | 1% | 3% | 1% | 0% | 1% | 3% | 2% | 6% | 3% | 2% |
| I have made cutbacks, but not because I was forced to do so | 6% | 5% | 6% | 8% | 7% | 5% | 7% | 5% | 22% | 9% | 4% |
| I have not made any cutbacks on this | 40% | 33% | 38% | 47% | 56% | 41% | 36% | 46% | 37% | 40% | 12% |
| Don't know | 3% | 1% | 2% | 1% | 2% | 2% | 2% | 1% | 7% | 3% | 34% |
| Not applicable - I was not spending money on this item | 32% | 39% | 34% | 22% | 20% | 37% | 23% | 22% | 11% | 20% | 29% |
| Home broadband subscription | | | | | | | | | | | |
| Unweighted base | 2173 | 384 | 597 | 453 | 235 | 1589 | 240 | 213 | 88 | 541 | 43 |
| Base: All GB Adults | 2173 | 388 | 594 | 442 | 228 | 1556 | 246 | 221 | 103 | 571 | 46 |
| I have stopped buying/ spending money on this altogether | 2% | 3% | 3% | 1% | 1% | 1% | 3% | 4% | 3% | 3% | 12% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 13% | 16% | 15% | 15% | 8% | 11% | 19% | 18% | 19% | 19% | 2% |
| I have switched to a pay-as-you-go version | 1% | 2% | 1% | 1% | - | 0% | 2% | 2% | 10% | 3% | - |
| I have made cutbacks, but not because I was forced to do so | 5% | 3% | 5% | 5% | 4% | 4% | 4% | 5% | 18% | 7% | 12% |
| I have not made any cutbacks on this | 67% | 60% | 70% | 72% | 80% | 71% | 61% | 64% | 44% | 59% | 21% |
| Don't know | 5% | 3% | 4% | 2% | 3% | 3% | 6% | 4% | 6% | 5% | 40% |
| Not applicable - I was not spending money on this item | 9% | 13% | 5% | 4% | 4% | 10% | 7% | 8% | 5% | 7% | 14% |

YouGov - Cost of living cutbacks (subscriptions and insurance)

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)

Car/ vehicle insurance

| | Unweighted base | 2173 | 1007 | 1166 | 146 | 350 | 422 | 324 | 931 | 1301 | 872 |
|---|---------------------|------|------|------|-----|-----|-----|-----|-----|------|-----|
| | Base: All GB Adults | 2173 | 1054 | 1119 | 241 | 342 | 408 | 321 | 862 | 1239 | 934 |
| I have stopped buying/ spending money on this altogether | 2% | 2% | 2% | 2% | 5% | 3% | 3% | 1% | 1% | 2% | 1% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 13% | 13% | 14% | 14% | 12% | 11% | 15% | 12% | 14% | 13% | 14% |
| I have made cutbacks, but not because I was forced to do so | 4% | 5% | 3% | 3% | 5% | 4% | 5% | 5% | 3% | 4% | 4% |
| I have not made any cutbacks on this | 50% | 51% | 50% | 50% | 19% | 42% | 51% | 54% | 60% | 54% | 46% |
| Don't know | 4% | 4% | 4% | 3% | 11% | 4% | 3% | 5% | 2% | 3% | 5% |
| Not applicable - I was not spending money on this item | 27% | 25% | 25% | 28% | 47% | 36% | 23% | 23% | 20% | 24% | 31% |

Home/ contents insurance

| | Unweighted base | 2173 | 1007 | 1166 | 146 | 350 | 422 | 324 | 931 | 1301 | 872 |
|---|---------------------|------|------|------|-----|-----|-----|-----|-----|------|-----|
| | Base: All GB Adults | 2173 | 1054 | 1119 | 241 | 342 | 408 | 321 | 862 | 1239 | 934 |
| I have stopped buying/ spending money on this altogether | 1% | 1% | 1% | 2% | 1% | 2% | 2% | 1% | 1% | 1% | 2% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 11% | 11% | 11% | 12% | 9% | 10% | 11% | 9% | 13% | 11% | 11% |
| I have made cutbacks, but not because I was forced to do so | 3% | 4% | 4% | 3% | 7% | 4% | 3% | 3% | 3% | 3% | 4% |
| I have not made any cutbacks on this | 56% | 56% | 56% | 57% | 14% | 39% | 58% | 67% | 71% | 62% | 49% |
| Don't know | 5% | 5% | 5% | 5% | 14% | 6% | 4% | 5% | 2% | 4% | 6% |
| Not applicable - I was not spending money on this item | 23% | 23% | 24% | 22% | 55% | 38% | 22% | 16% | 11% | 19% | 28% |

Cell Contents (Column Percentages)

YouGov - Cost of living cutbacks (subscriber)

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

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

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)

| Car/ vehicle insurance | | | | | | | | |
|---|-------------|------------|------------|------------|------------|------------|-------------|------------|
| Unweighted base | 2173 | 521 | 376 | 228 | 261 | 485 | 1871 | 114 |
| Base: All GB Adults | 2173 | 519 | 359 | 223 | 293 | 483 | 1877 | 106 |
| I have stopped buying/ spending money on this altogether | 2% | 2% | 2% | 1% | 4% | 2% | 2% | 1% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 13% | 14% | 13% | 18% | 10% | 13% | 13% | 9% |
| I have made cutbacks, but not because I was forced to do so | 4% | 4% | 6% | 3% | 3% | 3% | 4% | 2% |
| I have not made any cutbacks on this | 50% | 48% | 51% | 53% | 35% | 57% | 49% | 60% |
| Don't know | 4% | 2% | 4% | 2% | 6% | 4% | 3% | 9% |
| Not applicable - I was not spending money on this item | 27% | 30% | 24% | 22% | 42% | 21% | 27% | 19% |
| Home/ contents insurance | | | | | | | | |
| Unweighted base | 2173 | 521 | 376 | 228 | 261 | 485 | 1871 | 114 |
| Base: All GB Adults | 2173 | 519 | 359 | 223 | 293 | 483 | 1877 | 106 |
| I have stopped buying/ spending money on this altogether | 1% | 2% | 1% | 0% | 1% | 2% | 1% | - |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 11% | 13% | 11% | 16% | 9% | 9% | 11% | 11% |
| I have made cutbacks, but not because I was forced to do so | 3% | 3% | 4% | 2% | 5% | 3% | 4% | 3% |
| I have not made any cutbacks on this | 56% | 53% | 57% | 60% | 46% | 61% | 56% | 56% |
| Don't know | 5% | 3% | 6% | 2% | 8% | 5% | 5% | 7% |
| Not applicable - I was not spending money on this item | 23% | 25% | 21% | 19% | 31% | 21% | 23% | 23% |

Cell Contents (C)

YouGov - Cost of living cutbacks (subscriber)

Sample: 2,132 GB adults aged 18+

Fieldwork: 12th - 13th May 2022

| | |
|-------|----------|
| Total | |
| | 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)

| Car/ vehicle insurance | | | |
|--------------------------|---|-------------|------------|
| | Unweighted base | 2173 | 188 |
| | Base: All GB Adults | 2173 | 189 |
| | I have stopped buying/ spending money on this altogether | 2% | - |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 13% | 14% |
| | I have made cutbacks, but not because I was forced to do so | 4% | 3% |
| | I have not made any cutbacks on this | 50% | 54% |
| | Don't know | 4% | 5% |
| | Not applicable - I was not spending money on this item | 27% | 24% |
| Home/ contents insurance | | | |
| | Unweighted base | 2173 | 188 |
| | Base: All GB Adults | 2173 | 189 |
| | I have stopped buying/ spending money on this altogether | 1% | 1% |
| | I have reduced the amount I spend on this by switching to a cheaper alternative/s | 11% | 10% |
| | I have made cutbacks, but not because I was forced to do so | 3% | 2% |
| | I have not made any cutbacks on this | 56% | 63% |
| | Don't know | 5% | 5% |
| | Not applicable - I was not spending money on this item | 23% | 19% |

Cell Contents (C)

YouGov - Cost of living cutbacks (subscriber)

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)

| Car/ vehicle insurance | | | | | | | | |
|---|-------------|------------|------------|-------------|------------|------------|------------|------------|
| Unweighted base | 2173 | 939 | 323 | 1262 | 65 | 559 | 96 | 191 |
| Base: All GB Adults | 2173 | 938 | 324 | 1261 | 104 | 503 | 106 | 200 |
| I have stopped buying/ spending money on this altogether | 2% | 2% | 3% | 2% | 2% | 0% | 5% | 1% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 13% | 14% | 15% | 14% | 7% | 14% | 8% | 12% |
| I have made cutbacks, but not because I was forced to do so | 4% | 4% | 3% | 4% | 4% | 3% | 9% | 5% |
| I have not made any cutbacks on this | 50% | 54% | 50% | 53% | 12% | 61% | 24% | 39% |
| Don't know | 4% | 4% | 3% | 4% | 13% | 2% | 8% | 3% |
| Not applicable - I was not spending money on this item | 27% | 22% | 27% | 23% | 62% | 20% | 46% | 39% |
| Home/ contents insurance | | | | | | | | |
| Unweighted base | 2173 | 939 | 323 | 1262 | 65 | 559 | 96 | 191 |
| Base: All GB Adults | 2173 | 938 | 324 | 1261 | 104 | 503 | 106 | 200 |
| I have stopped buying/ spending money on this altogether | 1% | 1% | 1% | 1% | - | 1% | - | 2% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 11% | 12% | 14% | 12% | 7% | 12% | 6% | 8% |
| I have made cutbacks, but not because I was forced to do so | 3% | 3% | 3% | 3% | 4% | 3% | 4% | 5% |
| I have not made any cutbacks on this | 56% | 59% | 52% | 57% | 13% | 73% | 31% | 46% |
| Don't know | 5% | 5% | 3% | 5% | 15% | 2% | 8% | 4% |
| Not applicable - I was not spending money on this item | 23% | 20% | 26% | 21% | 61% | 8% | 51% | 35% |

Cell Contents (C)

YouGov - Cost of living cutbacks (subscriber)

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)

| Car/ vehicle insurance | | | | | | | | | | | |
|---|-------------|------------|------------|------------|------------|-------------|------------|------------|------------|------------|-----------|
| Unweighted base | 2173 | 384 | 597 | 453 | 235 | 1589 | 240 | 213 | 88 | 541 | 43 |
| Base: All GB Adults | 2173 | 388 | 594 | 442 | 228 | 1556 | 246 | 221 | 103 | 571 | 46 |
| I have stopped buying/ spending money on this altogether | 2% | 2% | 3% | 2% | 1% | 1% | 3% | 4% | 3% | 3% | 9% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 13% | 13% | 16% | 13% | 9% | 12% | 15% | 17% | 19% | 17% | 8% |
| I have made cutbacks, but not because I was forced to do so | 4% | 5% | 4% | 4% | 4% | 3% | 4% | 5% | 15% | 6% | 9% |
| I have not made any cutbacks on this | 50% | 41% | 48% | 61% | 66% | 51% | 52% | 56% | 38% | 51% | 18% |
| Don't know | 4% | 1% | 4% | 3% | 3% | 3% | 6% | 1% | 10% | 5% | 31% |
| Not applicable - I was not spending money on this item | 27% | 38% | 26% | 18% | 18% | 30% | 20% | 17% | 15% | 18% | 24% |
| Home/ contents insurance | | | | | | | | | | | |
| Unweighted base | 2173 | 384 | 597 | 453 | 235 | 1589 | 240 | 213 | 88 | 541 | 43 |
| Base: All GB Adults | 2173 | 388 | 594 | 442 | 228 | 1556 | 246 | 221 | 103 | 571 | 46 |
| I have stopped buying/ spending money on this altogether | 1% | 3% | 2% | 0% | 0% | 1% | 2% | 1% | 1% | 1% | 7% |
| I have reduced the amount I spend on this by switching to a cheaper alternative/s | 11% | 12% | 14% | 12% | 8% | 10% | 15% | 14% | 12% | 14% | 4% |
| I have made cutbacks, but not because I was forced to do so | 3% | 4% | 4% | 3% | 2% | 2% | 4% | 4% | 23% | 7% | 6% |
| I have not made any cutbacks on this | 56% | 46% | 55% | 67% | 70% | 58% | 56% | 62% | 37% | 55% | 13% |
| Don't know | 5% | 2% | 3% | 4% | 4% | 4% | 6% | 2% | 9% | 5% | 45% |
| Not applicable - I was not spending money on this item | 23% | 33% | 22% | 14% | 15% | 25% | 17% | 17% | 19% | 18% | 24% |

Cell Contents (C)