

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

Total	Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?					
	£0-19,999	£20,000 – 39,999	£40,000 – 59,999	£60,000+	Don't know	Prefer not to answer

Since November 2021, have you been forced to make cutbacks in terms of your household spending on the following? (If you were not spending money on a listed item, please select the 'Not applicable' option)

Alcohol								
	Unweighted base	2244	421	542	321	395	121	360
	Base: All GB Adults	2242	421	543	322	385	130	358
	Yes, I have been forced to make cutbacks to this	15%	18%	19%	16%	11%	11%	12%
	I have made cutbacks to this, but not because I was forced to	17%	13%	16%	21%	20%	17%	15%
	I have not made cutbacks to this	33%	25%	32%	39%	48%	23%	31%
	Don't know	2%	3%	1%	2%	1%	6%	3%
	N/A - I was not spending money on this in the first place	32%	41%	33%	22%	20%	42%	39%
Clothes								
	Unweighted base	2182	387	571	336	344	119	345
	Base: All GB Adults	2175	385	573	332	335	126	343
	Yes, I have been forced to make cutbacks to this	29%	36%	33%	27%	20%	18%	25%
	I have made cutbacks to this, but not because I was forced to	24%	22%	24%	21%	25%	22%	27%
	I have not made cutbacks to this	34%	25%	33%	41%	45%	37%	29%
	Don't know	2%	2%	1%	1%	1%	7%	3%
	N/A - I was not spending money on this in the first place	12%	15%	10%	10%	9%	17%	16%
Household essentials (e.g. cleaning products, toilet roll, etc.)								
	Unweighted base	2172	405	562	323	348	118	338
	Base: All GB Adults	2174	411	563	320	340	121	340
	Yes, I have been forced to make cutbacks to this	21%	28%	22%	20%	12%	18%	21%
	I have made cutbacks to this, but not because I was forced to	17%	14%	19%	18%	20%	10%	18%
	I have not made cutbacks to this	56%	52%	56%	60%	66%	50%	52%
	Don't know	3%	4%	1%	0%	1%	9%	5%
	N/A - I was not spending money on this in the first place	3%	3%	2%	1%	1%	14%	5%

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

Since November 2021, have you been forced to make cutbacks in terms of your household spending on the following? (If you were not spending money on a listed item, please select the 'Not applicable' option)

Alcohol									
	Unweighted base	2244	1087	1157	205	342	439	330	928
	Base: All GB Adults	2242	1102	1140	237	341	437	330	898
Yes, I have been forced to make cutbacks to this	15%	15%	16%	17%	21%	19%	16%	11%	
I have made cutbacks to this, but not because I was forced to	17%	17%	18%	19%	21%	18%	13%	17%	
I have not made cutbacks to this	33%	37%	29%	20%	25%	30%	37%	40%	
Don't know	2%	2%	2%	7%	3%	3%	1%	1%	
N/A - I was not spending money on this in the first place	32%	28%	36%	38%	30%	30%	33%	32%	
Clothes									
	Unweighted base	2182	1031	1151	205	335	438	317	887
	Base: All GB Adults	2175	1041	1134	238	327	432	317	861
Yes, I have been forced to make cutbacks to this	29%	23%	34%	29%	35%	37%	31%	21%	
I have made cutbacks to this, but not because I was forced to	24%	20%	27%	25%	25%	25%	20%	24%	
I have not made cutbacks to this	34%	41%	27%	25%	27%	30%	36%	39%	
Don't know	2%	2%	2%	8%	2%	1%	2%	1%	
N/A - I was not spending money on this in the first place	12%	13%	10%	13%	10%	7%	11%	15%	
Household essentials (e.g. cleaning products, toilet roll, etc.)									
	Unweighted base	2172	1025	1147	206	320	408	322	916
	Base: All GB Adults	2174	1045	1129	241	319	403	322	888
Yes, I have been forced to make cutbacks to this	21%	17%	25%	18%	25%	29%	27%	15%	
I have made cutbacks to this, but not because I was forced to	17%	14%	20%	18%	17%	18%	16%	17%	
I have not made cutbacks to this	56%	62%	50%	42%	52%	49%	54%	65%	
Don't know	3%	3%	2%	10%	2%	3%	2%	1%	
N/A - I was not spending money on this in the first place	3%	4%	2%	12%	5%	1%	1%	2%	

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GB18 Sample: 13th - 16th September 2022

Total	Social Grade		Region						
	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales

Since November 2021, have you been forced to make cutbacks in terms of your household spending on the following? (If you were not spending money on a listed item, please select the 'Not applicable' option)

Alcohol											
	Unweighted base	2244	1298	946	517	377	213	294	531	1932	125
	Base: All GB Adults	2242	1275	966	523	377	209	298	527	1934	123
	Yes, I have been forced to make cutbacks to this	15%	13%	18%	17%	15%	12%	12%	18%	16%	17%
	I have made cutbacks to this, but not because I was forced to	17%	19%	16%	16%	16%	18%	17%	19%	17%	19%
	I have not made cutbacks to this	33%	38%	26%	34%	31%	33%	37%	31%	33%	30%
	Don't know	2%	2%	3%	2%	2%	2%	3%	2%	2%	2%
	N/A - I was not spending money on this in the first place	32%	29%	36%	30%	36%	36%	31%	31%	32%	31%
Clothes											
	Unweighted base	2182	1280	902	530	348	212	287	500	1877	118
	Base: All GB Adults	2175	1254	921	534	352	209	290	490	1875	116
	Yes, I have been forced to make cutbacks to this	29%	24%	35%	31%	25%	30%	30%	29%	29%	22%
	I have made cutbacks to this, but not because I was forced to	24%	26%	21%	24%	23%	25%	25%	23%	24%	20%
	I have not made cutbacks to this	34%	37%	29%	32%	33%	31%	33%	35%	33%	43%
	Don't know	2%	2%	2%	2%	3%	1%	1%	2%	2%	-
	N/A - I was not spending money on this in the first place	12%	11%	13%	10%	16%	13%	11%	11%	12%	14%
Household essentials (e.g. cleaning products, toilet roll, etc.)											
	Unweighted base	2172	1261	911	497	352	197	280	526	1852	124
	Base: All GB Adults	2174	1237	937	502	353	197	287	520	1859	122
	Yes, I have been forced to make cutbacks to this	21%	17%	26%	23%	20%	22%	19%	21%	21%	22%
	I have made cutbacks to this, but not because I was forced to	17%	18%	16%	17%	16%	16%	17%	19%	17%	16%
	I have not made cutbacks to this	56%	59%	51%	55%	57%	53%	59%	55%	56%	56%
	Don't know	3%	3%	3%	3%	4%	3%	3%	2%	3%	1%
	N/A - I was not spending money on this in the first place	3%	3%	4%	2%	3%	5%	2%	3%	3%	5%

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Total	
	Scotland

Since November 2021, have you been forced to make cutbacks in terms of your household spending on the following? (If you were not spending money on a listed item, please select the 'Not applicable' option)

Alcohol			
	Unweighted base	2244	187
	Base: All GB Adults	2242	184
	Yes, I have been forced to make cutbacks to this	15%	12%
	I have made cutbacks to this, but not because I was forced to	17%	17%
	I have not made cutbacks to this	33%	36%
	Don't know	2%	2%
	N/A - I was not spending money on this in the first place	32%	32%
Clothes			
	Unweighted base	2182	187
	Base: All GB Adults	2175	184
	Yes, I have been forced to make cutbacks to this	29%	30%
	I have made cutbacks to this, but not because I was forced to	24%	24%
	I have not made cutbacks to this	34%	32%
	Don't know	2%	2%
	N/A - I was not spending money on this in the first place	12%	12%
Household essentials (e.g. cleaning products, toilet roll, etc.)			
	Unweighted base	2172	196
	Base: All GB Adults	2174	193
	Yes, I have been forced to make cutbacks to this	21%	18%
	I have made cutbacks to this, but not because I was forced to	17%	17%
	I have not made cutbacks to this	56%	59%
	Don't know	3%	3%
	N/A - I was not spending money on this in the first place	3%	3%

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GB18 Sample: 13th - 16th September 2022

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

Since November 2021, have you been forced to make cutbacks in terms of your household spending on the following? (If you were not spending money on a listed item, please select the 'Not applicable' option)

Alcohol		Unweighted base	2244	963	295	1258	110	564	74	238
	Base: All GB Adults		2242	965	298	1263	126	531	80	241
	Yes, I have been forced to make cutbacks to this		15%	16%	17%	16%	19%	10%	24%	18%
	I have made cutbacks to this, but not because I was forced to		17%	20%	19%	20%	14%	16%	14%	11%
	I have not made cutbacks to this		33%	35%	29%	33%	27%	43%	15%	19%
	Don't know		2%	2%	2%	2%	5%	1%	4%	4%
	N/A - I was not spending money on this in the first place		32%	27%	33%	29%	36%	30%	43%	48%
Clothes		Unweighted base	2182	958	325	1283	99	502	74	224
	Base: All GB Adults		2175	956	329	1285	112	472	79	227
	Yes, I have been forced to make cutbacks to this		29%	29%	32%	30%	33%	15%	44%	42%
	I have made cutbacks to this, but not because I was forced to		24%	24%	27%	25%	21%	26%	21%	17%
	I have not made cutbacks to this		34%	36%	30%	34%	25%	42%	20%	23%
	Don't know		2%	1%	2%	1%	9%	0%	4%	3%
	N/A - I was not spending money on this in the first place		12%	9%	10%	9%	12%	17%	12%	16%
Household essentials (e.g. cleaning products, toilet roll, etc.)		Unweighted base	2172	904	307	1211	106	555	78	222
	Base: All GB Adults		2174	906	312	1218	123	525	86	223
	Yes, I have been forced to make cutbacks to this		21%	21%	24%	21%	23%	13%	32%	35%
	I have made cutbacks to this, but not because I was forced to		17%	19%	20%	19%	10%	17%	9%	15%
	I have not made cutbacks to this		56%	57%	51%	56%	41%	67%	44%	43%
	Don't know		3%	2%	2%	2%	16%	2%	5%	2%
	N/A - I was not spending money on this in the first place		3%	2%	3%	2%	11%	2%	10%	4%

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Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Since November 2021, have you been forced to make cutbacks in terms of your household spending on the following? (If you were not spending money on a listed item, please select the 'Not applicable' option)

Alcohol								
	Unweighted base	2244	1636	252	208	80	540	68
	Base: All GB Adults	2242	1620	255	213	83	551	71
	Yes, I have been forced to make cutbacks to this	15%	13%	23%	16%	23%	20%	29%
	I have made cutbacks to this, but not because I was forced to	17%	18%	16%	22%	12%	18%	8%
	I have not made cutbacks to this	33%	36%	26%	28%	19%	26%	16%
	Don't know	2%	2%	2%	2%	7%	2%	12%
	N/A - I was not spending money on this in the first place	32%	31%	34%	32%	40%	34%	36%
Clothes								
	Unweighted base	2182	1556	267	223	82	572	54
	Base: All GB Adults	2175	1537	271	223	88	582	57
	Yes, I have been forced to make cutbacks to this	29%	25%	34%	37%	52%	38%	35%
	I have made cutbacks to this, but not because I was forced to	24%	23%	29%	29%	15%	27%	14%
	I have not made cutbacks to this	34%	37%	24%	29%	21%	25%	30%
	Don't know	2%	1%	2%	1%	2%	2%	11%
	N/A - I was not spending money on this in the first place	12%	13%	10%	4%	10%	8%	10%
Household essentials (e.g. cleaning products, toilet roll, etc.)								
	Unweighted base	2172	1579	234	222	81	537	56
	Base: All GB Adults	2174	1568	237	224	85	545	62
	Yes, I have been forced to make cutbacks to this	21%	18%	25%	28%	43%	29%	31%
	I have made cutbacks to this, but not because I was forced to	17%	17%	16%	22%	18%	19%	12%
	I have not made cutbacks to this	56%	60%	52%	47%	26%	46%	28%
	Don't know	3%	2%	2%	1%	10%	3%	19%
	N/A - I was not spending money on this in the first place	3%	3%	5%	2%	3%	3%	11%

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GB18 Sample: 13th - 16th September 2022

		Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?						
Total		£0-19,999	£20,000 – 39,999	£40,000 – 59,999	£60,000+	Don't know	Prefer not to answer	
Luxury items								
	Unweighted base	2246	411	561	321	395	128	354
	Base: All GB Adults	2244	413	565	320	384	134	351
	Yes, I have been forced to make cutbacks to this	31%	33%	34%	27%	25%	33%	27%
	I have made cutbacks to this, but not because I was forced to	21%	14%	21%	27%	25%	17%	20%
	I have not made cutbacks to this	18%	9%	17%	21%	32%	15%	15%
	Don't know	3%	3%	1%	2%	2%	8%	5%
	N/A - I was not spending money on this in the first place	28%	41%	27%	23%	16%	27%	33%
Toiletries (e.g. toothpaste, deodorant, shampoo, etc.)								
	Unweighted base	2217	413	577	305	356	120	363
	Base: All GB Adults	2226	416	583	304	349	126	366
	Yes, I have been forced to make cutbacks to this	19%	27%	21%	16%	12%	15%	18%
	I have made cutbacks to this, but not because I was forced to	13%	15%	13%	13%	14%	13%	10%
	I have not made cutbacks to this	64%	55%	62%	70%	72%	61%	66%
	Don't know	2%	2%	1%	0%	0%	9%	5%
	N/A - I was not spending money on this in the first place	1%	2%	2%	1%	1%	2%	1%
Cosmetics (e.g. face cream, perfume, mascara, etc.)								
	Unweighted base	2198	402	570	325	367	123	336
	Base: All GB Adults	2199	405	570	325	360	128	335
	Yes, I have been forced to make cutbacks to this	19%	27%	19%	19%	11%	14%	16%
	I have made cutbacks to this, but not because I was forced to	14%	13%	14%	14%	16%	9%	15%
	I have not made cutbacks to this	30%	17%	28%	33%	45%	28%	31%
	Don't know	2%	4%	2%	2%	1%	5%	2%
	N/A - I was not spending money on this in the first place	35%	39%	37%	32%	28%	44%	36%

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	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
Luxury items								
Unweighted base	2246	1087	1159	209	334	434	333	936
Base: All GB Adults	2244	1102	1142	236	334	433	332	909
Yes, I have been forced to make cutbacks to this	31%	27%	34%	31%	37%	40%	35%	22%
I have made cutbacks to this, but not because I was forced to	21%	21%	21%	19%	24%	21%	19%	21%
I have not made cutbacks to this	18%	24%	13%	15%	15%	14%	19%	21%
Don't know	3%	3%	3%	8%	4%	3%	1%	2%
N/A - I was not spending money on this in the first place	28%	26%	30%	27%	20%	21%	26%	34%
Toiletries (e.g. toothpaste, deodorant, shampoo, etc.)								
Unweighted base	2217	1060	1157	239	298	450	340	890
Base: All GB Adults	2226	1082	1143	280	293	448	339	866
Yes, I have been forced to make cutbacks to this	19%	15%	24%	18%	22%	27%	25%	13%
I have made cutbacks to this, but not because I was forced to	13%	10%	16%	12%	16%	17%	13%	10%
I have not made cutbacks to this	64%	70%	58%	55%	57%	53%	60%	76%
Don't know	2%	3%	2%	10%	3%	2%	1%	1%
N/A - I was not spending money on this in the first place	1%	2%	1%	5%	1%	1%	1%	1%
Cosmetics (e.g. face cream, perfume, mascara, etc.)								
Unweighted base	2198	1056	1142	204	308	467	336	883
Base: All GB Adults	2199	1075	1124	235	307	465	335	857
Yes, I have been forced to make cutbacks to this	19%	11%	27%	18%	27%	25%	22%	12%
I have made cutbacks to this, but not because I was forced to	14%	7%	21%	16%	15%	16%	9%	14%
I have not made cutbacks to this	30%	29%	31%	33%	30%	31%	31%	29%
Don't know	2%	3%	1%	5%	3%	2%	2%	1%
N/A - I was not spending money on this in the first place	35%	49%	21%	29%	25%	26%	36%	43%

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GB18 Sample: 13th - 16th September 2022

	Total	Social Grade		Region						
		ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Luxury items										
Unweighted base	2246	1304	942	544	377	201	274	548	1944	112
Base: All GB Adults	2244	1272	972	550	381	197	279	538	1946	110
Yes, I have been forced to make cutbacks to this	31%	29%	33%	31%	29%	30%	32%	30%	30%	24%
I have made cutbacks to this, but not because I was forced to	21%	24%	16%	22%	18%	24%	19%	20%	21%	27%
I have not made cutbacks to this	18%	21%	15%	18%	19%	17%	15%	19%	18%	18%
Don't know	3%	2%	3%	4%	2%	4%	2%	2%	3%	4%
N/A - I was not spending money on this in the first place	28%	24%	33%	25%	31%	25%	33%	28%	28%	26%
Toiletries (e.g. toothpaste, deodorant, shampoo, etc.)										
Unweighted base	2217	1262	955	510	338	229	334	495	1906	105
Base: All GB Adults	2226	1243	983	516	342	227	338	492	1915	105
Yes, I have been forced to make cutbacks to this	19%	17%	23%	20%	18%	17%	18%	20%	19%	23%
I have made cutbacks to this, but not because I was forced to	13%	14%	12%	13%	9%	9%	16%	13%	12%	13%
I have not made cutbacks to this	64%	66%	61%	64%	65%	70%	64%	63%	65%	62%
Don't know	2%	2%	3%	2%	4%	4%	1%	3%	3%	-
N/A - I was not spending money on this in the first place	1%	1%	2%	0%	3%	0%	1%	1%	1%	2%
Cosmetics (e.g. face cream, perfume, mascara, etc.)										
Unweighted base	2198	1298	900	527	370	201	284	517	1899	95
Base: All GB Adults	2199	1276	923	538	370	197	288	509	1903	94
Yes, I have been forced to make cutbacks to this	19%	17%	22%	22%	18%	16%	20%	17%	19%	17%
I have made cutbacks to this, but not because I was forced to	14%	15%	13%	15%	15%	18%	11%	14%	14%	12%
I have not made cutbacks to this	30%	34%	25%	29%	28%	31%	38%	30%	31%	23%
Don't know	2%	2%	2%	2%	3%	3%	2%	2%	2%	2%
N/A - I was not spending money on this in the first place	35%	32%	38%	31%	37%	32%	29%	36%	33%	45%

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	Total	Scotland
Luxury items		
Unweighted base	2246	190
Base: All GB Adults	2244	188
Yes, I have been forced to make cutbacks to this	31%	36%
I have made cutbacks to this, but not because I was forced to	21%	21%
I have not made cutbacks to this	18%	17%
Don't know	3%	2%
N/A - I was not spending money on this in the first place	28%	23%
Toiletries (e.g. toothpaste, deodorant, shampoo, etc.)		
Unweighted base	2217	206
Base: All GB Adults	2226	206
Yes, I have been forced to make cutbacks to this	19%	22%
I have made cutbacks to this, but not because I was forced to	13%	17%
I have not made cutbacks to this	64%	56%
Don't know	2%	1%
N/A - I was not spending money on this in the first place	1%	3%
Cosmetics (e.g. face cream, perfume, mascara, etc.)		
Unweighted base	2198	204
Base: All GB Adults	2199	202
Yes, I have been forced to make cutbacks to this	19%	19%
I have made cutbacks to this, but not because I was forced to	14%	12%
I have not made cutbacks to this	30%	25%
Don't know	2%	3%
N/A - I was not spending money on this in the first place	35%	42%

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GB18 Sample: 13th - 16th September 2022

	Total	Working Status						Not working/ Other
		Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	
Luxury items								
Unweighted base	2246	976	315	1291	90	569	94	202
Base: All GB Adults	2244	975	321	1296	102	536	103	206
Yes, I have been forced to make cutbacks to this	31%	34%	34%	34%	31%	19%	41%	33%
I have made cutbacks to this, but not because I was forced to	21%	24%	23%	23%	15%	21%	4%	17%
I have not made cutbacks to this	18%	21%	10%	18%	15%	22%	16%	9%
Don't know	3%	2%	2%	2%	10%	2%	5%	6%
N/A - I was not spending money on this in the first place	28%	20%	32%	23%	29%	36%	33%	35%
Toiletries (e.g. toothpaste, deodorant, shampoo, etc.)								
Unweighted base	2217	946	309	1255	111	522	90	239
Base: All GB Adults	2226	950	312	1262	130	493	98	243
Yes, I have been forced to make cutbacks to this	19%	20%	25%	21%	14%	9%	24%	32%
I have made cutbacks to this, but not because I was forced to	13%	15%	13%	14%	12%	9%	7%	17%
I have not made cutbacks to this	64%	63%	58%	62%	61%	80%	58%	45%
Don't know	2%	1%	2%	2%	10%	1%	4%	4%
N/A - I was not spending money on this in the first place	1%	1%	2%	1%	3%	1%	6%	1%
Cosmetics (e.g. face cream, perfume, mascara, etc.)								
Unweighted base	2198	977	319	1296	102	518	73	209
Base: All GB Adults	2199	982	321	1303	116	490	79	211
Yes, I have been forced to make cutbacks to this	19%	18%	29%	21%	14%	9%	26%	32%
I have made cutbacks to this, but not because I was forced to	14%	13%	18%	14%	13%	16%	12%	11%
I have not made cutbacks to this	30%	35%	26%	33%	34%	28%	17%	18%
Don't know	2%	2%	2%	2%	5%	2%	2%	5%
N/A - I was not spending money on this in the first place	35%	33%	24%	31%	35%	44%	43%	34%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
		0	1	2	3+			
Luxury items								
Unweighted base	2246	1590	273	248	71	592	64	
Base: All GB Adults	2244	1575	277	250	73	600	69	
Yes, I have been forced to make cutbacks to this	31%	27%	37%	41%	49%	40%	32%	
I have made cutbacks to this, but not because I was forced to	21%	21%	20%	26%	17%	22%	12%	
I have not made cutbacks to this	18%	20%	15%	18%	5%	15%	8%	
Don't know	3%	3%	2%	1%	7%	2%	11%	
N/A - I was not spending money on this in the first place	28%	30%	26%	14%	22%	21%	37%	
Toiletries (e.g. toothpaste, deodorant, shampoo, etc.)								
Unweighted base	2217	1568	271	239	79	589	60	
Base: All GB Adults	2226	1560	277	242	82	601	65	
Yes, I have been forced to make cutbacks to this	19%	16%	28%	24%	37%	28%	21%	
I have made cutbacks to this, but not because I was forced to	13%	11%	15%	19%	17%	17%	16%	
I have not made cutbacks to this	64%	70%	52%	53%	41%	51%	45%	
Don't know	2%	2%	3%	3%	3%	3%	14%	
N/A - I was not spending money on this in the first place	1%	1%	2%	1%	3%	1%	4%	
Cosmetics (e.g. face cream, perfume, mascara, etc.)								
Unweighted base	2198	1573	250	226	93	569	56	
Base: All GB Adults	2199	1564	255	227	95	577	58	
Yes, I have been forced to make cutbacks to this	19%	15%	25%	29%	36%	28%	25%	
I have made cutbacks to this, but not because I was forced to	14%	14%	16%	17%	9%	15%	17%	
I have not made cutbacks to this	30%	31%	30%	27%	32%	29%	17%	
Don't know	2%	1%	2%	3%	8%	3%	12%	
N/A - I was not spending money on this in the first place	35%	39%	27%	23%	15%	24%	29%	

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

		Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?						
Total		£0-19,999	£20,000 – 39,999	£40,000 – 59,999	£60,000+	Don't know	Prefer not to answer	
Eating out								
	Unweighted base	2162	406	563	313	341	127	340
	Base: All GB Adults	2159	404	564	310	336	134	340
	Yes, I have been forced to make cutbacks to this	32%	36%	34%	33%	23%	27%	27%
	I have made cutbacks to this, but not because I was forced to	24%	18%	23%	25%	31%	17%	24%
	I have not made cutbacks to this	26%	18%	24%	30%	39%	22%	24%
	Don't know	2%	2%	3%	1%	1%	11%	3%
	N/A - I was not spending money on this in the first place	16%	25%	15%	11%	6%	23%	22%
Going to the cinema								
	Unweighted base	2139	364	542	324	342	149	338
	Base: All GB Adults	2141	364	543	324	334	158	338
	Yes, I have been forced to make cutbacks to this	17%	24%	17%	18%	9%	12%	15%
	I have made cutbacks to this, but not because I was forced to	12%	8%	11%	15%	15%	13%	10%
	I have not made cutbacks to this	21%	13%	18%	20%	34%	21%	19%
	Don't know	2%	3%	2%	2%	1%	7%	1%
	N/A - I was not spending money on this in the first place	49%	52%	52%	45%	41%	47%	55%
Day trips								
	Unweighted base	2124	366	524	327	327	133	361
	Base: All GB Adults	2128	369	525	328	315	142	362
	Yes, I have been forced to make cutbacks to this	29%	33%	31%	29%	21%	21%	29%
	I have made cutbacks to this, but not because I was forced to	15%	17%	14%	20%	17%	11%	10%
	I have not made cutbacks to this	31%	17%	30%	33%	49%	25%	31%
	Don't know	3%	2%	2%	1%	1%	11%	3%
	N/A - I was not spending money on this in the first place	23%	31%	23%	17%	12%	32%	27%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55+	
Eating out									
	Unweighted base	2162	1015	1147	203	302	419	330	908
	Base: All GB Adults	2159	1028	1131	235	300	414	330	880
	Yes, I have been forced to make cutbacks to this	32%	30%	34%	32%	40%	44%	33%	23%
	I have made cutbacks to this, but not because I was forced to	24%	24%	23%	26%	27%	24%	25%	21%
	I have not made cutbacks to this	26%	29%	23%	20%	24%	20%	23%	32%
	Don't know	2%	3%	2%	10%	2%	2%	1%	2%
	N/A - I was not spending money on this in the first place	16%	15%	18%	12%	8%	10%	18%	23%
Going to the cinema									
	Unweighted base	2139	1010	1129	211	327	412	308	881
	Base: All GB Adults	2141	1025	1116	246	327	405	310	854
	Yes, I have been forced to make cutbacks to this	17%	14%	20%	16%	23%	23%	24%	9%
	I have made cutbacks to this, but not because I was forced to	12%	11%	13%	16%	15%	15%	11%	9%
	I have not made cutbacks to this	21%	23%	18%	27%	22%	20%	16%	19%
	Don't know	2%	3%	2%	8%	3%	2%	1%	1%
	N/A - I was not spending money on this in the first place	49%	50%	47%	32%	36%	39%	48%	62%
Day trips									
	Unweighted base	2124	1005	1119	208	338	399	341	838
	Base: All GB Adults	2128	1022	1106	238	341	394	343	811
	Yes, I have been forced to make cutbacks to this	29%	23%	34%	32%	37%	40%	32%	17%
	I have made cutbacks to this, but not because I was forced to	15%	15%	15%	15%	18%	17%	15%	14%
	I have not made cutbacks to this	31%	36%	25%	29%	28%	28%	29%	34%
	Don't know	3%	3%	2%	6%	4%	2%	3%	1%
	N/A - I was not spending money on this in the first place	23%	22%	24%	17%	13%	12%	22%	34%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Social Grade		Region							
		ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	
Eating out											
	Unweighted base	2162	1257	905	492	337	218	288	527	1862	106
	Base: All GB Adults	2159	1230	929	493	339	213	293	523	1862	106
	Yes, I have been forced to make cutbacks to this	32%	29%	36%	33%	33%	33%	30%	31%	32%	25%
	I have made cutbacks to this, but not because I was forced to	24%	26%	20%	20%	22%	24%	28%	25%	23%	28%
	I have not made cutbacks to this	26%	30%	20%	27%	25%	25%	27%	27%	26%	26%
	Don't know	2%	3%	2%	4%	3%	2%	3%	2%	3%	1%
	N/A - I was not spending money on this in the first place	16%	13%	21%	17%	17%	15%	13%	16%	16%	20%
Going to the cinema											
	Unweighted base	2139	1242	897	510	347	208	265	506	1836	119
	Base: All GB Adults	2141	1221	921	519	351	202	271	497	1840	119
	Yes, I have been forced to make cutbacks to this	17%	14%	20%	19%	17%	16%	17%	16%	17%	16%
	I have made cutbacks to this, but not because I was forced to	12%	14%	9%	10%	11%	11%	17%	14%	13%	6%
	I have not made cutbacks to this	21%	23%	17%	21%	19%	24%	18%	21%	20%	18%
	Don't know	2%	1%	3%	2%	3%	2%	2%	1%	2%	2%
	N/A - I was not spending money on this in the first place	49%	47%	51%	48%	50%	47%	47%	48%	48%	58%
Day trips											
	Unweighted base	2124	1266	858	501	358	191	272	499	1821	99
	Base: All GB Adults	2128	1240	887	509	364	188	277	487	1825	99
	Yes, I have been forced to make cutbacks to this	29%	25%	34%	32%	28%	29%	26%	28%	29%	27%
	I have made cutbacks to this, but not because I was forced to	15%	17%	13%	15%	13%	16%	14%	18%	15%	18%
	I have not made cutbacks to this	31%	36%	23%	30%	27%	31%	35%	32%	31%	26%
	Don't know	3%	3%	3%	3%	2%	1%	1%	3%	2%	2%
	N/A - I was not spending money on this in the first place	23%	20%	27%	21%	30%	23%	23%	19%	23%	26%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Scotland
Eating out		
Unweighted base	2162	194
Base: All GB Adults	2159	192
Yes, I have been forced to make cutbacks to this	32%	34%
I have made cutbacks to this, but not because I was forced to	24%	22%
I have not made cutbacks to this	26%	22%
Don't know	2%	1%
N/A - I was not spending money on this in the first place	16%	21%
Going to the cinema		
Unweighted base	2139	184
Base: All GB Adults	2141	182
Yes, I have been forced to make cutbacks to this	17%	16%
I have made cutbacks to this, but not because I was forced to	12%	12%
I have not made cutbacks to this	21%	24%
Don't know	2%	3%
N/A - I was not spending money on this in the first place	49%	45%
Day trips		
Unweighted base	2124	204
Base: All GB Adults	2128	204
Yes, I have been forced to make cutbacks to this	29%	30%
I have made cutbacks to this, but not because I was forced to	15%	13%
I have not made cutbacks to this	31%	30%
Don't know	3%	5%
N/A - I was not spending money on this in the first place	23%	23%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 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	2162	913	318	1231	99	542	79	211
Base: All GB Adults	2159	918	322	1240	111	511	83	214
Yes, I have been forced to make cutbacks to this	32%	35%	36%	35%	32%	17%	42%	41%
I have made cutbacks to this, but not because I was forced to	24%	25%	26%	25%	22%	24%	14%	18%
I have not made cutbacks to this	26%	27%	21%	26%	20%	34%	18%	13%
Don't know	2%	2%	2%	2%	14%	1%	2%	2%
N/A - I was not spending money on this in the first place	16%	11%	15%	12%	13%	23%	25%	26%
Going to the cinema								
Unweighted base	2139	917	316	1233	108	513	67	218
Base: All GB Adults	2141	918	319	1236	125	485	73	221
Yes, I have been forced to make cutbacks to this	17%	17%	23%	19%	20%	7%	31%	21%
I have made cutbacks to this, but not because I was forced to	12%	15%	11%	14%	14%	9%	5%	12%
I have not made cutbacks to this	21%	25%	18%	23%	29%	19%	15%	9%
Don't know	2%	1%	3%	2%	6%	1%	1%	4%
N/A - I was not spending money on this in the first place	49%	42%	45%	43%	31%	64%	47%	55%
Day trips								
Unweighted base	2124	917	303	1220	105	511	69	219
Base: All GB Adults	2128	923	307	1229	119	481	75	223
Yes, I have been forced to make cutbacks to this	29%	31%	37%	32%	34%	13%	38%	38%
I have made cutbacks to this, but not because I was forced to	15%	17%	14%	17%	16%	14%	12%	11%
I have not made cutbacks to this	31%	34%	28%	33%	25%	34%	17%	19%
Don't know	3%	2%	3%	2%	5%	2%	1%	4%
N/A - I was not spending money on this in the first place	23%	16%	18%	16%	20%	37%	32%	29%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
		0	1	2	3+			
Eating out								
	Unweighted base	2162	1573	250	209	72	531	58
	Base: All GB Adults	2159	1556	253	214	75	542	61
	Yes, I have been forced to make cutbacks to this	32%	28%	38%	45%	50%	43%	32%
	I have made cutbacks to this, but not because I was forced to	24%	23%	27%	28%	20%	27%	19%
	I have not made cutbacks to this	26%	29%	18%	17%	17%	17%	15%
	Don't know	2%	2%	3%	1%	10%	3%	16%
	N/A - I was not spending money on this in the first place	16%	19%	13%	9%	3%	10%	16%
Going to the cinema								
	Unweighted base	2139	1531	227	231	95	553	55
	Base: All GB Adults	2141	1515	232	235	101	568	58
	Yes, I have been forced to make cutbacks to this	17%	13%	25%	22%	37%	26%	15%
	I have made cutbacks to this, but not because I was forced to	12%	12%	10%	16%	9%	12%	21%
	I have not made cutbacks to this	21%	21%	23%	19%	17%	20%	18%
	Don't know	2%	1%	0%	2%	7%	2%	17%
	N/A - I was not spending money on this in the first place	49%	53%	42%	42%	30%	40%	29%
Day trips								
	Unweighted base	2124	1522	240	233	74	547	55
	Base: All GB Adults	2128	1512	247	232	78	556	60
	Yes, I have been forced to make cutbacks to this	29%	24%	41%	40%	54%	42%	32%
	I have made cutbacks to this, but not because I was forced to	15%	15%	15%	20%	17%	17%	14%
	I have not made cutbacks to this	31%	32%	29%	30%	14%	27%	25%
	Don't know	3%	2%	3%	3%	3%	3%	10%
	N/A - I was not spending money on this in the first place	23%	28%	13%	8%	12%	11%	19%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

		Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?						
Total		£0-19,999	£20,000 – 39,999	£40,000 – 59,999	£60,000+	Don't know	Prefer not to answer	
Holidays								
	Unweighted base	2191	396	550	301	357	147	354
	Base: All GB Adults	2192	393	551	303	348	158	354
	Yes, I have been forced to make cutbacks to this	28%	32%	33%	29%	20%	22%	24%
	I have made cutbacks to this, but not because I was forced to	14%	12%	13%	15%	20%	13%	13%
	I have not made cutbacks to this	31%	16%	30%	38%	49%	22%	30%
	Don't know	3%	3%	1%	2%	1%	7%	4%
	N/A - I was not spending money on this in the first place	24%	38%	24%	16%	11%	36%	29%
Pursuing a hobby								
	Unweighted base	2138	366	535	324	345	139	347
	Base: All GB Adults	2133	366	536	320	339	146	346
	Yes, I have been forced to make cutbacks to this	23%	32%	27%	17%	14%	23%	19%
	I have made cutbacks to this, but not because I was forced to	12%	9%	12%	14%	14%	11%	11%
	I have not made cutbacks to this	41%	29%	39%	47%	56%	35%	39%
	Don't know	4%	5%	2%	2%	2%	11%	5%
	N/A - I was not spending money on this in the first place	20%	25%	20%	20%	13%	20%	26%
Video streaming service subscription								
	Unweighted base	2133	382	559	320	320	139	328
	Base: All GB Adults	2139	384	560	320	316	146	326
	Yes, I have been forced to make cutbacks to this	17%	21%	18%	17%	13%	16%	15%
	I have made cutbacks to this, but not because I was forced to	12%	9%	12%	16%	12%	12%	6%
	I have not made cutbacks to this	38%	23%	37%	47%	61%	30%	32%
	Don't know	2%	2%	2%	1%	1%	6%	2%
	N/A - I was not spending money on this in the first place	31%	44%	32%	19%	13%	36%	45%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55+	
Holidays									
	Unweighted base	2191	1077	1114	208	327	432	336	888
	Base: All GB Adults	2192	1093	1099	242	324	427	336	863
	Yes, I have been forced to make cutbacks to this	28%	26%	31%	26%	38%	35%	31%	21%
	I have made cutbacks to this, but not because I was forced to	14%	14%	14%	10%	12%	17%	12%	15%
	I have not made cutbacks to this	31%	33%	29%	27%	30%	28%	26%	35%
	Don't know	3%	3%	2%	9%	2%	2%	1%	1%
	N/A - I was not spending money on this in the first place	24%	25%	24%	28%	17%	18%	30%	27%
Pursuing a hobby									
	Unweighted base	2138	1019	1119	205	330	413	315	875
	Base: All GB Adults	2133	1026	1107	235	326	406	316	850
	Yes, I have been forced to make cutbacks to this	23%	21%	24%	22%	29%	31%	26%	15%
	I have made cutbacks to this, but not because I was forced to	12%	12%	13%	20%	16%	15%	9%	9%
	I have not made cutbacks to this	41%	47%	35%	33%	34%	32%	39%	50%
	Don't know	4%	4%	4%	9%	6%	3%	1%	2%
	N/A - I was not spending money on this in the first place	20%	16%	24%	15%	14%	18%	24%	24%
Video streaming service subscription									
	Unweighted base	2133	1019	1114	210	310	437	332	844
	Base: All GB Adults	2139	1043	1096	245	310	433	332	819
	Yes, I have been forced to make cutbacks to this	17%	16%	18%	22%	24%	24%	22%	8%
	I have made cutbacks to this, but not because I was forced to	12%	11%	12%	17%	15%	15%	11%	7%
	I have not made cutbacks to this	38%	42%	35%	33%	42%	42%	42%	35%
	Don't know	2%	1%	2%	6%	3%	2%	1%	1%
	N/A - I was not spending money on this in the first place	31%	29%	33%	21%	17%	17%	23%	50%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Social Grade		Region							
		ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	
Holidays											
	Unweighted base	2191	1283	908	565	369	203	287	473	1897	110
	Base: All GB Adults	2192	1260	931	573	371	199	291	467	1902	108
	Yes, I have been forced to make cutbacks to this	28%	25%	33%	29%	30%	28%	27%	27%	28%	28%
	I have made cutbacks to this, but not because I was forced to	14%	16%	11%	15%	15%	13%	14%	12%	14%	14%
	I have not made cutbacks to this	31%	37%	23%	29%	32%	30%	34%	33%	32%	27%
	Don't know	3%	3%	2%	2%	4%	3%	3%	1%	3%	2%
	N/A - I was not spending money on this in the first place	24%	19%	31%	25%	19%	25%	22%	26%	24%	29%
Pursuing a hobby											
	Unweighted base	2138	1217	921	502	348	201	278	521	1850	104
	Base: All GB Adults	2133	1188	945	509	351	196	284	511	1850	102
	Yes, I have been forced to make cutbacks to this	23%	20%	27%	22%	24%	18%	23%	22%	22%	20%
	I have made cutbacks to this, but not because I was forced to	12%	14%	11%	11%	13%	17%	11%	12%	12%	12%
	I have not made cutbacks to this	41%	47%	34%	40%	36%	41%	42%	46%	41%	43%
	Don't know	4%	3%	4%	4%	4%	5%	4%	2%	4%	3%
	N/A - I was not spending money on this in the first place	20%	17%	25%	22%	23%	20%	20%	17%	20%	22%
Video streaming service subscription											
	Unweighted base	2133	1208	925	484	348	215	301	490	1838	101
	Base: All GB Adults	2139	1189	951	492	352	212	305	486	1847	98
	Yes, I have been forced to make cutbacks to this	17%	16%	19%	16%	23%	13%	18%	17%	18%	15%
	I have made cutbacks to this, but not because I was forced to	12%	13%	10%	12%	11%	15%	8%	12%	11%	15%
	I have not made cutbacks to this	38%	43%	33%	40%	34%	43%	37%	38%	38%	43%
	Don't know	2%	2%	2%	1%	2%	1%	2%	2%	2%	2%
	N/A - I was not spending money on this in the first place	31%	27%	36%	30%	30%	28%	35%	31%	31%	26%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Scotland
Holidays		
Unweighted base	2191	184
Base: All GB Adults	2192	182
Yes, I have been forced to make cutbacks to this	28%	28%
I have made cutbacks to this, but not because I was forced to	14%	16%
I have not made cutbacks to this	31%	24%
Don't know	3%	2%
N/A - I was not spending money on this in the first place	24%	29%
Pursuing a hobby		
Unweighted base	2138	184
Base: All GB Adults	2133	181
Yes, I have been forced to make cutbacks to this	23%	31%
I have made cutbacks to this, but not because I was forced to	12%	12%
I have not made cutbacks to this	41%	35%
Don't know	4%	3%
N/A - I was not spending money on this in the first place	20%	20%
Video streaming service subscription		
Unweighted base	2133	194
Base: All GB Adults	2139	194
Yes, I have been forced to make cutbacks to this	17%	17%
I have made cutbacks to this, but not because I was forced to	12%	11%
I have not made cutbacks to this	38%	36%
Don't know	2%	2%
N/A - I was not spending money on this in the first place	31%	34%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Working Status						Not working/ Other	
		Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed		
Holidays									
	Unweighted base	2191	936	323	1259	111	515	85	221
	Base: All GB Adults	2192	937	327	1263	128	486	91	224
	Yes, I have been forced to make cutbacks to this	28%	30%	36%	32%	24%	18%	29%	34%
	I have made cutbacks to this, but not because I was forced to	14%	15%	15%	15%	12%	16%	10%	7%
	I have not made cutbacks to this	31%	35%	29%	33%	26%	36%	14%	15%
	Don't know	3%	2%	2%	2%	8%	2%	7%	5%
	N/A - I was not spending money on this in the first place	24%	18%	19%	18%	30%	29%	40%	40%
Pursuing a hobby									
	Unweighted base	2138	927	310	1237	97	522	82	200
	Base: All GB Adults	2133	927	314	1241	110	493	87	203
	Yes, I have been forced to make cutbacks to this	23%	22%	31%	24%	25%	13%	43%	30%
	I have made cutbacks to this, but not because I was forced to	12%	15%	12%	15%	15%	8%	10%	9%
	I have not made cutbacks to this	41%	43%	32%	40%	34%	52%	19%	32%
	Don't know	4%	3%	4%	3%	9%	2%	7%	7%
	N/A - I was not spending money on this in the first place	20%	18%	21%	18%	17%	25%	21%	22%
Video streaming service subscription									
	Unweighted base	2133	899	316	1215	104	532	70	212
	Base: All GB Adults	2139	903	320	1222	122	503	76	216
	Yes, I have been forced to make cutbacks to this	17%	18%	23%	19%	23%	5%	19%	31%
	I have made cutbacks to this, but not because I was forced to	12%	15%	12%	14%	12%	6%	13%	9%
	I have not made cutbacks to this	38%	48%	35%	44%	30%	33%	29%	27%
	Don't know	2%	1%	3%	1%	6%	1%	4%	3%
	N/A - I was not spending money on this in the first place	31%	19%	27%	21%	29%	56%	36%	30%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
		0	1	2	3+			
Holidays								
	Unweighted base	2191	1542	277	228	74	579	70
	Base: All GB Adults	2192	1525	284	231	76	591	75
	Yes, I have been forced to make cutbacks to this	28%	25%	38%	36%	38%	37%	28%
	I have made cutbacks to this, but not because I was forced to	14%	14%	11%	20%	12%	14%	9%
	I have not made cutbacks to this	31%	33%	29%	25%	28%	27%	21%
	Don't know	3%	1%	3%	4%	5%	4%	15%
	N/A - I was not spending money on this in the first place	24%	27%	18%	17%	17%	18%	26%
Pursuing a hobby								
	Unweighted base	2138	1529	247	222	76	545	64
	Base: All GB Adults	2133	1513	253	221	79	554	66
	Yes, I have been forced to make cutbacks to this	23%	21%	24%	28%	43%	28%	23%
	I have made cutbacks to this, but not because I was forced to	12%	11%	17%	18%	19%	18%	12%
	I have not made cutbacks to this	41%	45%	36%	30%	21%	31%	30%
	Don't know	4%	3%	5%	3%	6%	4%	18%
	N/A - I was not spending money on this in the first place	20%	21%	18%	21%	11%	19%	19%
Video streaming service subscription								
	Unweighted base	2133	1508	262	235	75	572	53
	Base: All GB Adults	2139	1503	266	239	78	583	54
	Yes, I have been forced to make cutbacks to this	17%	14%	24%	21%	39%	25%	27%
	I have made cutbacks to this, but not because I was forced to	12%	11%	11%	16%	23%	15%	7%
	I have not made cutbacks to this	38%	38%	44%	42%	27%	41%	15%
	Don't know	2%	2%	1%	3%	2%	2%	8%
	N/A - I was not spending money on this in the first place	31%	35%	21%	18%	9%	18%	43%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?					
		£0-19,999	£20,000 – 39,999	£40,000 – 59,999	£60,000+	Don't know	Prefer not to answer
Music streaming service subscription							
Unweighted base	2195	369	527	352	391	135	352
Base: All GB Adults	2187	368	529	347	380	140	353
Yes, I have been forced to make cutbacks to this	12%	16%	14%	10%	8%	15%	6%
I have made cutbacks to this, but not because I was forced to	6%	8%	6%	8%	7%	2%	5%
I have not made cutbacks to this	31%	18%	23%	34%	50%	29%	25%
Don't know	2%	3%	1%	1%	0%	8%	3%
N/A - I was not spending money on this in the first place	50%	55%	56%	47%	34%	47%	61%
Beauty services (e.g. hair cuts, manicures, etc.)							
Unweighted base	2173	385	540	322	346	136	370
Base: All GB Adults	2169	383	541	320	340	141	369
Yes, I have been forced to make cutbacks to this	21%	23%	25%	21%	12%	22%	18%
I have made cutbacks to this, but not because I was forced to	12%	13%	13%	10%	16%	11%	10%
I have not made cutbacks to this	37%	27%	34%	42%	51%	27%	38%
Don't know	2%	3%	1%	2%	1%	6%	2%
N/A - I was not spending money on this in the first place	28%	35%	28%	25%	20%	34%	33%
Takeaways							
Unweighted base	2189	398	576	312	347	123	358
Base: All GB Adults	2193	405	576	309	338	131	359
Yes, I have been forced to make cutbacks to this	28%	31%	29%	27%	20%	27%	23%
I have made cutbacks to this, but not because I was forced to	20%	13%	20%	19%	24%	31%	17%
I have not made cutbacks to this	24%	14%	21%	31%	39%	21%	22%
Don't know	2%	3%	2%	1%	0%	4%	3%
N/A - I was not spending money on this in the first place	27%	39%	28%	22%	17%	17%	35%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
Music streaming service subscription								
Unweighted base	2195	1052	1143	222	328	443	338	864
Base: All GB Adults	2187	1061	1126	255	323	436	335	837
Yes, I have been forced to make cutbacks to this	12%	10%	13%	16%	15%	17%	16%	5%
I have made cutbacks to this, but not because I was forced to	6%	6%	5%	12%	6%	7%	6%	4%
I have not made cutbacks to this	31%	35%	26%	38%	46%	40%	28%	19%
Don't know	2%	2%	2%	8%	2%	1%	1%	1%
N/A - I was not spending money on this in the first place	50%	46%	54%	26%	32%	36%	49%	72%
Beauty services (e.g. hair cuts, manicures, etc.)								
Unweighted base	2173	1028	1145	206	334	406	341	886
Base: All GB Adults	2169	1041	1128	237	332	401	341	858
Yes, I have been forced to make cutbacks to this	21%	13%	27%	22%	28%	23%	28%	13%
I have made cutbacks to this, but not because I was forced to	12%	9%	15%	18%	16%	14%	7%	10%
I have not made cutbacks to this	37%	38%	35%	30%	32%	37%	32%	43%
Don't know	2%	2%	2%	6%	3%	1%	1%	1%
N/A - I was not spending money on this in the first place	28%	37%	21%	24%	20%	24%	32%	33%
Takeaways								
Unweighted base	2189	1043	1146	214	315	400	354	906
Base: All GB Adults	2193	1064	1129	248	317	396	353	880
Yes, I have been forced to make cutbacks to this	28%	24%	31%	27%	39%	38%	36%	16%
I have made cutbacks to this, but not because I was forced to	20%	20%	19%	26%	22%	24%	19%	15%
I have not made cutbacks to this	24%	29%	18%	26%	23%	23%	24%	23%
Don't know	2%	2%	1%	8%	3%	1%	1%	1%
N/A - I was not spending money on this in the first place	27%	24%	31%	13%	13%	14%	21%	45%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Social Grade		Region						
		ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Music streaming service subscription										
Unweighted base	2195	1321	874	511	343	222	293	518	1887	103
Base: All GB Adults	2187	1290	897	516	348	217	297	508	1885	101
Yes, I have been forced to make cutbacks to this	12%	10%	14%	13%	16%	14%	10%	7%	12%	10%
I have made cutbacks to this, but not because I was forced to	6%	7%	5%	3%	5%	7%	6%	9%	6%	6%
I have not made cutbacks to this	31%	36%	23%	34%	26%	31%	33%	31%	31%	27%
Don't know	2%	2%	2%	1%	3%	3%	2%	1%	2%	1%
N/A - I was not spending money on this in the first place	50%	46%	56%	48%	51%	45%	49%	52%	49%	55%
Beauty services (e.g. hair cuts, manicures, etc.)										
Unweighted base	2173	1254	919	555	332	180	282	511	1860	103
Base: All GB Adults	2169	1228	942	558	334	179	285	503	1860	102
Yes, I have been forced to make cutbacks to this	21%	18%	24%	20%	20%	20%	23%	20%	21%	20%
I have made cutbacks to this, but not because I was forced to	12%	14%	10%	12%	14%	10%	15%	11%	12%	14%
I have not made cutbacks to this	37%	42%	30%	37%	35%	34%	35%	40%	37%	34%
Don't know	2%	2%	2%	2%	2%	1%	3%	2%	2%	3%
N/A - I was not spending money on this in the first place	28%	24%	34%	28%	28%	34%	24%	27%	28%	29%
Takeaways										
Unweighted base	2189	1264	925	485	383	217	289	514	1888	114
Base: All GB Adults	2193	1239	954	489	387	211	298	508	1893	114
Yes, I have been forced to make cutbacks to this	28%	25%	31%	29%	25%	27%	24%	29%	27%	28%
I have made cutbacks to this, but not because I was forced to	20%	23%	15%	17%	18%	20%	21%	21%	19%	23%
I have not made cutbacks to this	24%	27%	20%	27%	25%	23%	25%	21%	24%	15%
Don't know	2%	2%	2%	1%	3%	3%	2%	1%	2%	3%
N/A - I was not spending money on this in the first place	27%	24%	32%	25%	28%	28%	28%	28%	27%	32%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Scotland
Music streaming service subscription		
Unweighted base	2195	205
Base: All GB Adults	2187	201
Yes, I have been forced to make cutbacks to this	12%	13%
I have made cutbacks to this, but not because I was forced to	6%	7%
I have not made cutbacks to this	31%	26%
Don't know	2%	2%
N/A - I was not spending money on this in the first place	50%	52%
Beauty services (e.g. hair cuts, manicures, etc.)		
Unweighted base	2173	210
Base: All GB Adults	2169	207
Yes, I have been forced to make cutbacks to this	21%	20%
I have made cutbacks to this, but not because I was forced to	12%	10%
I have not made cutbacks to this	37%	37%
Don't know	2%	1%
N/A - I was not spending money on this in the first place	28%	33%
Takeaways		
Unweighted base	2189	187
Base: All GB Adults	2193	186
Yes, I have been forced to make cutbacks to this	28%	29%
I have made cutbacks to this, but not because I was forced to	20%	21%
I have not made cutbacks to this	24%	23%
Don't know	2%	1%
N/A - I was not spending money on this in the first place	27%	26%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 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	2195	973	301	1274	117	514	81	209
Base: All GB Adults	2187	971	301	1271	133	485	86	212
Yes, I have been forced to make cutbacks to this	12%	11%	16%	12%	16%	3%	22%	20%
I have made cutbacks to this, but not because I was forced to	6%	7%	6%	7%	9%	4%	9%	3%
I have not made cutbacks to this	31%	41%	25%	37%	44%	14%	24%	23%
Don't know	2%	1%	2%	1%	9%	1%	5%	4%
N/A - I was not spending money on this in the first place	50%	40%	52%	43%	22%	79%	41%	49%
Beauty services (e.g. hair cuts, manicures, etc.)								
Unweighted base	2173	944	311	1255	110	535	71	202
Base: All GB Adults	2169	946	315	1262	124	506	75	203
Yes, I have been forced to make cutbacks to this	21%	22%	25%	23%	20%	11%	30%	28%
I have made cutbacks to this, but not because I was forced to	12%	13%	15%	13%	16%	10%	13%	8%
I have not made cutbacks to this	37%	38%	34%	37%	32%	45%	23%	23%
Don't know	2%	1%	1%	1%	7%	1%	3%	4%
N/A - I was not spending money on this in the first place	28%	25%	26%	25%	24%	33%	30%	38%
Takeaways								
Unweighted base	2189	940	302	1242	117	563	66	201
Base: All GB Adults	2193	942	309	1250	132	533	73	205
Yes, I have been forced to make cutbacks to this	28%	31%	36%	32%	29%	10%	44%	38%
I have made cutbacks to this, but not because I was forced to	20%	22%	22%	22%	26%	14%	10%	16%
I have not made cutbacks to this	24%	27%	20%	26%	21%	22%	27%	18%
Don't know	2%	1%	2%	1%	6%	1%	8%	3%
N/A - I was not spending money on this in the first place	27%	18%	20%	19%	18%	54%	10%	24%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
		0	1	2	3+			
Music streaming service subscription								
Unweighted base	2195	1551	275	231	80	586	58	
Base: All GB Adults	2187	1530	277	231	87	594	63	
Yes, I have been forced to make cutbacks to this	12%	9%	16%	16%	26%	17%	21%	
I have made cutbacks to this, but not because I was forced to	6%	5%	6%	9%	12%	8%	8%	
I have not made cutbacks to this	31%	29%	34%	40%	32%	36%	25%	
Don't know	2%	1%	2%	2%	3%	2%	11%	
N/A - I was not spending money on this in the first place	50%	56%	41%	34%	28%	36%	34%	
Beauty services (e.g. hair cuts, manicures, etc.)								
Unweighted base	2173	1553	257	215	88	560	60	
Base: All GB Adults	2169	1537	257	219	91	567	65	
Yes, I have been forced to make cutbacks to this	21%	18%	26%	23%	37%	27%	17%	
I have made cutbacks to this, but not because I was forced to	12%	11%	15%	15%	19%	16%	16%	
I have not made cutbacks to this	37%	39%	31%	37%	25%	32%	31%	
Don't know	2%	1%	1%	3%	5%	2%	10%	
N/A - I was not spending money on this in the first place	28%	31%	27%	21%	14%	22%	26%	
Takeaways								
Unweighted base	2189	1557	265	228	74	567	65	
Base: All GB Adults	2193	1547	271	228	78	577	70	
Yes, I have been forced to make cutbacks to this	28%	24%	38%	38%	42%	39%	22%	
I have made cutbacks to this, but not because I was forced to	20%	18%	22%	25%	25%	23%	20%	
I have not made cutbacks to this	24%	25%	24%	21%	17%	22%	15%	
Don't know	2%	1%	1%	4%	3%	3%	14%	
N/A - I was not spending money on this in the first place	27%	33%	14%	12%	13%	13%	29%	

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

		Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?						
Total		£0-19,999	£20,000 – 39,999	£40,000 – 59,999	£60,000+	Don't know	Prefer not to answer	
Staple essential food items								
	Unweighted base	2117	398	535	326	337	130	326
	Base: All GB Adults	2117	398	534	325	331	138	326
	Yes, I have been forced to make cutbacks to this	21%	29%	22%	18%	11%	16%	19%
	I have made cutbacks to this, but not because I was forced to	15%	15%	15%	16%	13%	16%	18%
	I have not made cutbacks to this	59%	50%	61%	64%	74%	50%	57%
	Don't know	3%	4%	1%	1%	1%	11%	4%
	N/A - I was not spending money on this in the first place	2%	1%	1%	1%	1%	8%	3%
Non-essential food items (e.g. chocolates, biscuits, soft drinks, etc.)								
	Unweighted base	2133	375	548	326	355	118	321
	Base: All GB Adults	2133	375	552	324	347	125	322
	Yes, I have been forced to make cutbacks to this	26%	35%	31%	22%	14%	29%	21%
	I have made cutbacks to this, but not because I was forced to	26%	26%	24%	27%	28%	29%	25%
	I have not made cutbacks to this	39%	28%	38%	44%	52%	27%	43%
	Don't know	2%	2%	1%	2%	1%	6%	3%
	N/A - I was not spending money on this in the first place	6%	9%	5%	4%	4%	9%	8%
Petrol/ diesel								
	Unweighted base	2213	421	527	338	358	129	352
	Base: All GB Adults	2215	423	527	338	352	137	350
	Yes, I have been forced to make cutbacks to this	22%	27%	24%	22%	14%	17%	22%
	I have made cutbacks to this, but not because I was forced to	15%	13%	15%	14%	17%	10%	18%
	I have not made cutbacks to this	37%	21%	38%	47%	54%	21%	36%
	Don't know	2%	2%	1%	2%	-	10%	2%
	N/A - I was not spending money on this in the first place	24%	37%	22%	15%	15%	42%	22%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55+	
Staple essential food items									
	Unweighted base	2117	1053	1064	192	302	408	324	891
	Base: All GB Adults	2117	1070	1048	225	302	402	323	865
	Yes, I have been forced to make cutbacks to this	21%	18%	23%	18%	28%	27%	24%	15%
	I have made cutbacks to this, but not because I was forced to	15%	15%	16%	19%	14%	17%	12%	15%
	I have not made cutbacks to this	59%	61%	58%	46%	52%	52%	60%	69%
	Don't know	3%	3%	2%	10%	4%	2%	2%	0%
	N/A - I was not spending money on this in the first place	2%	2%	1%	7%	2%	2%	1%	1%
Non-essential food items (e.g. chocolates, biscuits, soft drinks, etc.)									
	Unweighted base	2133	992	1141	208	321	435	338	831
	Base: All GB Adults	2133	1010	1124	243	321	428	339	803
	Yes, I have been forced to make cutbacks to this	26%	22%	31%	25%	33%	33%	33%	17%
	I have made cutbacks to this, but not because I was forced to	26%	25%	27%	29%	26%	27%	23%	26%
	I have not made cutbacks to this	39%	44%	36%	32%	36%	35%	38%	46%
	Don't know	2%	3%	1%	6%	2%	2%	2%	1%
	N/A - I was not spending money on this in the first place	6%	6%	6%	7%	2%	3%	4%	10%
Petrol/ diesel									
	Unweighted base	2213	1042	1171	185	348	430	345	905
	Base: All GB Adults	2215	1059	1156	217	343	431	345	879
	Yes, I have been forced to make cutbacks to this	22%	22%	23%	22%	26%	26%	27%	17%
	I have made cutbacks to this, but not because I was forced to	15%	15%	15%	13%	11%	13%	12%	19%
	I have not made cutbacks to this	37%	39%	35%	19%	32%	37%	36%	44%
	Don't know	2%	2%	2%	6%	2%	3%	2%	1%
	N/A - I was not spending money on this in the first place	24%	23%	25%	40%	28%	21%	23%	20%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Social Grade		Region							
		ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	
Staple essential food items											
	Unweighted base	2117	1220	897	479	353	205	284	504	1825	104
	Base: All GB Adults	2117	1197	920	481	360	204	289	494	1827	104
	Yes, I have been forced to make cutbacks to this	21%	17%	26%	22%	23%	15%	17%	20%	20%	29%
	I have made cutbacks to this, but not because I was forced to	15%	15%	16%	14%	13%	21%	17%	15%	15%	18%
	I have not made cutbacks to this	59%	65%	52%	58%	59%	61%	62%	61%	60%	49%
	Don't know	3%	2%	4%	3%	3%	3%	3%	2%	3%	3%
	N/A - I was not spending money on this in the first place	2%	1%	3%	3%	3%	-	1%	2%	2%	1%
Non-essential food items (e.g. chocolates, biscuits, soft drinks, etc.)											
	Unweighted base	2133	1274	859	517	339	198	288	506	1848	115
	Base: All GB Adults	2133	1246	887	522	344	194	293	497	1850	114
	Yes, I have been forced to make cutbacks to this	26%	22%	32%	30%	23%	21%	22%	27%	26%	27%
	I have made cutbacks to this, but not because I was forced to	26%	27%	25%	25%	24%	25%	27%	29%	26%	26%
	I have not made cutbacks to this	39%	43%	34%	36%	43%	45%	42%	38%	40%	41%
	Don't know	2%	2%	2%	2%	3%	2%	2%	1%	2%	1%
	N/A - I was not spending money on this in the first place	6%	6%	7%	7%	6%	7%	7%	5%	6%	5%
Petrol/ diesel											
	Unweighted base	2213	1294	919	524	336	217	310	544	1931	99
	Base: All GB Adults	2215	1271	944	532	342	213	315	534	1936	98
	Yes, I have been forced to make cutbacks to this	22%	21%	24%	27%	21%	17%	16%	22%	21%	25%
	I have made cutbacks to this, but not because I was forced to	15%	15%	15%	14%	17%	15%	10%	17%	15%	19%
	I have not made cutbacks to this	37%	41%	32%	36%	41%	43%	26%	40%	37%	39%
	Don't know	2%	2%	2%	2%	3%	2%	2%	2%	2%	1%
	N/A - I was not spending money on this in the first place	24%	21%	27%	22%	18%	23%	45%	20%	25%	16%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Scotland
Staple essential food items		
Unweighted base	2117	188
Base: All GB Adults	2117	186
Yes, I have been forced to make cutbacks to this	21%	22%
I have made cutbacks to this, but not because I was forced to	15%	13%
I have not made cutbacks to this	59%	60%
Don't know	3%	3%
N/A - I was not spending money on this in the first place	2%	1%
Non-essential food items (e.g. chocolates, biscuits, soft drinks, etc.)		
Unweighted base	2133	170
Base: All GB Adults	2133	170
Yes, I have been forced to make cutbacks to this	26%	33%
I have made cutbacks to this, but not because I was forced to	26%	22%
I have not made cutbacks to this	39%	37%
Don't know	2%	3%
N/A - I was not spending money on this in the first place	6%	4%
Petrol/ diesel		
Unweighted base	2213	183
Base: All GB Adults	2215	181
Yes, I have been forced to make cutbacks to this	22%	29%
I have made cutbacks to this, but not because I was forced to	15%	14%
I have not made cutbacks to this	37%	36%
Don't know	2%	1%
N/A - I was not spending money on this in the first place	24%	20%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Working Status						Not working/ Other
		Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	
Staple essential food items								
Unweighted base	2117	926	293	1219	99	540	82	177
Base: All GB Adults	2117	929	295	1224	115	510	87	180
Yes, I have been forced to make cutbacks to this	21%	19%	27%	21%	16%	11%	41%	40%
I have made cutbacks to this, but not because I was forced to	15%	16%	16%	16%	22%	13%	11%	12%
I have not made cutbacks to this	59%	62%	52%	59%	48%	74%	37%	38%
Don't know	3%	1%	2%	2%	12%	1%	7%	7%
N/A - I was not spending money on this in the first place	2%	1%	2%	2%	2%	1%	4%	3%
Non-essential food items (e.g. chocolates, biscuits, soft drinks, etc.)								
Unweighted base	2133	925	313	1238	111	517	72	195
Base: All GB Adults	2133	928	317	1244	129	487	77	197
Yes, I have been forced to make cutbacks to this	26%	25%	32%	27%	28%	16%	38%	45%
I have made cutbacks to this, but not because I was forced to	26%	30%	25%	28%	26%	24%	20%	20%
I have not made cutbacks to this	39%	41%	39%	40%	27%	48%	29%	23%
Don't know	2%	2%	1%	1%	10%	1%	1%	3%
N/A - I was not spending money on this in the first place	6%	3%	4%	3%	9%	11%	11%	9%
Petrol/ diesel								
Unweighted base	2213	967	327	1294	91	529	86	213
Base: All GB Adults	2215	971	331	1302	105	499	90	219
Yes, I have been forced to make cutbacks to this	22%	24%	22%	23%	23%	15%	26%	31%
I have made cutbacks to this, but not because I was forced to	15%	14%	15%	14%	10%	21%	9%	10%
I have not made cutbacks to this	37%	40%	38%	40%	18%	43%	16%	26%
Don't know	2%	1%	2%	1%	11%	1%	1%	6%
N/A - I was not spending money on this in the first place	24%	21%	23%	21%	39%	21%	49%	28%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
		0	1	2	3+			
Staple essential food items								
	Unweighted base	2117	1509	250	239	65	554	54
	Base: All GB Adults	2117	1494	252	242	70	565	58
	Yes, I have been forced to make cutbacks to this	21%	18%	27%	26%	34%	27%	19%
	I have made cutbacks to this, but not because I was forced to	15%	15%	16%	20%	6%	17%	19%
	I have not made cutbacks to this	59%	64%	53%	49%	50%	51%	33%
	Don't know	3%	2%	3%	3%	9%	4%	21%
	N/A - I was not spending money on this in the first place	2%	2%	1%	2%	2%	1%	8%
Non-essential food items (e.g. chocolates, biscuits, soft drinks, etc.)								
	Unweighted base	2133	1505	270	235	67	572	56
	Base: All GB Adults	2133	1487	276	239	70	585	61
	Yes, I have been forced to make cutbacks to this	26%	23%	32%	35%	40%	34%	33%
	I have made cutbacks to this, but not because I was forced to	26%	25%	28%	33%	22%	29%	26%
	I have not made cutbacks to this	39%	43%	35%	28%	35%	32%	21%
	Don't know	2%	2%	2%	1%	3%	2%	13%
	N/A - I was not spending money on this in the first place	6%	7%	3%	2%	-	3%	8%
Petrol/ diesel								
	Unweighted base	2213	1575	265	232	75	572	66
	Base: All GB Adults	2215	1565	269	235	78	582	68
	Yes, I have been forced to make cutbacks to this	22%	19%	32%	28%	26%	29%	25%
	I have made cutbacks to this, but not because I was forced to	15%	15%	13%	17%	13%	15%	10%
	I have not made cutbacks to this	37%	38%	33%	41%	36%	37%	28%
	Don't know	2%	1%	2%	4%	4%	3%	10%
	N/A - I was not spending money on this in the first place	24%	27%	20%	9%	20%	16%	27%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

		Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?						
Total		£0-19,999	£20,000 – 39,999	£40,000 – 59,999	£60,000+	Don't know	Prefer not to answer	
Gym membership								
	Unweighted base	2077	371	536	320	333	107	340
	Base: All GB Adults	2082	371	539	320	329	113	340
	Yes, I have been forced to make cutbacks to this	8%	9%	9%	8%	7%	8%	7%
	I have made cutbacks to this, but not because I was forced to	4%	4%	5%	2%	4%	4%	2%
	I have not made cutbacks to this	14%	8%	10%	19%	25%	10%	12%
	Don't know	1%	2%	1%	1%	1%	6%	1%
	N/A - I was not spending money on this in the first place	72%	78%	75%	69%	63%	71%	79%
Monthly mobile phone contract								
	Unweighted base	2179	399	551	340	344	139	329
	Base: All GB Adults	2177	399	550	340	337	145	329
	Yes, I have been forced to make cutbacks to this	12%	14%	15%	10%	7%	11%	9%
	I have made cutbacks to this, but not because I was forced to	12%	12%	10%	16%	12%	6%	11%
	I have not made cutbacks to this	64%	56%	67%	67%	73%	54%	62%
	Don't know	2%	3%	1%	1%	0%	5%	3%
	N/A - I was not spending money on this in the first place	11%	16%	7%	6%	7%	24%	15%
Digital television subscription (e.g. Sky, Virgin Media, but not including TV licence)								
	Unweighted base	2165	414	546	300	374	127	338
	Base: All GB Adults	2164	421	548	296	365	133	336
	Yes, I have been forced to make cutbacks to this	17%	22%	21%	13%	12%	14%	15%
	I have made cutbacks to this, but not because I was forced to	12%	10%	11%	13%	15%	9%	10%
	I have not made cutbacks to this	39%	27%	40%	47%	53%	33%	35%
	Don't know	2%	2%	1%	2%	-	7%	2%
	N/A - I was not spending money on this in the first place	30%	40%	27%	25%	20%	38%	38%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
Gym membership								
Unweighted base	2077	984	1093	217	312	397	327	824
Base: All GB Adults	2082	1004	1078	253	310	392	327	802
Yes, I have been forced to make cutbacks to this	8%	9%	8%	12%	13%	14%	7%	3%
I have made cutbacks to this, but not because I was forced to	4%	4%	4%	10%	6%	5%	3%	1%
I have not made cutbacks to this	14%	15%	13%	18%	21%	18%	11%	9%
Don't know	1%	1%	2%	5%	2%	1%	1%	0%
N/A - I was not spending money on this in the first place	72%	72%	73%	54%	58%	62%	78%	87%
Monthly mobile phone contract								
Unweighted base	2179	1078	1101	219	327	421	324	888
Base: All GB Adults	2177	1092	1086	251	325	418	324	859
Yes, I have been forced to make cutbacks to this	12%	10%	13%	15%	13%	19%	13%	7%
I have made cutbacks to this, but not because I was forced to	12%	12%	11%	14%	14%	13%	12%	9%
I have not made cutbacks to this	64%	65%	63%	47%	62%	58%	66%	72%
Don't know	2%	2%	2%	9%	2%	2%	1%	0%
N/A - I was not spending money on this in the first place	11%	11%	11%	15%	9%	8%	9%	13%
Digital television subscription (e.g. Sky, Virgin Media, but not including TV licence)								
Unweighted base	2165	1019	1146	202	309	420	336	898
Base: All GB Adults	2164	1032	1131	235	303	415	337	873
Yes, I have been forced to make cutbacks to this	17%	16%	18%	18%	20%	26%	18%	11%
I have made cutbacks to this, but not because I was forced to	12%	11%	12%	14%	14%	13%	12%	9%
I have not made cutbacks to this	39%	41%	37%	29%	37%	37%	44%	41%
Don't know	2%	2%	2%	6%	2%	2%	1%	1%
N/A - I was not spending money on this in the first place	30%	30%	31%	33%	27%	21%	25%	37%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Social Grade		Region						
		ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Gym membership										
Unweighted base	2077	1189	888	503	350	196	272	469	1790	115
Base: All GB Adults	2082	1164	918	510	356	196	276	463	1800	113
Yes, I have been forced to make cutbacks to this	8%	8%	9%	9%	8%	6%	8%	8%	8%	6%
I have made cutbacks to this, but not because I was forced to	4%	5%	2%	4%	4%	2%	6%	4%	4%	3%
I have not made cutbacks to this	14%	18%	9%	12%	14%	16%	16%	16%	14%	10%
Don't know	1%	1%	2%	1%	2%	1%	1%	1%	1%	3%
N/A - I was not spending money on this in the first place	72%	68%	78%	74%	72%	75%	69%	72%	72%	78%
Monthly mobile phone contract										
Unweighted base	2179	1285	894	495	358	202	294	517	1866	120
Base: All GB Adults	2177	1257	920	502	360	199	297	508	1867	118
Yes, I have been forced to make cutbacks to this	12%	10%	14%	14%	11%	9%	13%	11%	12%	11%
I have made cutbacks to this, but not because I was forced to	12%	12%	11%	12%	11%	15%	12%	11%	12%	11%
I have not made cutbacks to this	64%	67%	59%	62%	64%	65%	65%	65%	64%	59%
Don't know	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%
N/A - I was not spending money on this in the first place	11%	9%	14%	10%	12%	9%	8%	11%	10%	17%
Digital television subscription (e.g. Sky, Virgin Media, but not including TV licence)										
Unweighted base	2165	1246	919	507	357	182	304	501	1851	96
Base: All GB Adults	2164	1217	946	519	361	179	307	489	1855	94
Yes, I have been forced to make cutbacks to this	17%	14%	21%	17%	20%	18%	15%	14%	17%	17%
I have made cutbacks to this, but not because I was forced to	12%	14%	9%	11%	11%	8%	16%	13%	12%	9%
I have not made cutbacks to this	39%	42%	35%	39%	34%	41%	39%	40%	38%	47%
Don't know	2%	1%	2%	2%	1%	1%	3%	1%	2%	3%
N/A - I was not spending money on this in the first place	30%	29%	33%	31%	33%	32%	27%	31%	31%	24%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Scotland
Gym membership		
Unweighted base	2077	172
Base: All GB Adults	2082	169
Yes, I have been forced to make cutbacks to this	8%	13%
I have made cutbacks to this, but not because I was forced to	4%	2%
I have not made cutbacks to this	14%	15%
Don't know	1%	1%
N/A - I was not spending money on this in the first place	72%	69%
Monthly mobile phone contract		
Unweighted base	2179	193
Base: All GB Adults	2177	193
Yes, I have been forced to make cutbacks to this	12%	11%
I have made cutbacks to this, but not because I was forced to	12%	10%
I have not made cutbacks to this	64%	63%
Don't know	2%	2%
N/A - I was not spending money on this in the first place	11%	13%
Digital television subscription (e.g. Sky, Virgin Media, but not including TV licence)		
Unweighted base	2165	218
Base: All GB Adults	2164	214
Yes, I have been forced to make cutbacks to this	17%	20%
I have made cutbacks to this, but not because I was forced to	12%	9%
I have not made cutbacks to this	39%	40%
Don't know	2%	2%
N/A - I was not spending money on this in the first place	30%	29%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Working Status						Not working/ Other
		Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	
Gym membership								
Unweighted base	2077	905	307	1212	110	498	74	183
Base: All GB Adults	2082	909	312	1221	124	472	82	183
Yes, I have been forced to make cutbacks to this	8%	11%	7%	10%	13%	2%	12%	8%
I have made cutbacks to this, but not because I was forced to	4%	5%	3%	4%	8%	2%	4%	5%
I have not made cutbacks to this	14%	19%	10%	17%	16%	10%	7%	8%
Don't know	1%	1%	3%	1%	6%	1%	2%	2%
N/A - I was not spending money on this in the first place	72%	64%	77%	68%	58%	86%	75%	78%
Monthly mobile phone contract								
Unweighted base	2179	968	305	1273	111	523	73	199
Base: All GB Adults	2177	971	309	1280	125	491	79	202
Yes, I have been forced to make cutbacks to this	12%	13%	13%	13%	15%	3%	22%	19%
I have made cutbacks to this, but not because I was forced to	12%	13%	14%	13%	9%	8%	11%	10%
I have not made cutbacks to this	64%	66%	61%	65%	51%	72%	48%	53%
Don't know	2%	1%	1%	1%	13%	1%	1%	2%
N/A - I was not spending money on this in the first place	11%	7%	10%	8%	13%	15%	17%	16%
Digital television subscription (e.g. Sky, Virgin Media, but not including TV licence)								
Unweighted base	2165	903	311	1214	107	540	92	212
Base: All GB Adults	2164	900	315	1215	123	511	100	215
Yes, I have been forced to make cutbacks to this	17%	18%	19%	18%	15%	8%	30%	27%
I have made cutbacks to this, but not because I was forced to	12%	14%	12%	13%	11%	9%	9%	10%
I have not made cutbacks to this	39%	43%	37%	42%	33%	42%	28%	27%
Don't know	2%	2%	1%	2%	5%	1%	2%	3%
N/A - I was not spending money on this in the first place	30%	23%	32%	25%	37%	40%	31%	33%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
		0	1	2	3+			
Gym membership								
	Unweighted base	2077	1462	260	223	73	556	59
	Base: All GB Adults	2082	1451	266	227	77	569	62
	Yes, I have been forced to make cutbacks to this	8%	7%	10%	8%	24%	11%	17%
	I have made cutbacks to this, but not because I was forced to	4%	3%	4%	6%	13%	6%	6%
	I have not made cutbacks to this	14%	14%	10%	22%	12%	15%	10%
	Don't know	1%	1%	1%	3%	1%	2%	11%
	N/A - I was not spending money on this in the first place	72%	76%	74%	61%	50%	66%	55%
Monthly mobile phone contract								
	Unweighted base	2179	1557	263	220	80	563	59
	Base: All GB Adults	2177	1537	268	225	85	577	63
	Yes, I have been forced to make cutbacks to this	12%	9%	17%	17%	23%	18%	18%
	I have made cutbacks to this, but not because I was forced to	12%	10%	18%	14%	14%	16%	13%
	I have not made cutbacks to this	64%	68%	56%	58%	49%	55%	37%
	Don't know	2%	1%	2%	4%	7%	3%	10%
	N/A - I was not spending money on this in the first place	11%	12%	8%	7%	8%	7%	23%
Digital television subscription (e.g. Sky, Virgin Media, but not including TV licence)								
	Unweighted base	2165	1560	245	214	88	547	58
	Base: All GB Adults	2164	1549	246	214	93	553	62
	Yes, I have been forced to make cutbacks to this	17%	15%	23%	21%	36%	24%	16%
	I have made cutbacks to this, but not because I was forced to	12%	11%	14%	16%	20%	16%	3%
	I have not made cutbacks to this	39%	39%	41%	41%	29%	39%	38%
	Don't know	2%	1%	2%	1%	2%	2%	18%
	N/A - I was not spending money on this in the first place	30%	35%	21%	20%	14%	19%	25%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

		Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?						
Total		£0-19,999	£20,000 – 39,999	£40,000 – 59,999	£60,000+	Don't know	Prefer not to answer	
Home broadband subscription								
	Unweighted base	2127	388	549	296	347	126	345
	Base: All GB Adults	2132	392	551	296	339	133	343
	Yes, I have been forced to make cutbacks to this	11%	18%	12%	12%	4%	11%	10%
	I have made cutbacks to this, but not because I was forced to	9%	12%	10%	10%	9%	5%	7%
	I have not made cutbacks to this	68%	58%	71%	70%	77%	49%	68%
	Don't know	4%	5%	2%	3%	3%	12%	5%
	N/A - I was not spending money on this in the first place	8%	9%	6%	5%	6%	22%	9%
Car/ vehicle insurance								
	Unweighted base	2128	398	525	320	340	118	342
	Base: All GB Adults	2114	398	522	314	332	122	339
	Yes, I have been forced to make cutbacks to this	9%	12%	8%	8%	7%	7%	8%
	I have made cutbacks to this, but not because I was forced to	6%	8%	6%	5%	9%	3%	6%
	I have not made cutbacks to this	58%	37%	62%	70%	69%	38%	58%
	Don't know	2%	2%	1%	1%	0%	9%	4%
	N/A - I was not spending money on this in the first place	25%	42%	22%	16%	15%	44%	24%
Home/ contents insurance								
	Unweighted base	2086	389	520	312	347	121	327
	Base: All GB Adults	2092	392	521	313	338	129	330
	Yes, I have been forced to make cutbacks to this	8%	14%	8%	4%	4%	9%	6%
	I have made cutbacks to this, but not because I was forced to	6%	8%	7%	5%	6%	4%	5%
	I have not made cutbacks to this	63%	45%	65%	78%	76%	33%	64%
	Don't know	4%	4%	3%	1%	3%	11%	5%
	N/A - I was not spending money on this in the first place	20%	29%	17%	11%	11%	43%	20%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55+	
Home broadband subscription									
	Unweighted base	2127	1016	1111	206	322	380	322	897
	Base: All GB Adults	2132	1036	1096	241	321	376	323	872
	Yes, I have been forced to make cutbacks to this	11%	9%	13%	18%	10%	15%	13%	8%
	I have made cutbacks to this, but not because I was forced to	9%	10%	8%	8%	8%	10%	10%	9%
	I have not made cutbacks to this	68%	69%	66%	36%	68%	68%	67%	76%
	Don't know	4%	4%	3%	12%	5%	4%	5%	1%
	N/A - I was not spending money on this in the first place	8%	8%	9%	26%	10%	3%	6%	6%
Car/ vehicle insurance									
	Unweighted base	2128	1020	1108	178	323	393	336	898
	Base: All GB Adults	2114	1024	1090	205	317	386	335	872
	Yes, I have been forced to make cutbacks to this	9%	8%	9%	15%	9%	13%	8%	5%
	I have made cutbacks to this, but not because I was forced to	6%	6%	7%	9%	7%	4%	8%	6%
	I have not made cutbacks to this	58%	58%	57%	27%	51%	56%	59%	68%
	Don't know	2%	3%	1%	8%	4%	1%	0%	1%
	N/A - I was not spending money on this in the first place	25%	24%	26%	42%	29%	25%	25%	20%
Home/ contents insurance									
	Unweighted base	2086	990	1096	214	324	399	319	830
	Base: All GB Adults	2092	1009	1084	249	323	394	319	808
	Yes, I have been forced to make cutbacks to this	8%	7%	9%	11%	9%	9%	10%	5%
	I have made cutbacks to this, but not because I was forced to	6%	5%	7%	8%	6%	6%	5%	7%
	I have not made cutbacks to this	63%	62%	64%	20%	54%	62%	66%	79%
	Don't know	4%	4%	3%	15%	4%	2%	2%	1%
	N/A - I was not spending money on this in the first place	20%	21%	18%	45%	28%	21%	18%	9%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Social Grade		Region							
		ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	
Home broadband subscription											
	Unweighted base	2127	1271	856	501	363	205	285	508	1862	97
	Base: All GB Adults	2132	1254	878	507	368	202	291	503	1871	96
	Yes, I have been forced to make cutbacks to this	11%	10%	14%	11%	13%	12%	12%	10%	11%	17%
	I have made cutbacks to this, but not because I was forced to	9%	9%	9%	7%	10%	11%	10%	10%	9%	5%
	I have not made cutbacks to this	68%	71%	63%	68%	67%	62%	65%	70%	67%	67%
	Don't know	4%	3%	5%	5%	3%	6%	2%	3%	4%	4%
	N/A - I was not spending money on this in the first place	8%	7%	9%	10%	7%	9%	10%	7%	9%	7%
Car/ vehicle insurance											
	Unweighted base	2128	1220	908	505	345	216	283	519	1868	88
	Base: All GB Adults	2114	1192	922	507	346	209	286	512	1860	87
	Yes, I have been forced to make cutbacks to this	9%	7%	10%	9%	8%	11%	8%	10%	9%	7%
	I have made cutbacks to this, but not because I was forced to	6%	6%	7%	7%	8%	6%	5%	8%	7%	2%
	I have not made cutbacks to this	58%	65%	49%	59%	60%	58%	41%	63%	57%	68%
	Don't know	2%	2%	2%	2%	2%	2%	2%	1%	2%	4%
	N/A - I was not spending money on this in the first place	25%	20%	32%	24%	22%	23%	44%	18%	25%	19%
Home/ contents insurance											
	Unweighted base	2086	1178	908	503	352	199	268	472	1794	104
	Base: All GB Adults	2092	1157	935	509	357	194	276	466	1803	102
	Yes, I have been forced to make cutbacks to this	8%	6%	10%	6%	8%	5%	9%	9%	8%	10%
	I have made cutbacks to this, but not because I was forced to	6%	6%	6%	6%	5%	3%	8%	7%	6%	12%
	I have not made cutbacks to this	63%	69%	56%	67%	63%	69%	49%	65%	63%	58%
	Don't know	4%	4%	3%	4%	4%	4%	3%	3%	3%	5%
	N/A - I was not spending money on this in the first place	20%	15%	25%	17%	19%	20%	30%	17%	20%	16%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Scotland
Home broadband subscription		
Unweighted base	2127	168
Base: All GB Adults	2132	164
Yes, I have been forced to make cutbacks to this	11%	9%
I have made cutbacks to this, but not because I was forced to	9%	10%
I have not made cutbacks to this	68%	72%
Don't know	4%	4%
N/A - I was not spending money on this in the first place	8%	5%
Car/ vehicle insurance		
Unweighted base	2128	172
Base: All GB Adults	2114	168
Yes, I have been forced to make cutbacks to this	9%	5%
I have made cutbacks to this, but not because I was forced to	6%	5%
I have not made cutbacks to this	58%	57%
Don't know	2%	4%
N/A - I was not spending money on this in the first place	25%	29%
Home/ contents insurance		
Unweighted base	2086	188
Base: All GB Adults	2092	188
Yes, I have been forced to make cutbacks to this	8%	8%
I have made cutbacks to this, but not because I was forced to	6%	6%
I have not made cutbacks to this	63%	63%
Don't know	4%	4%
N/A - I was not spending money on this in the first place	20%	19%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Working Status						Not working/ Other
		Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	
Home broadband subscription								
Unweighted base	2127	898	300	1198	98	535	71	225
Base: All GB Adults	2132	904	305	1209	111	505	76	230
Yes, I have been forced to make cutbacks to this	11%	9%	16%	11%	13%	6%	19%	20%
I have made cutbacks to this, but not because I was forced to	9%	11%	9%	10%	3%	8%	5%	9%
I have not made cutbacks to this	68%	70%	63%	68%	50%	79%	51%	53%
Don't know	4%	2%	4%	3%	14%	1%	10%	8%
N/A - I was not spending money on this in the first place	8%	8%	8%	8%	20%	5%	16%	10%
Car/ vehicle insurance								
Unweighted base	2128	941	293	1234	92	527	74	201
Base: All GB Adults	2114	936	297	1233	103	497	79	202
Yes, I have been forced to make cutbacks to this	9%	10%	9%	10%	9%	4%	10%	13%
I have made cutbacks to this, but not because I was forced to	6%	7%	6%	7%	7%	6%	8%	5%
I have not made cutbacks to this	58%	62%	65%	63%	28%	67%	17%	38%
Don't know	2%	1%	2%	1%	11%	0%	4%	4%
N/A - I was not spending money on this in the first place	25%	20%	18%	20%	45%	23%	61%	40%
Home/ contents insurance								
Unweighted base	2086	909	305	1214	99	494	63	216
Base: All GB Adults	2092	912	312	1224	112	468	69	219
Yes, I have been forced to make cutbacks to this	8%	8%	7%	7%	10%	4%	11%	14%
I have made cutbacks to this, but not because I was forced to	6%	6%	9%	7%	7%	7%	2%	4%
I have not made cutbacks to this	63%	67%	60%	65%	21%	80%	27%	47%
Don't know	4%	2%	4%	2%	17%	2%	10%	6%
N/A - I was not spending money on this in the first place	20%	18%	21%	19%	46%	7%	49%	29%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
		0	1	2	3+			
Home broadband subscription								
	Unweighted base	2127	1563	247	194	73	514	50
	Base: All GB Adults	2132	1556	250	195	79	523	53
	Yes, I have been forced to make cutbacks to this	11%	10%	15%	11%	26%	15%	22%
	I have made cutbacks to this, but not because I was forced to	9%	8%	12%	13%	19%	13%	6%
	I have not made cutbacks to this	68%	71%	63%	68%	33%	60%	36%
	Don't know	4%	3%	2%	3%	15%	4%	16%
	N/A - I was not spending money on this in the first place	8%	8%	8%	5%	8%	7%	20%
Car/ vehicle insurance								
	Unweighted base	2128	1559	263	197	71	531	38
	Base: All GB Adults	2114	1539	266	197	73	535	40
	Yes, I have been forced to make cutbacks to this	9%	7%	10%	14%	17%	13%	25%
	I have made cutbacks to this, but not because I was forced to	6%	6%	6%	8%	17%	8%	5%
	I have not made cutbacks to this	58%	58%	61%	64%	49%	60%	16%
	Don't know	2%	1%	3%	3%	3%	3%	15%
	N/A - I was not spending money on this in the first place	25%	28%	20%	11%	15%	16%	39%
Home/ contents insurance								
	Unweighted base	2086	1470	258	232	70	560	56
	Base: All GB Adults	2092	1464	263	233	73	569	60
	Yes, I have been forced to make cutbacks to this	8%	7%	9%	7%	22%	10%	14%
	I have made cutbacks to this, but not because I was forced to	6%	6%	5%	9%	9%	7%	9%
	I have not made cutbacks to this	63%	65%	61%	68%	41%	61%	22%
	Don't know	4%	3%	7%	2%	6%	5%	15%
	N/A - I was not spending money on this in the first place	20%	20%	19%	14%	22%	18%	40%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

Total	Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?					
	£0-19,999	£20,000 – 39,999	£40,000 – 59,999	£60,000+	Don't know	Prefer not to answer

You have said you were forced to make cutbacks in terms of household spending on the following since November 2021. In each case, please say what form those cutbacks have taken. Please select all that apply

Alcohol								
	Unweighted base	339	74	98	50	42	14	44
	Base: All GB Adults	345	76	101	51	41	14	44
	I have stopped buying/ spending money on this altogether	23%	22%	27%	21%	25%	40%	17%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	38%	43%	34%	33%	38%	44%	42%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	38%	30%	46%	45%	42%	35%	23%
	Something else	10%	10%	5%	7%	5%	21%	22%
	Don't know	3%	3%	3%	4%	-	-	8%
Clothes								
	Unweighted base	621	136	185	90	67	21	88
	Base: All GB Adults	623	138	187	90	66	22	87
	I have stopped buying/ spending money on this altogether	31%	41%	30%	27%	22%	47%	29%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	36%	31%	37%	38%	33%	45%	40%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	42%	34%	43%	43%	59%	39%	38%
	Something else	3%	1%	5%	2%	-	-	3%
	Don't know	1%	1%	1%	-	-	-	1%
Household essentials (e.g. cleaning products, toilet roll, etc.)								
	Unweighted base	459	114	119	66	43	21	70
	Base: All GB Adults	461	115	121	65	42	22	70
	I have stopped buying/ spending money on this altogether	12%	14%	14%	6%	5%	11%	13%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	73%	69%	71%	85%	72%	54%	71%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	23%	30%	22%	17%	30%	25%	18%
	Something else	2%	3%	1%	3%	7%	-	-
	Don't know	2%	-	2%	2%	-	10%	3%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

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

You have said you were forced to make cutbacks in terms of household spending on the following since November 2021. In each case, please say what form those cutbacks have taken. Please select all that apply

Alcohol									
	Unweighted base	339	160	179	34	68	83	52	102
	Base: All GB Adults	345	167	178	39	70	83	53	100
	I have stopped buying/ spending money on this altogether	23%	25%	21%	28%	28%	22%	19%	21%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	38%	36%	40%	60%	41%	35%	37%	31%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	38%	40%	36%	33%	40%	43%	36%	35%
	Something else	10%	8%	12%	-	10%	6%	13%	15%
	Don't know	3%	4%	2%	-	5%	1%	2%	5%
Clothes									
	Unweighted base	621	230	391	59	117	161	97	187
	Base: All GB Adults	623	236	388	68	114	159	97	185
	I have stopped buying/ spending money on this altogether	31%	36%	29%	51%	24%	36%	28%	26%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	36%	35%	37%	46%	43%	31%	41%	30%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	42%	39%	45%	36%	48%	40%	41%	44%
	Something else	3%	3%	3%	6%	-	2%	1%	5%
	Don't know	1%	1%	0%	-	1%	1%	-	1%
Household essentials (e.g. cleaning products, toilet roll, etc.)									
	Unweighted base	459	174	285	38	80	120	87	134
	Base: All GB Adults	461	179	282	44	80	118	87	132
	I have stopped buying/ spending money on this altogether	12%	14%	10%	36%	7%	12%	13%	4%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	73%	69%	75%	55%	81%	72%	73%	74%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	23%	25%	21%	25%	27%	23%	20%	21%
	Something else	2%	3%	1%	5%	4%	3%	-	1%
	Don't know	2%	2%	2%	10%	1%	-	-	3%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

Total	Social Grade		Region						
	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales

You have said you were forced to make cutbacks in terms of household spending on the following since November 2021. In each case, please say what form those cutbacks have taken. Please select all that apply

Alcohol											
	Unweighted base	339	167	172	88	56	25	34	92	295	22
	Base: All GB Adults	345	167	178	91	56	25	36	93	301	21
	I have stopped buying/ spending money on this altogether	23%	23%	24%	19%	24%	24%	44%	19%	23%	17%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	38%	38%	38%	41%	40%	44%	24%	40%	39%	32%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	38%	40%	36%	38%	36%	36%	28%	45%	38%	50%
	Something else	10%	9%	11%	12%	9%	12%	11%	6%	10%	10%
	Don't know	3%	2%	4%	2%	3%	4%	3%	4%	3%	-
Clothes											
	Unweighted base	621	304	317	166	85	61	86	141	539	26
	Base: All GB Adults	623	299	325	168	86	62	86	140	542	26
	I have stopped buying/ spending money on this altogether	31%	26%	36%	28%	37%	31%	37%	22%	30%	39%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	36%	37%	35%	38%	40%	38%	31%	39%	37%	24%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	42%	47%	38%	44%	37%	44%	46%	44%	43%	54%
	Something else	3%	3%	2%	1%	3%	5%	2%	3%	3%	-
	Don't know	1%	1%	-	1%	1%	-	-	2%	1%	-
Household essentials (e.g. cleaning products, toilet roll, etc.)											
	Unweighted base	459	220	239	115	72	44	54	111	396	27
	Base: All GB Adults	461	216	245	117	71	44	56	111	399	26
	I have stopped buying/ spending money on this altogether	12%	12%	11%	12%	12%	22%	15%	8%	12%	3%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	73%	71%	74%	74%	73%	68%	56%	78%	72%	81%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	23%	23%	22%	26%	15%	18%	29%	20%	22%	26%
	Something else	2%	4%	0%	1%	1%	-	5%	2%	2%	4%
	Don't know	2%	3%	1%	3%	3%	3%	2%	1%	2%	4%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

Total	
	Scotland

You have said you were forced to make cutbacks in terms of household spending on the following since November 2021. In each case, please say what form those cutbacks have taken. Please select all that apply

Alcohol			
	Unweighted base	339	22
	Base: All GB Adults	345	23
I have stopped buying/ spending money on this altogether		23%	29%
I have reduced the amount I spend on this by switching to a cheaper alternative/s		38%	33%
I have reduced the amount I spend on this by buying it/ doing it less frequently		38%	21%
Something else		10%	13%
Don't know		3%	4%
Clothes			
	Unweighted base	621	56
	Base: All GB Adults	623	56
I have stopped buying/ spending money on this altogether		31%	45%
I have reduced the amount I spend on this by switching to a cheaper alternative/s		36%	31%
I have reduced the amount I spend on this by buying it/ doing it less frequently		42%	31%
Something else		3%	5%
Don't know		1%	-
Household essentials (e.g. cleaning products, toilet roll, etc.)			
	Unweighted base	459	36
	Base: All GB Adults	461	36
I have stopped buying/ spending money on this altogether		12%	8%
I have reduced the amount I spend on this by switching to a cheaper alternative/s		73%	74%
I have reduced the amount I spend on this by buying it/ doing it less frequently		23%	31%
Something else		2%	3%
Don't know		2%	-

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

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

You have said you were forced to make cutbacks in terms of household spending on the following since November 2021. In each case, please say what form those cutbacks have taken. Please select all that apply

Alcohol									
	Unweighted base	339	149	50	199	22	58	17	43
	Base: All GB Adults	345	152	52	203	24	55	19	44
	I have stopped buying/ spending money on this altogether	23%	20%	26%	22%	14%	22%	39%	30%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	38%	36%	40%	37%	66%	33%	18%	44%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	38%	46%	38%	44%	30%	31%	11%	33%
	Something else	10%	8%	12%	9%	12%	12%	19%	7%
	Don't know	3%	1%	-	1%	-	8%	14%	2%
Clothes									
	Unweighted base	621	281	103	384	33	76	33	95
	Base: All GB Adults	623	281	104	385	36	72	35	96
	I have stopped buying/ spending money on this altogether	31%	30%	24%	28%	46%	35%	39%	32%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	36%	40%	41%	40%	29%	20%	42%	34%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	42%	44%	41%	44%	48%	40%	35%	40%
	Something else	3%	1%	6%	3%	4%	4%	-	3%
	Don't know	1%	1%	-	1%	-	3%	-	-
Household essentials (e.g. cleaning products, toilet roll, etc.)									
	Unweighted base	459	187	74	261	25	69	25	79
	Base: All GB Adults	461	187	74	261	28	66	27	79
	I have stopped buying/ spending money on this altogether	12%	11%	14%	12%	22%	4%	19%	11%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	73%	77%	73%	76%	58%	67%	81%	68%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	23%	19%	21%	20%	25%	25%	20%	31%
	Something else	2%	2%	5%	3%	3%	-	-	-
	Don't know	2%	1%	4%	2%	8%	4%	-	-

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

You have said you were forced to make cutbacks in terms of household spending on the following since November 2021. In each case, please say what form those cutbacks have taken. Please select all that apply

Alcohol								
	Unweighted base	339	211	57	34	18	109	19
	Base: All GB Adults	345	212	59	35	19	112	21
	I have stopped buying/ spending money on this altogether	23%	19%	22%	34%	42%	29%	31%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	38%	35%	45%	46%	31%	43%	43%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	38%	41%	34%	29%	47%	35%	27%
	Something else	10%	12%	6%	8%	-	6%	9%
	Don't know	3%	4%	-	-	-	-	10%
Clothes								
	Unweighted base	621	384	91	84	43	218	19
	Base: All GB Adults	623	382	93	83	46	222	20
	I have stopped buying/ spending money on this altogether	31%	30%	30%	30%	39%	32%	47%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	36%	33%	31%	44%	53%	40%	43%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	42%	44%	45%	42%	37%	42%	19%
	Something else	3%	2%	4%	2%	3%	3%	6%
	Don't know	1%	0%	-	1%	3%	1%	-
Household essentials (e.g. cleaning products, toilet roll, etc.)								
	Unweighted base	459	282	61	64	35	160	17
	Base: All GB Adults	461	282	60	63	37	160	19
	I have stopped buying/ spending money on this altogether	12%	8%	9%	13%	26%	15%	42%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	73%	73%	73%	81%	66%	75%	52%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	23%	24%	24%	19%	24%	22%	5%
	Something else	2%	2%	2%	-	3%	1%	-
	Don't know	2%	2%	2%	2%	-	1%	6%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

		Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?						
Total		£0-19,999	£20,000 – 39,999	£40,000 – 59,999	£60,000+	Don't know	Prefer not to answer	
Luxury items								
	Unweighted base	682	135	188	90	98	43	94
	Base: All GB Adults	686	135	195	88	95	44	95
	I have stopped buying/ spending money on this altogether	43%	50%	49%	28%	29%	46%	50%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	34%	31%	34%	52%	26%	27%	25%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	28%	23%	24%	28%	47%	26%	26%
	Something else	1%	1%	1%	2%	1%	-	1%
	Don't know	1%	2%	1%	2%	-	4%	1%
Toiletries (e.g. toothpaste, deodorant, shampoo, etc.)								
	Unweighted base	424	108	118	50	43	18	65
	Base: All GB Adults	431	111	123	50	42	18	65
	I have stopped buying/ spending money on this altogether	9%	14%	7%	4%	2%	10%	12%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	76%	75%	78%	88%	77%	85%	67%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	21%	20%	21%	18%	20%	5%	25%
	Something else	2%	2%	1%	2%	8%	-	3%
	Don't know	1%	-	2%	-	-	-	4%
Cosmetics (e.g. face cream, perfume, mascara, etc.)								
	Unweighted base	416	109	106	63	40	18	55
	Base: All GB Adults	417	110	108	63	38	18	55
	I have stopped buying/ spending money on this altogether	29%	31%	30%	25%	23%	55%	30%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	45%	43%	43%	47%	49%	38%	47%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	32%	36%	28%	42%	33%	27%	27%
	Something else	3%	4%	4%	2%	-	-	3%
	Don't know	1%	-	2%	1%	-	-	2%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55+	
Luxury items									
	Unweighted base	682	284	398	65	124	174	116	203
	Base: All GB Adults	686	294	392	73	123	174	116	199
	I have stopped buying/ spending money on this altogether	43%	40%	45%	50%	32%	46%	43%	44%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	34%	37%	31%	33%	39%	36%	35%	28%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	28%	29%	27%	23%	33%	26%	33%	24%
	Something else	1%	2%	1%	1%	-	1%	-	2%
	Don't know	1%	1%	2%	1%	2%	1%	1%	2%
Toiletries (e.g. toothpaste, deodorant, shampoo, etc.)									
	Unweighted base	424	151	273	44	65	121	83	111
	Base: All GB Adults	431	159	271	50	66	122	84	110
	I have stopped buying/ spending money on this altogether	9%	12%	7%	13%	16%	8%	5%	5%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	76%	66%	83%	72%	71%	79%	86%	72%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	21%	26%	18%	29%	22%	21%	14%	22%
	Something else	2%	2%	2%	-	-	3%	1%	4%
	Don't know	1%	3%	-	-	3%	1%	-	2%
Cosmetics (e.g. face cream, perfume, mascara, etc.)									
	Unweighted base	416	114	302	39	83	114	74	106
	Base: All GB Adults	417	119	298	42	82	115	73	104
	I have stopped buying/ spending money on this altogether	29%	35%	27%	45%	33%	31%	19%	26%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	45%	41%	47%	33%	46%	45%	59%	39%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	32%	27%	34%	29%	34%	33%	29%	34%
	Something else	3%	5%	2%	2%	2%	2%	-	6%
	Don't know	1%	3%	0%	3%	1%	1%	1%	-

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Social Grade		Region							
		ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	
Luxury items											
	Unweighted base	682	375	307	167	112	59	86	164	588	27
	Base: All GB Adults	686	368	318	170	112	59	88	163	591	26
	I have stopped buying/ spending money on this altogether	43%	39%	47%	44%	49%	39%	40%	42%	43%	49%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	34%	38%	28%	36%	35%	36%	29%	34%	34%	15%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	28%	27%	28%	28%	20%	33%	28%	28%	27%	40%
	Something else	1%	1%	1%	1%	1%	3%	-	2%	1%	-
	Don't know	1%	1%	2%	1%	2%	-	6%	1%	1%	4%
Toiletries (e.g. toothpaste, deodorant, shampoo, etc.)											
	Unweighted base	424	210	214	99	62	37	59	98	355	24
	Base: All GB Adults	431	207	224	102	63	38	61	97	361	24
	I have stopped buying/ spending money on this altogether	9%	8%	9%	9%	8%	2%	8%	7%	8%	23%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	76%	77%	76%	73%	69%	88%	79%	78%	76%	78%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	21%	23%	19%	23%	32%	8%	25%	20%	22%	4%
	Something else	2%	1%	3%	1%	3%	2%	-	2%	2%	4%
	Don't know	1%	2%	1%	2%	1%	-	-	3%	1%	-
Cosmetics (e.g. face cream, perfume, mascara, etc.)											
	Unweighted base	416	220	196	118	66	33	55	89	361	16
	Base: All GB Adults	417	216	202	121	65	32	57	88	363	16
	I have stopped buying/ spending money on this altogether	29%	25%	34%	33%	27%	11%	30%	30%	29%	40%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	45%	47%	43%	40%	54%	61%	37%	49%	46%	36%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	32%	33%	31%	34%	29%	33%	40%	25%	32%	31%
	Something else	3%	4%	2%	2%	4%	3%	-	4%	3%	-
	Don't know	1%	1%	2%	-	-	-	2%	4%	1%	-

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

		Total	Scotland
Luxury items			
	Unweighted base	682	67
	Base: All GB Adults	686	68
	I have stopped buying/ spending money on this altogether	43%	37%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	34%	35%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	28%	28%
	Something else	1%	1%
	Don't know	1%	-
Toiletries (e.g. toothpaste, deodorant, shampoo, etc.)			
	Unweighted base	424	45
	Base: All GB Adults	431	46
	I have stopped buying/ spending money on this altogether	9%	9%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	76%	75%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	21%	20%
	Something else	2%	4%
	Don't know	1%	-
Cosmetics (e.g. face cream, perfume, mascara, etc.)			
	Unweighted base	416	39
	Base: All GB Adults	417	38
	I have stopped buying/ spending money on this altogether	29%	31%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	45%	38%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	32%	38%
	Something else	3%	3%
	Don't know	1%	-

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Working Status						Not working/ Other
		Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	
Luxury items								
Unweighted base	682	333	106	439	28	108	40	67
Base: All GB Adults	686	334	108	442	31	102	43	68
I have stopped buying/ spending money on this altogether	43%	39%	39%	39%	43%	48%	64%	49%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	34%	35%	41%	37%	43%	25%	27%	28%
I have reduced the amount I spend on this by buying it/ doing it less frequently	28%	32%	25%	30%	26%	22%	7%	32%
Something else	1%	1%	-	1%	3%	3%	-	1%
Don't know	1%	1%	1%	1%	-	4%	5%	-
Toiletries (e.g. toothpaste, deodorant, shampoo, etc.)								
Unweighted base	424	184	78	262	17	47	22	76
Base: All GB Adults	431	188	79	267	18	45	24	77
I have stopped buying/ spending money on this altogether	9%	6%	7%	7%	6%	13%	14%	12%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	76%	78%	78%	78%	83%	67%	69%	77%
I have reduced the amount I spend on this by buying it/ doing it less frequently	21%	19%	24%	21%	17%	25%	20%	21%
Something else	2%	3%	-	2%	5%	4%	-	1%
Don't know	1%	1%	1%	1%	-	2%	7%	-
Cosmetics (e.g. face cream, perfume, mascara, etc.)								
Unweighted base	416	175	93	268	15	48	19	66
Base: All GB Adults	417	174	94	269	16	45	20	67
I have stopped buying/ spending money on this altogether	29%	25%	28%	26%	29%	26%	51%	39%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	45%	45%	55%	48%	47%	33%	26%	45%
I have reduced the amount I spend on this by buying it/ doing it less frequently	32%	36%	27%	33%	24%	38%	27%	30%
Something else	3%	4%	1%	3%	-	6%	-	1%
Don't know	1%	2%	-	1%	-	-	8%	-

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
		0	1	2	3+			
Luxury items								
Unweighted base	682	424	103	100	35	238	20	
Base: All GB Adults	686	424	103	101	36	240	22	
I have stopped buying/ spending money on this altogether	43%	43%	36%	43%	60%	42%	40%	
I have reduced the amount I spend on this by switching to a cheaper alternative/s	34%	32%	37%	40%	37%	38%	28%	
I have reduced the amount I spend on this by buying it/ doing it less frequently	28%	28%	32%	22%	24%	27%	39%	
Something else	1%	1%	2%	2%	-	2%	-	
Don't know	1%	2%	-	2%	-	1%	4%	
Toiletries (e.g. toothpaste, deodorant, shampoo, etc.)								
Unweighted base	424	247	76	59	29	164	13	
Base: All GB Adults	431	251	77	58	30	166	14	
I have stopped buying/ spending money on this altogether	9%	9%	6%	7%	6%	6%	29%	
I have reduced the amount I spend on this by switching to a cheaper alternative/s	76%	71%	82%	87%	85%	84%	78%	
I have reduced the amount I spend on this by buying it/ doing it less frequently	21%	24%	20%	16%	13%	18%	-	
Something else	2%	3%	1%	-	-	1%	-	
Don't know	1%	2%	-	-	-	-	-	
Cosmetics (e.g. face cream, perfume, mascara, etc.)								
Unweighted base	416	238	62	67	34	163	15	
Base: All GB Adults	417	239	63	67	34	164	15	
I have stopped buying/ spending money on this altogether	29%	28%	32%	28%	31%	30%	47%	
I have reduced the amount I spend on this by switching to a cheaper alternative/s	45%	44%	46%	50%	49%	48%	33%	
I have reduced the amount I spend on this by buying it/ doing it less frequently	32%	34%	27%	33%	28%	30%	26%	
Something else	3%	4%	3%	-	-	1%	-	
Don't know	1%	1%	-	2%	-	1%	-	

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

		Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?						
Total		£0-19,999	£20,000 – 39,999	£40,000 – 59,999	£60,000+	Don't know	Prefer not to answer	
Eating out								
	Unweighted base	679	146	190	100	77	34	90
	Base: All GB Adults	685	145	194	102	76	36	91
	I have stopped buying/ spending money on this altogether	28%	42%	25%	29%	15%	29%	25%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	27%	23%	24%	31%	28%	34%	30%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	50%	41%	55%	47%	61%	41%	46%
	Something else	1%	1%	0%	-	-	9%	2%
	Don't know	1%	-	0%	1%	2%	3%	3%
Going to the cinema								
	Unweighted base	356	87	90	57	32	18	49
	Base: All GB Adults	358	86	91	58	31	18	50
	I have stopped buying/ spending money on this altogether	51%	59%	52%	52%	51%	52%	38%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	22%	15%	15%	17%	41%	37%	23%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	28%	27%	35%	28%	24%	11%	31%
	Something else	2%	3%	2%	3%	-	-	4%
	Don't know	1%	-	-	2%	-	-	4%
Day trips								
	Unweighted base	601	119	157	93	67	29	103
	Base: All GB Adults	611	120	163	95	65	30	104
	I have stopped buying/ spending money on this altogether	34%	49%	32%	27%	26%	36%	35%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	28%	20%	27%	32%	31%	35%	30%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	44%	35%	49%	49%	54%	38%	36%
	Something else	1%	1%	1%	2%	-	4%	3%
	Don't know	1%	1%	1%	1%	-	4%	4%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
Eating out								
Unweighted base	679	292	387	64	120	184	110	201
Base: All GB Adults	685	303	382	75	121	181	110	198
I have stopped buying/ spending money on this altogether	28%	33%	24%	24%	21%	31%	28%	30%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	27%	23%	30%	38%	37%	25%	22%	21%
I have reduced the amount I spend on this by buying it/ doing it less frequently	50%	45%	55%	50%	52%	50%	53%	49%
Something else	1%	2%	1%	3%	-	1%	1%	1%
Don't know	1%	2%	1%	2%	1%	0%	-	1%
Going to the cinema								
Unweighted base	356	135	221	35	75	95	74	77
Base: All GB Adults	358	141	218	40	75	94	74	76
I have stopped buying/ spending money on this altogether	51%	49%	52%	38%	50%	43%	61%	57%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	22%	24%	20%	45%	25%	23%	7%	18%
I have reduced the amount I spend on this by buying it/ doing it less frequently	28%	28%	29%	25%	31%	30%	28%	25%
Something else	2%	2%	3%	3%	-	4%	4%	1%
Don't know	1%	1%	1%	-	1%	1%	-	1%
Day trips								
Unweighted base	601	227	374	69	127	157	108	140
Base: All GB Adults	611	239	372	77	127	159	110	139
I have stopped buying/ spending money on this altogether	34%	37%	33%	30%	29%	39%	38%	33%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	28%	27%	28%	46%	27%	30%	29%	16%
I have reduced the amount I spend on this by buying it/ doing it less frequently	44%	42%	46%	42%	54%	36%	38%	51%
Something else	1%	2%	1%	1%	1%	1%	3%	1%
Don't know	1%	1%	1%	1%	1%	1%	1%	3%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Social Grade		Region							
		ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	
Eating out											
	Unweighted base	679	358	321	159	111	72	84	161	587	26
	Base: All GB Adults	685	352	333	161	113	71	87	163	594	27
	I have stopped buying/ spending money on this altogether	28%	23%	33%	27%	24%	16%	29%	31%	27%	26%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	27%	26%	28%	25%	34%	28%	29%	23%	27%	16%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	50%	58%	43%	51%	49%	60%	48%	53%	52%	61%
	Something else	1%	1%	1%	-	1%	3%	2%	1%	1%	-
	Don't know	1%	1%	1%	2%	-	1%	-	1%	1%	-
Going to the cinema											
	Unweighted base	356	176	180	94	57	33	45	79	308	19
	Base: All GB Adults	358	174	185	97	58	32	45	78	311	19
	I have stopped buying/ spending money on this altogether	51%	51%	50%	52%	43%	49%	47%	58%	51%	53%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	22%	23%	20%	21%	27%	20%	27%	18%	22%	16%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	28%	29%	27%	25%	30%	22%	31%	27%	27%	37%
	Something else	2%	2%	3%	3%	2%	6%	2%	2%	3%	-
	Don't know	1%	-	2%	2%	-	3%	-	-	1%	-
Day trips											
	Unweighted base	601	311	290	156	99	54	70	137	516	26
	Base: All GB Adults	611	308	303	161	100	55	73	135	524	27
	I have stopped buying/ spending money on this altogether	34%	28%	41%	37%	36%	22%	37%	34%	34%	35%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	28%	28%	28%	29%	24%	27%	34%	28%	28%	19%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	44%	53%	35%	41%	48%	54%	45%	43%	45%	48%
	Something else	1%	1%	2%	2%	1%	2%	2%	1%	1%	3%
	Don't know	1%	1%	2%	1%	-	2%	3%	1%	1%	-

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

		Total	Scotland
Eating out			
	Unweighted base	679	66
	Base: All GB Adults	685	65
	I have stopped buying/ spending money on this altogether	28%	37%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	27%	28%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	50%	34%
	Something else	1%	2%
	Don't know	1%	2%
Going to the cinema			
	Unweighted base	356	29
	Base: All GB Adults	358	28
	I have stopped buying/ spending money on this altogether	51%	46%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	22%	17%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	28%	36%
	Something else	2%	-
	Don't know	1%	-
Day trips			
	Unweighted base	601	59
	Base: All GB Adults	611	60
	I have stopped buying/ spending money on this altogether	34%	34%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	28%	28%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	44%	38%
	Something else	1%	2%
	Don't know	1%	3%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 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	679	320	114	434	32	94	33	86
Base: All GB Adults	685	323	116	439	35	89	35	87
I have stopped buying/ spending money on this altogether	28%	25%	27%	25%	27%	25%	34%	39%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	27%	27%	27%	27%	37%	18%	33%	28%
I have reduced the amount I spend on this by buying it/ doing it less frequently	50%	52%	54%	53%	53%	58%	38%	35%
Something else	1%	1%	-	1%	4%	3%	-	-
Don't know	1%	1%	-	0%	-	1%	-	5%
Going to the cinema								
Unweighted base	356	157	73	230	23	35	21	47
Base: All GB Adults	358	157	74	231	25	33	23	46
I have stopped buying/ spending money on this altogether	51%	49%	45%	48%	42%	60%	65%	55%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	22%	22%	29%	25%	36%	14%	18%	6%
I have reduced the amount I spend on this by buying it/ doing it less frequently	28%	30%	23%	28%	40%	26%	17%	31%
Something else	2%	2%	1%	2%	-	3%	-	6%
Don't know	1%	1%	1%	1%	-	-	-	2%
Day trips								
Unweighted base	601	278	112	390	37	65	26	83
Base: All GB Adults	611	282	113	395	41	62	28	85
I have stopped buying/ spending money on this altogether	34%	31%	35%	32%	22%	34%	39%	48%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	28%	30%	31%	30%	40%	20%	29%	16%
I have reduced the amount I spend on this by buying it/ doing it less frequently	44%	47%	44%	46%	49%	45%	31%	37%
Something else	1%	1%	1%	1%	-	2%	4%	2%
Don't know	1%	1%	-	1%	-	3%	3%	3%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
		0	1	2	3+			
Eating out								
Unweighted base	679	432	96	95	36	227	20	
Base: All GB Adults	685	434	97	97	38	232	20	
I have stopped buying/ spending money on this altogether	28%	26%	29%	27%	42%	30%	30%	
I have reduced the amount I spend on this by switching to a cheaper alternative/s	27%	26%	30%	34%	17%	29%	24%	
I have reduced the amount I spend on this by buying it/ doing it less frequently	50%	52%	49%	50%	38%	48%	37%	
Something else	1%	1%	-	-	2%	0%	4%	
Don't know	1%	1%	-	-	4%	1%	5%	
Going to the cinema								
Unweighted base	356	203	57	51	36	144	9	
Base: All GB Adults	358	203	58	52	37	147	9	
I have stopped buying/ spending money on this altogether	51%	56%	46%	47%	37%	44%	22%	
I have reduced the amount I spend on this by switching to a cheaper alternative/s	22%	15%	33%	21%	37%	30%	44%	
I have reduced the amount I spend on this by buying it/ doing it less frequently	28%	28%	25%	31%	27%	28%	34%	
Something else	2%	3%	2%	2%	3%	2%	-	
Don't know	1%	1%	-	2%	-	1%	-	
Day trips								
Unweighted base	601	353	98	91	41	230	18	
Base: All GB Adults	611	358	100	91	42	234	19	
I have stopped buying/ spending money on this altogether	34%	34%	33%	33%	38%	34%	43%	
I have reduced the amount I spend on this by switching to a cheaper alternative/s	28%	23%	35%	35%	37%	35%	29%	
I have reduced the amount I spend on this by buying it/ doing it less frequently	44%	47%	44%	41%	32%	41%	30%	
Something else	1%	2%	2%	-	-	1%	-	
Don't know	1%	2%	-	1%	-	0%	5%	

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

		Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?						
Total		£0-19,999	£20,000 – 39,999	£40,000 – 59,999	£60,000+	Don't know	Prefer not to answer	
Holidays								
	Unweighted base	620	127	179	87	70	32	86
	Base: All GB Adults	622	127	179	88	69	34	85
	I have stopped buying/ spending money on this altogether	47%	63%	45%	38%	32%	44%	42%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	27%	17%	27%	30%	33%	30%	33%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	30%	19%	31%	36%	41%	35%	30%
	Something else	2%	2%	2%	1%	1%	-	7%
	Don't know	1%	1%	1%	-	-	3%	1%
Pursuing a hobby								
	Unweighted base	481	115	138	55	50	32	66
	Base: All GB Adults	486	116	143	55	49	33	66
	I have stopped buying/ spending money on this altogether	39%	49%	41%	31%	30%	37%	34%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	22%	17%	22%	32%	30%	24%	19%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	38%	34%	35%	37%	40%	44%	42%
	Something else	3%	2%	2%	4%	2%	-	4%
	Don't know	2%	2%	3%	2%	-	-	4%
Video streaming service subscription								
	Unweighted base	366	80	99	53	40	23	49
	Base: All GB Adults	370	81	101	53	40	23	49
	I have stopped buying/ spending money on this altogether	35%	37%	35%	25%	31%	37%	43%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	40%	37%	42%	44%	47%	39%	37%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	28%	29%	27%	34%	32%	24%	17%
	Something else	6%	5%	7%	6%	8%	4%	4%
	Don't know	1%	5%	-	-	-	-	-

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55+	
Holidays									
	Unweighted base	620	273	347	53	125	151	104	187
	Base: All GB Adults	622	279	343	62	123	150	103	184
	I have stopped buying/ spending money on this altogether	47%	48%	45%	40%	45%	51%	47%	46%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	27%	24%	29%	30%	31%	27%	27%	22%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	30%	30%	30%	30%	33%	23%	34%	32%
	Something else	2%	2%	2%	4%	1%	3%	2%	3%
	Don't know	1%	0%	1%	2%	-	1%	-	1%
Pursuing a hobby									
	Unweighted base	481	211	270	46	96	127	82	130
	Base: All GB Adults	486	217	268	52	96	127	83	128
	I have stopped buying/ spending money on this altogether	39%	33%	44%	25%	49%	41%	42%	34%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	22%	23%	22%	34%	20%	22%	14%	25%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	38%	42%	34%	50%	36%	32%	41%	38%
	Something else	3%	3%	2%	3%	1%	5%	1%	3%
	Don't know	2%	3%	2%	-	1%	2%	3%	4%
Video streaming service subscription									
	Unweighted base	366	163	203	47	74	106	75	64
	Base: All GB Adults	370	170	201	55	74	104	74	64
	I have stopped buying/ spending money on this altogether	35%	34%	35%	36%	30%	32%	36%	41%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	40%	41%	40%	45%	42%	39%	44%	33%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	28%	27%	29%	33%	33%	30%	20%	22%
	Something else	6%	6%	5%	2%	5%	5%	7%	8%
	Don't know	1%	2%	1%	-	1%	3%	-	2%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Social Grade		Region							
		ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	
Holidays											
	Unweighted base	620	323	297	163	113	56	76	130	538	30
	Base: All GB Adults	622	319	303	166	112	56	78	128	540	30
	I have stopped buying/ spending money on this altogether	47%	39%	54%	48%	50%	39%	34%	54%	47%	46%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	27%	31%	21%	25%	31%	37%	32%	21%	28%	13%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	30%	35%	25%	33%	21%	28%	36%	27%	29%	41%
	Something else	2%	2%	3%	2%	3%	4%	3%	3%	3%	-
	Don't know	1%	-	1%	-	1%	-	3%	-	1%	-
Pursuing a hobby											
	Unweighted base	481	238	243	111	85	36	62	111	405	21
	Base: All GB Adults	486	235	251	113	86	35	64	111	409	21
	I have stopped buying/ spending money on this altogether	39%	36%	42%	42%	39%	40%	47%	35%	40%	28%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	22%	24%	21%	17%	19%	25%	29%	24%	22%	35%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	38%	38%	37%	38%	39%	44%	25%	38%	37%	37%
	Something else	3%	3%	3%	2%	4%	3%	2%	3%	3%	-
	Don't know	2%	2%	2%	3%	1%	-	5%	2%	2%	-
Video streaming service subscription											
	Unweighted base	366	189	177	79	79	29	53	80	320	15
	Base: All GB Adults	370	188	182	81	80	28	54	81	323	15
	I have stopped buying/ spending money on this altogether	35%	33%	37%	31%	41%	29%	35%	32%	34%	44%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	40%	41%	39%	47%	36%	61%	37%	36%	41%	43%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	28%	32%	24%	32%	22%	24%	28%	30%	28%	13%
	Something else	6%	5%	6%	3%	7%	7%	11%	3%	6%	-
	Don't know	1%	-	3%	-	1%	-	-	3%	1%	-

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

		Total	Scotland
Holidays			
	Unweighted base	620	52
	Base: All GB Adults	622	52
	I have stopped buying/ spending money on this altogether	47%	45%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	27%	24%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	30%	36%
	Something else	2%	-
	Don't know	1%	2%
Pursuing a hobby			
	Unweighted base	481	55
	Base: All GB Adults	486	55
	I have stopped buying/ spending money on this altogether	39%	38%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	22%	21%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	38%	44%
	Something else	3%	4%
	Don't know	2%	2%
Video streaming service subscription			
	Unweighted base	366	31
	Base: All GB Adults	370	32
	I have stopped buying/ spending money on this altogether	35%	33%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	40%	31%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	28%	35%
	Something else	6%	6%
	Don't know	1%	3%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Working Status						Not working/ Other
		Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	
Holidays								
Unweighted base	620	285	114	399	27	92	27	75
Base: All GB Adults	622	285	117	402	31	87	27	75
I have stopped buying/ spending money on this altogether	47%	45%	42%	45%	33%	51%	63%	52%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	27%	28%	37%	30%	26%	20%	15%	18%
I have reduced the amount I spend on this by buying it/ doing it less frequently	30%	30%	28%	30%	44%	32%	19%	29%
Something else	2%	2%	1%	2%	4%	3%	7%	3%
Don't know	1%	-	1%	0%	-	1%	4%	1%
Pursuing a hobby								
Unweighted base	481	199	96	295	25	66	36	59
Base: All GB Adults	486	200	98	298	28	63	37	60
I have stopped buying/ spending money on this altogether	39%	37%	42%	39%	25%	36%	55%	42%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	22%	26%	20%	24%	23%	23%	17%	15%
I have reduced the amount I spend on this by buying it/ doing it less frequently	38%	35%	36%	36%	61%	33%	36%	43%
Something else	3%	4%	2%	3%	-	3%	-	2%
Don't know	2%	1%	-	1%	4%	7%	3%	2%
Video streaming service subscription								
Unweighted base	366	163	73	236	24	27	14	65
Base: All GB Adults	370	162	74	236	28	26	14	67
I have stopped buying/ spending money on this altogether	35%	35%	23%	31%	41%	37%	46%	40%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	40%	42%	43%	42%	41%	41%	45%	32%
I have reduced the amount I spend on this by buying it/ doing it less frequently	28%	26%	36%	29%	33%	19%	16%	27%
Something else	6%	5%	4%	5%	4%	7%	-	10%
Don't know	1%	2%	1%	2%	-	4%	-	-

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
		0	1	2	3+			
Holidays								
	Unweighted base	620	383	105	83	28	216	21
	Base: All GB Adults	622	382	107	82	29	219	21
	I have stopped buying/ spending money on this altogether	47%	51%	39%	29%	54%	37%	67%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	27%	23%	28%	44%	39%	35%	9%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	30%	30%	38%	28%	13%	31%	19%
	Something else	2%	2%	3%	5%	-	3%	-
	Don't know	1%	1%	1%	-	-	0%	5%
Pursuing a hobby								
	Unweighted base	481	313	61	61	31	153	15
	Base: All GB Adults	486	314	61	62	34	157	15
	I have stopped buying/ spending money on this altogether	39%	36%	37%	50%	54%	46%	34%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	22%	23%	22%	23%	23%	22%	7%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	38%	40%	42%	28%	21%	32%	47%
	Something else	3%	3%	3%	2%	-	2%	13%
	Don't know	2%	3%	2%	-	5%	2%	-
Video streaming service subscription								
	Unweighted base	366	211	62	50	29	141	14
	Base: All GB Adults	370	213	63	49	30	143	14
	I have stopped buying/ spending money on this altogether	35%	34%	44%	31%	26%	35%	38%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	40%	38%	35%	46%	68%	46%	20%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	28%	30%	22%	31%	11%	23%	42%
	Something else	6%	5%	5%	4%	9%	6%	13%
	Don't know	1%	2%	2%	-	-	1%	-

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

		Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?						
Total		£0-19,999	£20,000 – 39,999	£40,000 – 59,999	£60,000+	Don't know	Prefer not to answer	
Music streaming service subscription								
	Unweighted base	253	61	74	35	31	20	21
	Base: All GB Adults	255	60	76	35	30	21	22
	I have stopped buying/ spending money on this altogether	55%	54%	57%	57%	48%	56%	54%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	28%	24%	29%	26%	50%	30%	13%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	15%	16%	15%	18%	4%	15%	19%
	Something else	4%	3%	4%	5%	7%	-	11%
	Don't know	3%	5%	1%	3%	-	-	9%
Beauty services (e.g. hair cuts, manicures, etc.)								
	Unweighted base	446	87	131	69	42	30	65
	Base: All GB Adults	448	87	134	68	41	31	65
	I have stopped buying/ spending money on this altogether	30%	43%	24%	28%	24%	35%	29%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	30%	28%	29%	29%	31%	30%	32%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	45%	33%	52%	43%	60%	35%	45%
	Something else	2%	2%	2%	4%	-	-	-
	Don't know	1%	1%	1%	3%	-	-	3%
Takeaways								
	Unweighted base	596	120	166	86	69	34	83
	Base: All GB Adults	603	124	170	85	67	35	84
	I have stopped buying/ spending money on this altogether	30%	37%	33%	18%	13%	24%	44%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	24%	26%	23%	20%	25%	31%	24%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	51%	43%	48%	69%	66%	53%	38%
	Something else	0%	-	1%	1%	-	-	1%
	Don't know	0%	1%	-	-	-	-	1%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
Music streaming service subscription								
Unweighted base	253	103	150	36	50	72	55	40
Base: All GB Adults	255	108	148	41	48	72	55	39
I have stopped buying/ spending money on this altogether	55%	61%	51%	44%	57%	61%	52%	58%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	28%	23%	32%	29%	26%	30%	37%	15%
I have reduced the amount I spend on this by buying it/ doing it less frequently	15%	15%	14%	21%	18%	15%	9%	10%
Something else	4%	5%	4%	6%	4%	-	4%	12%
Don't know	3%	2%	4%	3%	2%	4%	2%	5%
Beauty services (e.g. hair cuts, manicures, etc.)								
Unweighted base	446	135	311	47	95	94	96	114
Base: All GB Adults	448	140	308	52	94	94	97	112
I have stopped buying/ spending money on this altogether	30%	33%	29%	33%	29%	32%	29%	29%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	30%	33%	28%	29%	31%	27%	29%	31%
I have reduced the amount I spend on this by buying it/ doing it less frequently	45%	37%	49%	42%	49%	43%	47%	43%
Something else	2%	3%	1%	-	1%	3%	2%	2%
Don't know	1%	3%	1%	-	3%	1%	1%	1%
Takeaways								
Unweighted base	596	247	349	59	126	149	126	136
Base: All GB Adults	603	258	345	67	125	149	126	137
I have stopped buying/ spending money on this altogether	30%	29%	30%	27%	16%	32%	32%	39%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	24%	22%	26%	39%	25%	24%	21%	20%
I have reduced the amount I spend on this by buying it/ doing it less frequently	51%	52%	51%	43%	63%	52%	52%	42%
Something else	0%	0%	1%	-	-	-	1%	1%
Don't know	0%	1%	-	-	1%	-	-	1%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Social Grade		Region						
		ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Music streaming service subscription										
Unweighted base	253	127	126	65	54	30	30	37	216	11
Base: All GB Adults	255	127	129	67	56	30	30	35	218	10
I have stopped buying/ spending money on this altogether	55%	54%	56%	50%	69%	47%	47%	54%	55%	45%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	28%	33%	23%	25%	20%	35%	29%	36%	28%	55%
I have reduced the amount I spend on this by buying it/ doing it less frequently	15%	15%	14%	21%	11%	15%	21%	11%	16%	9%
Something else	4%	4%	5%	4%	2%	-	10%	5%	4%	-
Don't know	3%	1%	5%	7%	2%	3%	-	2%	4%	-
Beauty services (e.g. hair cuts, manicures, etc.)										
Unweighted base	446	228	218	112	66	37	66	102	383	21
Base: All GB Adults	448	225	223	114	67	37	67	102	386	21
I have stopped buying/ spending money on this altogether	30%	27%	33%	26%	34%	16%	30%	30%	28%	34%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	30%	30%	29%	26%	32%	39%	33%	27%	30%	42%
I have reduced the amount I spend on this by buying it/ doing it less frequently	45%	47%	43%	54%	35%	54%	40%	48%	47%	38%
Something else	2%	0%	3%	-	3%	5%	-	4%	2%	-
Don't know	1%	1%	1%	1%	3%	6%	1%	-	2%	-
Takeaways										
Unweighted base	596	310	286	139	98	57	67	149	510	31
Base: All GB Adults	603	305	298	143	99	57	71	148	518	31
I have stopped buying/ spending money on this altogether	30%	24%	36%	26%	28%	27%	24%	30%	27%	45%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	24%	25%	23%	28%	28%	21%	21%	21%	24%	23%
I have reduced the amount I spend on this by buying it/ doing it less frequently	51%	56%	46%	48%	57%	56%	58%	54%	54%	28%
Something else	0%	1%	0%	1%	-	2%	-	1%	1%	-
Don't know	0%	0%	0%	1%	-	-	-	-	0%	3%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Scotland
Music streaming service subscription		
Unweighted base	253	26
Base: All GB Adults	255	27
I have stopped buying/ spending money on this altogether	55%	63%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	28%	23%
I have reduced the amount I spend on this by buying it/ doing it less frequently	15%	3%
Something else	4%	10%
Don't know	3%	-
Beauty services (e.g. hair cuts, manicures, etc.)		
Unweighted base	446	42
Base: All GB Adults	448	41
I have stopped buying/ spending money on this altogether	30%	45%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	30%	25%
I have reduced the amount I spend on this by buying it/ doing it less frequently	45%	35%
Something else	2%	-
Don't know	1%	-
Takeaways		
Unweighted base	596	55
Base: All GB Adults	603	54
I have stopped buying/ spending money on this altogether	30%	45%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	24%	21%
I have reduced the amount I spend on this by buying it/ doing it less frequently	51%	39%
Something else	0%	-
Don't know	0%	-

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 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	253	108	46	154	20	17	18	44
Base: All GB Adults	255	109	47	156	22	16	19	43
I have stopped buying/ spending money on this altogether	55%	56%	54%	55%	51%	60%	60%	53%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	28%	29%	30%	29%	44%	17%	11%	27%
I have reduced the amount I spend on this by buying it/ doing it less frequently	15%	16%	21%	17%	5%	6%	17%	11%
Something else	4%	4%	-	3%	5%	17%	7%	5%
Don't know	3%	2%	2%	2%	5%	-	5%	6%
Beauty services (e.g. hair cuts, manicures, etc.)								
Unweighted base	446	208	77	285	23	60	22	56
Base: All GB Adults	448	208	78	286	25	57	22	57
I have stopped buying/ spending money on this altogether	30%	24%	36%	27%	28%	34%	39%	38%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	30%	33%	23%	30%	24%	36%	31%	22%
I have reduced the amount I spend on this by buying it/ doing it less frequently	45%	47%	52%	48%	48%	37%	30%	41%
Something else	2%	2%	-	2%	-	3%	-	2%
Don't know	1%	1%	-	1%	-	-	4%	3%
Takeaways								
Unweighted base	596	290	109	399	35	57	30	75
Base: All GB Adults	603	290	110	400	38	55	33	77
I have stopped buying/ spending money on this altogether	30%	23%	31%	25%	22%	51%	35%	39%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	24%	26%	24%	26%	40%	19%	22%	14%
I have reduced the amount I spend on this by buying it/ doing it less frequently	51%	55%	50%	54%	51%	32%	50%	50%
Something else	0%	0%	-	0%	-	3%	-	-
Don't know	0%	-	2%	0%	-	-	-	-

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
		0	1	2	3+			
Music streaming service subscription								
Unweighted base	253	138	45	37	20	102	13	
Base: All GB Adults	255	138	45	36	22	104	13	
I have stopped buying/ spending money on this altogether	55%	55%	38%	67%	71%	55%	55%	
I have reduced the amount I spend on this by switching to a cheaper alternative/s	28%	26%	37%	33%	22%	32%	16%	
I have reduced the amount I spend on this by buying it/ doing it less frequently	15%	16%	19%	11%	6%	13%	15%	
Something else	4%	4%	10%	-	-	4%	7%	
Don't know	3%	4%	2%	-	5%	2%	7%	
Beauty services (e.g. hair cuts, manicures, etc.)								
Unweighted base	446	283	69	51	32	152	11	
Base: All GB Adults	448	284	68	51	34	153	11	
I have stopped buying/ spending money on this altogether	30%	28%	32%	30%	41%	33%	30%	
I have reduced the amount I spend on this by switching to a cheaper alternative/s	30%	32%	25%	31%	25%	27%	24%	
I have reduced the amount I spend on this by buying it/ doing it less frequently	45%	45%	51%	44%	40%	46%	30%	
Something else	2%	1%	4%	2%	-	3%	-	
Don't know	1%	1%	-	-	3%	1%	17%	
Takeaways								
Unweighted base	596	358	103	89	32	224	14	
Base: All GB Adults	603	365	103	87	32	223	15	
I have stopped buying/ spending money on this altogether	30%	31%	29%	25%	28%	27%	43%	
I have reduced the amount I spend on this by switching to a cheaper alternative/s	24%	25%	23%	21%	22%	22%	35%	
I have reduced the amount I spend on this by buying it/ doing it less frequently	51%	49%	55%	60%	57%	57%	28%	
Something else	0%	1%	1%	-	-	0%	-	
Don't know	0%	1%	-	-	-	-	-	

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

		Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?						
Total		£0-19,999	£20,000 – 39,999	£40,000 – 59,999	£60,000+	Don't know	Prefer not to answer	
Staple essential food items								
	Unweighted base	432	116	116	60	37	20	58
	Base: All GB Adults	440	117	118	59	38	21	61
	I have stopped buying/ spending money on this altogether	7%	5%	8%	8%	6%	16%	10%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	76%	77%	78%	75%	76%	60%	74%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	27%	29%	22%	24%	31%	33%	29%
	Something else	1%	-	2%	3%	4%	-	2%
	Don't know	0%	1%	-	-	-	-	-
Non-essential food items (e.g. chocolates, biscuits, soft drinks, etc.)								
	Unweighted base	558	130	169	72	50	35	67
	Base: All GB Adults	563	131	173	72	49	37	66
	I have stopped buying/ spending money on this altogether	19%	20%	17%	18%	21%	32%	21%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	50%	53%	44%	59%	46%	39%	54%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	45%	45%	50%	44%	47%	43%	34%
	Something else	1%	1%	1%	-	2%	-	3%
	Don't know	0%	-	1%	-	-	-	-
Petrol/ diesel								
	Unweighted base	489	112	122	76	49	22	77
	Base: All GB Adults	492	112	124	75	49	23	77
	I have stopped buying/ spending money on this altogether	7%	9%	5%	5%	8%	22%	4%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	19%	15%	20%	14%	21%	24%	18%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	74%	73%	77%	79%	75%	50%	74%
	Something else	6%	5%	3%	7%	7%	4%	11%
	Don't know	2%	2%	1%	4%	-	-	3%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Gender		Age				
		Male	Female	18-24	25-34	35-44	45-54	55+
Staple essential food items								
Unweighted base	432	188	244	35	83	110	77	127
Base: All GB Adults	440	197	243	41	85	110	78	126
I have stopped buying/ spending money on this altogether	7%	10%	5%	21%	6%	6%	7%	5%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	76%	76%	76%	71%	66%	79%	76%	81%
I have reduced the amount I spend on this by buying it/ doing it less frequently	27%	25%	28%	31%	34%	24%	28%	22%
Something else	1%	2%	1%	-	3%	3%	-	1%
Don't know	0%	0%	-	-	-	1%	-	-
Non-essential food items (e.g. chocolates, biscuits, soft drinks, etc.)								
Unweighted base	558	210	348	54	106	144	113	141
Base: All GB Adults	563	218	344	61	107	143	113	138
I have stopped buying/ spending money on this altogether	19%	22%	16%	26%	12%	18%	16%	23%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	50%	46%	52%	52%	62%	53%	46%	40%
I have reduced the amount I spend on this by buying it/ doing it less frequently	45%	44%	47%	45%	49%	45%	48%	41%
Something else	1%	1%	1%	-	1%	1%	1%	2%
Don't know	0%	1%	-	1%	-	-	-	1%
Petrol/ diesel								
Unweighted base	489	223	266	38	91	114	93	153
Base: All GB Adults	492	229	263	47	89	113	93	150
I have stopped buying/ spending money on this altogether	7%	7%	6%	23%	8%	10%	1%	2%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	19%	18%	19%	28%	15%	25%	16%	15%
I have reduced the amount I spend on this by buying it/ doing it less frequently	74%	72%	76%	55%	74%	60%	83%	84%
Something else	6%	6%	6%	5%	7%	8%	7%	3%
Don't know	2%	2%	1%	-	2%	3%	1%	1%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Social Grade		Region							
		ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	
Staple essential food items											
	Unweighted base	432	201	231	104	79	30	48	99	360	30
	Base: All GB Adults	440	201	238	105	82	30	50	100	368	30
	I have stopped buying/ spending money on this altogether	7%	8%	6%	5%	11%	4%	10%	7%	8%	7%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	76%	78%	74%	82%	81%	76%	55%	81%	77%	74%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	27%	24%	29%	20%	25%	45%	35%	21%	26%	29%
	Something else	1%	1%	2%	1%	-	-	7%	-	1%	3%
	Don't know	0%	-	0%	-	-	-	-	-	-	-
Non-essential food items (e.g. chocolates, biscuits, soft drinks, etc.)											
	Unweighted base	558	285	273	154	79	40	64	135	472	31
	Base: All GB Adults	563	280	282	155	81	40	65	135	476	31
	I have stopped buying/ spending money on this altogether	19%	18%	19%	16%	18%	21%	22%	17%	18%	19%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	50%	48%	52%	50%	53%	55%	42%	51%	50%	52%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	45%	49%	42%	41%	51%	43%	54%	50%	47%	40%
	Something else	1%	1%	1%	-	1%	-	5%	-	1%	3%
	Don't know	0%	1%	-	1%	1%	-	-	-	0%	-
Petrol/ diesel											
	Unweighted base	489	268	221	139	71	37	48	117	412	24
	Base: All GB Adults	492	266	226	141	71	37	51	116	415	25
	I have stopped buying/ spending money on this altogether	7%	5%	9%	5%	8%	5%	8%	6%	6%	10%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	19%	20%	18%	19%	19%	17%	19%	18%	19%	20%
	I have reduced the amount I spend on this by buying it/ doing it less frequently	74%	76%	71%	77%	70%	82%	61%	77%	74%	71%
	Something else	6%	6%	6%	5%	9%	3%	8%	5%	6%	4%
	Don't know	2%	1%	3%	1%	1%	-	4%	1%	2%	4%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Scotland
Staple essential food items		
Unweighted base	432	42
Base: All GB Adults	440	42
I have stopped buying/ spending money on this altogether	7%	5%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	76%	65%
I have reduced the amount I spend on this by buying it/ doing it less frequently	27%	35%
Something else	1%	2%
Don't know	0%	2%
Non-essential food items (e.g. chocolates, biscuits, soft drinks, etc.)		
Unweighted base	558	55
Base: All GB Adults	563	56
I have stopped buying/ spending money on this altogether	19%	26%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	50%	49%
I have reduced the amount I spend on this by buying it/ doing it less frequently	45%	34%
Something else	1%	2%
Don't know	0%	-
Petrol/ diesel		
Unweighted base	489	53
Base: All GB Adults	492	52
I have stopped buying/ spending money on this altogether	7%	10%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	19%	19%
I have reduced the amount I spend on this by buying it/ doing it less frequently	74%	71%
Something else	6%	8%
Don't know	2%	-

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Working Status						Not working/ Other
		Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	
Staple essential food items								
Unweighted base	432	178	78	256	16	57	33	70
Base: All GB Adults	440	179	79	258	18	56	36	72
I have stopped buying/ spending money on this altogether	7%	6%	8%	6%	8%	8%	6%	10%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	76%	76%	77%	76%	61%	80%	81%	73%
I have reduced the amount I spend on this by buying it/ doing it less frequently	27%	27%	27%	27%	31%	24%	25%	28%
Something else	1%	2%	1%	2%	-	-	-	4%
Don't know	0%	-	-	-	-	-	-	1%
Non-essential food items (e.g. chocolates, biscuits, soft drinks, etc.)								
Unweighted base	558	229	99	328	33	81	29	87
Base: All GB Adults	563	232	100	332	36	77	30	88
I have stopped buying/ spending money on this altogether	19%	19%	14%	18%	20%	19%	24%	18%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	50%	46%	52%	48%	47%	43%	59%	62%
I have reduced the amount I spend on this by buying it/ doing it less frequently	45%	49%	51%	50%	58%	41%	34%	33%
Something else	1%	-	1%	0%	-	4%	-	2%
Don't know	0%	-	1%	0%	-	1%	-	-
Petrol/ diesel								
Unweighted base	489	228	74	302	20	78	23	66
Base: All GB Adults	492	229	74	303	24	74	23	68
I have stopped buying/ spending money on this altogether	7%	6%	11%	7%	15%	-	14%	8%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	19%	23%	16%	21%	25%	5%	35%	15%
I have reduced the amount I spend on this by buying it/ doing it less frequently	74%	70%	80%	72%	64%	92%	50%	71%
Something else	6%	7%	7%	7%	-	5%	-	5%
Don't know	2%	1%	1%	1%	-	-	4%	5%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
		0	1	2	3+			
Staple essential food items								
Unweighted base	432	271	66	63	21	150	11	
Base: All GB Adults	440	274	67	63	24	154	11	
I have stopped buying/ spending money on this altogether	7%	6%	9%	2%	14%	7%	39%	
I have reduced the amount I spend on this by switching to a cheaper alternative/s	76%	76%	78%	82%	64%	78%	44%	
I have reduced the amount I spend on this by buying it/ doing it less frequently	27%	29%	21%	21%	32%	23%	18%	
Something else	1%	1%	2%	-	-	1%	8%	
Don't know	0%	0%	-	-	-	-	-	
Non-essential food items (e.g. chocolates, biscuits, soft drinks, etc.)								
Unweighted base	558	342	88	82	27	197	19	
Base: All GB Adults	563	341	89	84	28	201	20	
I have stopped buying/ spending money on this altogether	19%	19%	16%	17%	16%	17%	31%	
I have reduced the amount I spend on this by switching to a cheaper alternative/s	50%	48%	47%	57%	73%	55%	33%	
I have reduced the amount I spend on this by buying it/ doing it less frequently	45%	46%	50%	44%	34%	45%	40%	
Something else	1%	1%	1%	-	-	1%	-	
Don't know	0%	1%	-	-	-	-	-	
Petrol/ diesel								
Unweighted base	489	305	83	65	20	168	16	
Base: All GB Adults	492	303	85	66	20	171	17	
I have stopped buying/ spending money on this altogether	7%	5%	5%	4%	15%	6%	38%	
I have reduced the amount I spend on this by switching to a cheaper alternative/s	19%	15%	26%	23%	27%	25%	32%	
I have reduced the amount I spend on this by buying it/ doing it less frequently	74%	78%	70%	76%	58%	71%	19%	
Something else	6%	6%	4%	7%	4%	5%	5%	
Don't know	2%	1%	-	3%	-	1%	11%	

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

Total	Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?					
	£0-19,999	£20,000 – 39,999	£40,000 – 59,999	£60,000+	Don't know	Prefer not to answer

You have said you were forced to make cutbacks in terms of household spending on the following since November 2021. In each case, please say what form those cutbacks have taken. (Please select all that apply)

Gym membership

	Unweighted base	£0-19,999	£20,000 – 39,999	£40,000 – 59,999	£60,000+	Don't know	Prefer not to answer
	167	33	48	27	22	9	22
Base: All GB Adults	172	34	50	27	23	10	23
I have stopped buying/ spending money on this altogether	60%	57%	50%	75%	70%	68%	52%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	20%	23%	23%	7%	21%	22%	18%
I have switched to a pay-as-you-go version	7%	3%	16%	3%	5%	-	-
Something else	10%	11%	11%	7%	4%	9%	18%
Don't know	6%	6%	5%	8%	-	-	13%

Monthly mobile phone contract

	Unweighted base	£0-19,999	£20,000 – 39,999	£40,000 – 59,999	£60,000+	Don't know	Prefer not to answer
	253	53	79	35	26	16	30
Base: All GB Adults	257	55	82	35	25	15	31
I have stopped buying/ spending money on this altogether	9%	20%	8%	9%	4%	-	9%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	70%	62%	62%	80%	84%	56%	76%
I have switched to a pay-as-you-go version	11%	13%	13%	8%	5%	33%	3%
Something else	7%	4%	13%	6%	8%	-	7%
Don't know	4%	6%	5%	-	-	12%	5%

Digital television subscription (e.g. Sky, Virgin Media, but not including TV licence)

	Unweighted base	£0-19,999	£20,000 – 39,999	£40,000 – 59,999	£60,000+	Don't know	Prefer not to answer
	366	90	109	38	43	17	52
Base: All GB Adults	371	92	113	38	43	18	51
I have stopped buying/ spending money on this altogether	32%	38%	32%	35%	29%	16%	25%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	53%	47%	52%	54%	50%	71%	58%
I have switched to a pay-as-you-go version	6%	4%	9%	5%	7%	-	2%
Something else	9%	9%	8%	3%	11%	12%	12%
Don't know	6%	8%	4%	3%	8%	13%	5%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

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

You have said you were forced to make cutbacks in terms of household spending on the following since November 2021. In each case, please say what form those cutbacks have taken. (Please select all that apply)

Gym membership

	Unweighted base	Male	Female	18-24	25-34	35-44	45-54	55+
	167	81	86	26	40	55	24	22
	Base: All GB Adults	86	86	30	40	56	24	21
I have stopped buying/ spending money on this altogether	60%	59%	61%	52%	62%	58%	75%	55%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	20%	20%	19%	25%	19%	24%	8%	14%
I have switched to a pay-as-you-go version	7%	7%	7%	16%	7%	6%	-	5%
Something else	10%	10%	10%	-	3%	11%	17%	27%
Don't know	6%	5%	6%	12%	9%	3%	-	4%

Monthly mobile phone contract

	Unweighted base	Male	Female	18-24	25-34	35-44	45-54	55+
	253	106	147	35	44	77	40	57
	Base: All GB Adults	111	146	39	43	79	41	56
I have stopped buying/ spending money on this altogether	9%	9%	10%	16%	11%	10%	5%	7%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	70%	68%	72%	67%	73%	66%	76%	71%
I have switched to a pay-as-you-go version	11%	11%	11%	6%	7%	14%	16%	10%
Something else	7%	10%	6%	6%	7%	6%	5%	12%
Don't know	4%	4%	4%	5%	6%	7%	-	2%

Digital television subscription (e.g. Sky, Virgin Media, but not including TV licence)

	Unweighted base	Male	Female	18-24	25-34	35-44	45-54	55+
	366	156	210	36	63	107	60	100
	Base: All GB Adults	162	209	42	62	108	60	99
I have stopped buying/ spending money on this altogether	32%	30%	33%	28%	37%	31%	32%	32%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	53%	52%	53%	39%	51%	57%	53%	54%
I have switched to a pay-as-you-go version	6%	8%	4%	12%	6%	5%	3%	5%
Something else	9%	10%	8%	8%	6%	7%	12%	10%
Don't know	6%	6%	6%	19%	5%	4%	2%	5%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

Total	Social Grade		Region						
	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales

You have said you were forced to make cutbacks in terms of household spending on the following since November 2021. In each case, please say what form those cutbacks have taken. (Please select all that apply)

Gym membership

	Unweighted base	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales
	167	92	75	42	26	12	21	37	138	7
	Base: All GB Adults	172	92	80	44	28	12	22	143	6
I have stopped buying/ spending money on this altogether	60%	55%	65%	51%	77%	68%	60%	55%	60%	57%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	20%	25%	13%	20%	19%	7%	35%	22%	21%	14%
I have switched to a pay-as-you-go version	7%	9%	4%	8%	-	11%	-	7%	5%	29%
Something else	10%	10%	10%	11%	-	25%	4%	13%	9%	-
Don't know	6%	4%	8%	13%	3%	-	-	4%	6%	-

Monthly mobile phone contract

	Unweighted base	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales
	253	126	127	71	39	19	36	54	219	13
	Base: All GB Adults	257	125	133	72	39	19	38	222	13
I have stopped buying/ spending money on this altogether	9%	8%	11%	4%	15%	5%	19%	5%	9%	22%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	70%	79%	62%	68%	80%	73%	67%	72%	71%	59%
I have switched to a pay-as-you-go version	11%	4%	18%	16%	5%	6%	9%	9%	10%	19%
Something else	7%	6%	9%	8%	-	22%	3%	8%	7%	-
Don't know	4%	4%	4%	6%	-	-	3%	6%	4%	-

Digital television subscription (e.g. Sky, Virgin Media, but not including TV licence)

	Unweighted base	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales
	366	176	190	86	72	33	46	70	307	16
	Base: All GB Adults	371	171	199	90	74	32	46	313	16
I have stopped buying/ spending money on this altogether	32%	28%	35%	27%	27%	41%	19%	45%	31%	50%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	53%	53%	52%	55%	53%	56%	58%	39%	52%	44%
I have switched to a pay-as-you-go version	6%	6%	5%	7%	5%	4%	9%	5%	6%	6%
Something else	9%	10%	7%	8%	14%	9%	14%	6%	10%	-
Don't know	6%	6%	6%	7%	3%	6%	8%	7%	6%	6%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

Total	
	Scotland

You have said you were forced to make cutbacks in terms of household spending on the following since November 2021. In each case, please say what form those cutbacks have taken. (Please select all that apply)

Gym membership			
	Unweighted base	167	22
	Base: All GB Adults	172	22
	I have stopped buying/ spending money on this altogether	60%	61%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	20%	9%
	I have switched to a pay-as-you-go version	7%	13%
	Something else	10%	15%
	Don't know	6%	7%
Monthly mobile phone contract			
	Unweighted base	253	21
	Base: All GB Adults	257	22
	I have stopped buying/ spending money on this altogether	9%	9%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	70%	63%
	I have switched to a pay-as-you-go version	11%	13%
	Something else	7%	16%
	Don't know	4%	7%
Digital television subscription (e.g. Sky, Virgin Media, but not including TV licence)			
	Unweighted base	366	43
	Base: All GB Adults	371	42
	I have stopped buying/ spending money on this altogether	32%	31%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	53%	63%
	I have switched to a pay-as-you-go version	6%	2%
	Something else	9%	2%
	Don't know	6%	4%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

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

You have said you were forced to make cutbacks in terms of household spending on the following since November 2021. In each case, please say what form those cutbacks have taken. (Please select all that apply)

Gym membership

	Unweighted base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
	167	97	22	119	14	11	8	15
	Base: All GB Adults	172	97	23	120	16	10	15
I have stopped buying/ spending money on this altogether	60%	62%	72%	64%	60%	46%	21%	64%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	20%	20%	19%	20%	19%	8%	21%	24%
I have switched to a pay-as-you-go version	7%	5%	-	4%	15%	-	26%	13%
Something else	10%	11%	8%	10%	6%	37%	-	-
Don't know	6%	5%	-	4%	-	9%	42%	-

Monthly mobile phone contract

	Unweighted base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
	253	123	42	165	16	18	16	38
	Base: All GB Adults	257	124	42	166	18	17	39
I have stopped buying/ spending money on this altogether	9%	6%	9%	7%	16%	6%	29%	10%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	70%	78%	74%	77%	72%	61%	34%	60%
I have switched to a pay-as-you-go version	11%	9%	10%	9%	11%	16%	15%	14%
Something else	7%	6%	10%	7%	-	12%	8%	10%
Don't know	4%	1%	5%	2%	6%	5%	14%	7%

Digital television subscription (e.g. Sky, Virgin Media, but not including TV licence)

	Unweighted base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other
	366	162	57	219	16	45	29	57
	Base: All GB Adults	371	163	59	222	18	43	57
I have stopped buying/ spending money on this altogether	32%	32%	28%	31%	25%	35%	27%	39%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	53%	53%	54%	54%	42%	54%	49%	53%
I have switched to a pay-as-you-go version	6%	4%	9%	5%	14%	2%	12%	5%
Something else	9%	9%	9%	9%	6%	7%	16%	5%
Don't know	6%	6%	6%	6%	19%	7%	-	4%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

You have said you were forced to make cutbacks in terms of household spending on the following since November 2021. In each case, please say what form those cutbacks have taken. (Please select all that apply)

Gym membership

	Unweighted base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
	167	95	27	18	17	62	10
	Base: All GB Adults	172	96	28	19	18	11
I have stopped buying/ spending money on this altogether	60%	63%	45%	60%	66%	55%	62%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	20%	14%	34%	32%	25%	31%	-
I have switched to a pay-as-you-go version	7%	8%	3%	-	16%	6%	8%
Something else	10%	11%	10%	9%	-	7%	17%
Don't know	6%	6%	10%	-	-	4%	13%

Monthly mobile phone contract

	Unweighted base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
	253	141	46	38	18	102	10
	Base: All GB Adults	257	142	45	39	20	11
I have stopped buying/ spending money on this altogether	9%	8%	11%	2%	30%	11%	18%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	70%	68%	79%	78%	52%	74%	65%
I have switched to a pay-as-you-go version	11%	12%	6%	13%	14%	10%	8%
Something else	7%	9%	4%	3%	9%	5%	8%
Don't know	4%	5%	2%	7%	-	3%	-

Digital television subscription (e.g. Sky, Virgin Media, but not including TV licence)

	Unweighted base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
	366	224	56	44	32	132	10
	Base: All GB Adults	371	226	56	45	33	10
I have stopped buying/ spending money on this altogether	32%	32%	24%	36%	36%	31%	34%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	53%	52%	66%	43%	53%	55%	38%
I have switched to a pay-as-you-go version	6%	5%	2%	7%	15%	7%	9%
Something else	9%	10%	8%	9%	-	6%	9%
Don't know	6%	7%	2%	8%	3%	4%	9%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

Total	Gross HOUSEHOLD income is the combined income of all those earners in a household from all sources, including wages, salaries, or rents and before tax deductions. What is your gross household income?					
	£0-19,999	£20,000 – 39,999	£40,000 – 59,999	£60,000+	Don't know	Prefer not to answer

Home broadband subscription

Unweighted base	233	67	59	35	15	14	35
Base: All GB Adults	242	69	64	36	15	15	35
I have stopped buying/ spending money on this altogether	13%	14%	14%	6%	-	27%	20%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	76%	68%	80%	82%	77%	70%	72%
I have switched to a pay-as-you-go version	5%	5%	4%	6%	-	16%	6%
Something else	8%	13%	5%	6%	13%	-	8%
Don't know	2%	1%	2%	-	10%	-	-

You have said you were forced to make cutbacks in terms of household spending on the following since November 2021. In each case, please say what form those cutbacks have taken. (Please select all that apply)

Car/ vehicle insurance

Unweighted base	177	47	41	25	23	8	26
Base: All GB Adults	182	50	44	25	23	8	26
I have stopped buying/ spending money on this altogether	18%	16%	22%	15%	13%	51%	15%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	73%	76%	65%	84%	70%	62%	77%
Something else	6%	4%	10%	-	9%	-	4%
Don't know	5%	4%	6%	4%	13%	-	4%

Home/ contents insurance

Unweighted base	158	55	42	13	13	11	19
Base: All GB Adults	161	55	43	14	14	12	20
I have stopped buying/ spending money on this altogether	37%	41%	35%	38%	28%	54%	30%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	49%	40%	54%	46%	56%	34%	66%
Something else	9%	8%	14%	16%	18%	-	-
Don't know	8%	11%	7%	-	10%	12%	5%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Gender		Age					
		Male	Female	18-24	25-34	35-44	45-54	55+	
Home broadband subscription									
	Unweighted base	233	86	147	37	30	55	40	71
	Base: All GB Adults	242	96	147	43	31	58	41	70
	I have stopped buying/ spending money on this altogether	13%	15%	12%	15%	8%	13%	22%	8%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	76%	73%	78%	68%	70%	81%	67%	83%
	I have switched to a pay-as-you-go version	5%	7%	5%	17%	6%	2%	2%	3%
	Something else	8%	6%	10%	8%	16%	2%	11%	8%
	Don't know	2%	4%	-	3%	-	4%	-	-

You have said you were forced to make cutbacks in terms of household spending on the following since November 2021. In each case, please say what form those cutbacks have taken. (Please select all that apply)

Car/ vehicle insurance									
	Unweighted base	177	79	98	26	28	50	27	46
	Base: All GB Adults	182	83	98	30	27	52	27	45
	I have stopped buying/ spending money on this altogether	18%	22%	14%	31%	7%	26%	7%	13%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	73%	71%	75%	63%	79%	67%	85%	78%
	Something else	6%	5%	6%	-	7%	6%	4%	9%
	Don't know	5%	4%	6%	10%	11%	5%	4%	-
Home/ contents insurance									
	Unweighted base	158	65	93	24	28	36	31	39
	Base: All GB Adults	161	69	92	28	28	36	31	38
	I have stopped buying/ spending money on this altogether	37%	37%	38%	42%	39%	45%	44%	21%
	I have reduced the amount I spend on this by switching to a cheaper alternative/s	49%	48%	50%	39%	45%	47%	42%	67%
	Something else	9%	13%	6%	9%	10%	13%	10%	5%
	Don't know	8%	8%	7%	10%	10%	8%	3%	8%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Social Grade		Region						
		ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales
Home broadband subscription										
Unweighted base	233	115	118	52	46	24	35	44	201	16
Base: All GB Adults	242	120	122	55	46	24	36	49	210	17
I have stopped buying/ spending money on this altogether	13%	12%	14%	11%	21%	4%	23%	7%	14%	-
I have reduced the amount I spend on this by switching to a cheaper alternative/s	76%	76%	75%	72%	67%	96%	75%	76%	75%	94%
I have switched to a pay-as-you-go version	5%	9%	2%	4%	5%	6%	3%	7%	5%	-
Something else	8%	8%	8%	13%	9%	-	8%	9%	9%	6%
Don't know	2%	1%	2%	-	-	-	-	6%	1%	-

You have said you were forced to make cutbacks in terms of household spending on the following since November 2021. In each case, please say what form those cutbacks have taken. (Please select all that apply)

Car/ vehicle insurance										
Unweighted base	177	88	89	43	28	22	23	47	163	6
Base: All GB Adults	182	89	93	44	27	22	24	49	167	6
I have stopped buying/ spending money on this altogether	18%	17%	18%	23%	12%	19%	21%	16%	18%	15%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	73%	73%	73%	75%	77%	72%	66%	73%	73%	85%
Something else	6%	3%	8%	2%	15%	-	-	8%	6%	-
Don't know	5%	10%	1%	2%	4%	14%	13%	3%	6%	-
Home/ contents insurance										
Unweighted base	158	67	91	31	30	9	24	39	133	10
Base: All GB Adults	161	69	92	31	30	9	25	40	136	10
I have stopped buying/ spending money on this altogether	37%	39%	36%	46%	54%	-	36%	36%	40%	9%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	49%	51%	47%	32%	43%	89%	52%	52%	48%	81%
Something else	9%	10%	9%	13%	6%	-	4%	12%	9%	-
Don't know	8%	6%	9%	12%	3%	11%	8%	3%	7%	9%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Scotland
Home broadband subscription		
Unweighted base	233	16
Base: All GB Adults	242	15
I have stopped buying/ spending money on this altogether	13%	19%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	76%	63%
I have switched to a pay-as-you-go version	5%	18%
Something else	8%	-
Don't know	2%	6%

You have said you were forced to make cutbacks in terms of household spending on the following since November 2021. In each case, please say what form those cutbacks have taken. (Please select all that apply)

Car/ vehicle insurance		
Unweighted base	177	8
Base: All GB Adults	182	9
I have stopped buying/ spending money on this altogether	18%	12%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	73%	75%
Something else	6%	13%
Don't know	5%	-

Home/ contents insurance		
Unweighted base	158	15
Base: All GB Adults	161	16
I have stopped buying/ spending money on this altogether	37%	34%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	49%	39%
Something else	9%	19%
Don't know	8%	14%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Working Status						Not working/ Other
		Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	
Home broadband subscription								
Unweighted base	233	82	47	129	12	34	13	45
Base: All GB Adults	242	85	49	135	14	32	14	46
I have stopped buying/ spending money on this altogether	13%	12%	14%	13%	7%	9%	21%	15%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	76%	77%	71%	75%	92%	79%	54%	77%
I have switched to a pay-as-you-go version	5%	5%	6%	5%	7%	3%	15%	4%
Something else	8%	7%	8%	8%	8%	12%	7%	7%
Don't know	2%	-	3%	1%	-	-	11%	2%

You have said you were forced to make cutbacks in terms of household spending on the following since November 2021. In each case, please say what form those cutbacks have taken. (Please select all that apply)

Car/ vehicle insurance								
Unweighted base	177	88	26	114	9	21	7	26
Base: All GB Adults	182	91	27	118	10	20	8	26
I have stopped buying/ spending money on this altogether	18%	13%	11%	12%	42%	19%	29%	28%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	73%	77%	84%	79%	46%	71%	51%	68%
Something else	6%	8%	4%	7%	-	5%	-	4%
Don't know	5%	4%	4%	4%	22%	5%	19%	-
Home/ contents insurance								
Unweighted base	158	68	20	88	9	22	8	31
Base: All GB Adults	161	70	20	90	11	21	8	32
I have stopped buying/ spending money on this altogether	37%	33%	51%	37%	38%	27%	50%	41%
I have reduced the amount I spend on this by switching to a cheaper alternative/s	49%	52%	39%	49%	49%	54%	38%	49%
Something else	9%	17%	5%	14%	-	5%	-	3%
Don't know	8%	4%	5%	4%	13%	14%	12%	10%

YouGov - Cost of living cuts

GB18 Sample: 13th - 16th September 2022

	Total	Children in Household					ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
		0	1	2	3+			
Home broadband subscription								
Unweighted base	233	147	37	21	17	75	11	
Base: All GB Adults	242	151	39	21	20	79	12	
I have stopped buying/ spending money on this altogether	13%	13%	13%	4%	22%	13%	8%	
I have reduced the amount I spend on this by switching to a cheaper alternative/s	76%	76%	73%	96%	60%	76%	68%	
I have switched to a pay-as-you-go version	5%	2%	8%	-	26%	11%	17%	
Something else	8%	8%	8%	-	5%	5%	28%	
Don't know	2%	3%	-	-	-	-	-	

You have said you were forced to make cutbacks in terms of household spending on the following since November 2021. In each case, please say what form those cutbacks have taken. (Please select all that apply)

Car/ vehicle insurance								
Unweighted base	177	103	26	27	11	64	10	
Base: All GB Adults	182	104	27	28	12	68	10	
I have stopped buying/ spending money on this altogether	18%	19%	8%	14%	20%	13%	38%	
I have reduced the amount I spend on this by switching to a cheaper alternative/s	73%	69%	88%	82%	71%	82%	62%	
Something else	6%	8%	-	4%	9%	3%	-	
Don't know	5%	5%	4%	4%	-	3%	19%	
Home/ contents insurance								
Unweighted base	158	98	21	16	15	52	8	
Base: All GB Adults	161	99	23	16	16	55	8	
I have stopped buying/ spending money on this altogether	37%	37%	26%	48%	40%	36%	50%	
I have reduced the amount I spend on this by switching to a cheaper alternative/s	49%	48%	61%	46%	51%	54%	28%	
Something else	9%	8%	15%	6%	12%	12%	11%	
Don't know	8%	8%	4%	-	9%	4%	23%	