



ECON_WELLBEING. Overall, how satisfied are you with your life nowadays?

Base: All UK adults aged 16+

| | Gender | | | Age | | | | | | | Social grade | | | | Working status | | | Work Sector | | Claim benefits/ tax credits | | Education | | Ethnicity | | Unwtd Total |
|-------------------|---------------------------|------------|------------|------------|------------|------------|------------|--------------|---------------|---------------|--------------|------------|------------|------------|--------------------------------------|---------------------------|-------------------------|-------------|-------------|-----------------------------|------------------|---|-------------------|--|--|-------------|
| | Total (z) | Male (a) | Female (b) | 16-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | Working (full-time or part-time) (n) | Not working - retired (o) | Not working - other (p) | Public (q) | Private (r) | Claim (s) | Do not claim (t) | Graduates (Degree/Master/PhD/above) (u) | Non-graduates (v) | White (including White minorities) (w) | Ethnic minorities (excluding White minorities) (x) | |
| Unweighted Total | 5983 | 2954 | 2983 | 184 | 451 | 775 | 1069 | 1485 | 1403 | 616 | 1787 | 775 | 1801 | 526 | 3116 | 2101 | 738 | 1163 | 1703 | 1259 | 4606 | 1926 | 3979 | 5589 | 324 | 5983 |
| Weighted Total | 5983 | 2838 | 3093 | 671 | 1024 | 949 | 1017 | 928 | 755 | 639 | 1702 | 1756 | 748 | 481 | 3546 | 1428 | 989 | 1285 | 1983 | 1344 | 4457 | 1805 | 4107 | 5235 | 671 | 5983 |
| 0 - Not at all | 68 1% ot | 39 1% | 27 1% | 5 1% | 6 1% | 15 2% | 17 2% | 13 1% | 7 1% | 4 1% | 16 1% | 14 1% | 12 2% | 14 3% | 32 1% | 10 1% | 25 3% | 9 1% | 20 1% | 43 3% | 23 1% | 12 1% | 52 1% | 58 1% | 8 1% | 72 1% |
| 1 | 50 1% frtw | 18 1% | 32 1% | 11 2% | 8 1% | 12 1% | 2 * | 7 1% | 4 * | 5 1% | 10 1% | 9 1% | 6 1% | 6 1% | 25 1% | 10 1% | 15 1% | 5 * | 8 * | 21 2% | 28 1% | 13 1% | 37 1% | 40 1% | 10 1% | 44 1% |
| 2 | 109 2% ghotw | 44 2% | 64 2% | 14 2% | 31 3% | 14 1% | 27 3% | 9 1% | 9 1% | 5 1% | 33 2% | 27 2% | 22 3% | 11 2% | 67 2% | 14 1% | 27 3% | 19 1% | 33 2% | 53 4% | 54 1% | 32 2% | 77 2% | 85 2% | 22 3% | 100 2% |
| 3 | 248 4% hiot | 126 4% | 118 4% | 39 6% | 46 5% | 53 6% | 46 4% | 35 4% | 16 2% | 12 2% | 57 3% | 57 3% | 32 4% | 43 4% | 138 4% | 29 2% | 79 8% | 46 4% | 82 4% | 94 7% | 141 3% | 63 3% | 183 4% | 222 4% | 21 3% | 228 4% |
| 4 | 373 6% ghijotw | 168 6% | 200 6% | 53 8% | 102 10% | 64 7% | 66 6% | 46 5% | 27 4% | 16 3% | 79 5% | 107 6% | 41 6% | 35 7% | 223 6% | 43 3% | 106 11% | 74 6% | 134 7% | 131 10% | 222 5% | 128 7% | 242 6% | 278 5% | 89 13% | 303 5% |
| 5 | 620 10% ghijotu | 264 9% | 352 11% | 98 15% | 86 8% | 125 13% | 117 11% | 82 9% | 63 8% | 49 8% | 127 7% | 188 11% | 94 13% | 56 12% | 360 10% | 101 7% | 157 16% | 127 10% | 203 10% | 214 16% | 381 9% | 150 8% | 456 11% | 546 10% | 72 11% | 592 10% |
| 6 | 779 13% ghjo | 350 12% | 415 13% | 100 15% | 144 14% | 138 14% | 147 14% | 102 11% | 62 8% | 86 13% | 175 10% | 266 15% | 109 15% | 54 11% | 490 14% | 146 10% | 141 14% | 208 16% | 242 12% | 180 13% | 568 13% | 246 14% | 525 13% | 674 13% | 95 14% | 721 12% |
| 7 | 1335 22% himops | 656 23% | 671 22% | 146 22% | 260 25% | 234 25% | 247 24% | 199 21% | 137 18% | 112 18% | 401 24% | 407 23% | 144 19% | 84 17% | 901 25% | 258 18% | 176 18% | 320 25% | 528 27% | 234 17% | 1062 24% | 432 24% | 896 22% | 1187 23% | 137 20% | 1268 21% |
| 8 | 1445 24% efpsx | 710 25% | 728 24% | 129 19% | 220 21% | 189 20% | 217 21% | 266 29% | 222 29% | 201 31% | 485 28% | 389 22% | 183 24% | 128 27% | 816 23% | 448 31% | 177 18% | 296 23% | 451 23% | 247 18% | 1176 26% | 475 26% | 958 23% | 1314 25% | 113 17% | 1573 26% |
| 9 | 625 10% emnps | 325 11% | 295 10% | 42 6% | 88 9% | 71 7% | 95 9% | 103 11% | 128 17% | 98 15% | 212 12% | 193 11% | 68 9% | 26 5% | 336 9% | 243 17% | 42 4% | 113 9% | 202 10% | 85 6% | 530 12% | 182 10% | 428 10% | 555 11% | 64 10% | 702 12% |
| 10 - Completely | 326 5% defnrsu w | 138 5% | 188 6% | 31 5% | 32 3% | 34 4% | 36 4% | 67 7% | 79 10% | 49 8% | 104 6% | 98 6% | 37 5% | 24 5% | 158 4% | 125 9% | 43 4% | 67 5% | 79 4% | 42 3% | 269 6% | 71 4% | 250 6% | 272 5% | 40 6% | 375 6% |
| Prefer not to say | 5 * w | 1 * | 3 * | 1 * | 2 * | - | - | * * | - | 2 * | 2 * | 1 * | - | - | 1 * | 2 * | - | - | 1 * | - | 3 * | - | 3 * | 3 * | - | 5 * |
| Mean score | 6.7 cdeflmp sx | 6.75 | 6.67 | 6.28 | 6.45 | 6.36 | 6.5 | 6.94 zdef | 7.35 zdefg | 7.28 zdefg | 6.99 zklm | 6.77 lm | 6.53 | 6.2 | 6.67 p | 7.36 znp | 5.89 | 6.74 | 6.68 | 5.87 | 6.97 zs | 6.75 | 6.68 | 6.75 zx | 6.33 | 6.85 |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename: 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g/h/i - z/j/k/l/m - z/n/o/p - z/q/r - z/s/t - z/u/v - z/w/x

Overlap formulae used. * small base



Ipsos UK KnowledgePanel: 220922A Financial Wellbeing Tracker Wave 1
(Public)

20 Oct 2022
Table 2

ECON_WELLBEING. Overall, how satisfied are you with your life nowadays?

Base: All UK adults aged 16+

| | Total (z) | Tenure | | | | Annual household income | | | | Number of adults 16+ in household | | | | Children 0-15 in household | | Country | | | | England region (Net) | | | Unwtd Total |
|-------------------|----------------------|-----------------------------|---------------------|--------------------------------|---|-------------------------|---------------------------|---------------------------|------------------------|-----------------------------------|------------------------------|---------------------------------------|---|----------------------------|-------------|-------------|--------------|-----------|----------------------|----------------------|--------------|------------|-------------|
| | | Buying it on a mortgage (u) | Own it outright (a) | Rent from private landlord (b) | Rent from council/housing association (c) | Up to £25,999 (d) | £26,000 up to £51,999 (e) | £52,000 up to £99,999 (f) | £100,000 and above (g) | Only adult (h) | At least one other adult (i) | At least one other adult & couple (j) | At least one other adult & not couple (k) | Yes (l) | No (m) | England (n) | Scotland (o) | Wales (p) | Northern Ireland (q) | North (r) | Midlands (s) | South (t) | |
| Unweighted Total | 5983 | 1771 | 2981 | 532 | 543 | 1525 | 1871 | 1016 | 369 | 1506 | 4449 | 3887 | 404 | 1141 | 4827 | 4289 | 597 | 477 | 620 | 1199 | 838 | 2252 | 5983 |
| Weighted Total | 5983 | 2098 | 2249 | 787 | 630 | 1327 | 1783 | 1127 | 453 | 1056 | 4906 | 3785 | 887 | 1583 | 4389 | 5028 | 502 | 287 | 166 | 1384 | 968 | 2676 | 5983 |
| 0 - Not at all | 68 1% uajj | 13 1% | 15 1% | 13 2% | 21 3% | 29 2% | 17 1% | 6 * | - - | 28 3% | 39 1% | 30 1% | 8 1% | 17 1% | 51 1% | 56 1% | 8 2% | 1 * | 2 1% | 24 2% | 5 1% | 27 1% | 72 1% |
| 1 | 50 1% aj | 14 1% | 6 * | 17 2% | 14 2% | 23 2% | 9 * | 6 1% | - - | 14 1% | 36 1% | 24 1% | 12 1% | 17 1% | 34 1% | 42 1% | 3 1% | 3 1% | 2 1% | 13 1% | 15 2% | 15 1% | 44 1% |
| 2 | 109 2% uaefj | 23 1% | 29 1% | 25 3% | 27 4% | 50 2% | 17 1% | 9 1% | 2 1% | 27 3% | 81 2% | 53 1% | 23 3% | 32 2% | 77 2% | 87 2% | 5 1% | 14 5% | 3 2% | 23 2% | 27 3% | 37 1% | 100 2% |
| 3 | 248 4% aj | 77 4% | 56 2% | 56 7% | 51 8% | 89 7% | 67 4% | 33 3% | 19 4% | 54 5% | 194 4% | 105 3% | 70 8% | 54 3% | 194 4% | 209 4% | 21 4% | 12 4% | 5 3% | 56 4% | 35 4% | 118 4% | 228 4% |
| 4 | 373 6% uagjm | 101 5% | 109 5% | 52 7% | 76 12% | 102 8% | 106 6% | 53 5% | 5 1% | 60 6% | 313 6% | 191 5% | 101 11% | 127 8% | 245 6% | 311 6% | 24 5% | 27 9% | 12 7% | 86 6% | 60 6% | 164 6% | 303 5% |
| 5 | 620 10% afijm | 191 9% | 191 8% | 110 14% | 92 15% | 171 13% | 170 10% | 90 8% | 31 7% | 142 13% | 476 10% | 330 9% | 125 14% | 194 12% | 425 10% | 534 11% | 50 10% | 20 7% | 16 10% | 152 11% | 110 11% | 271 10% | 592 10% |
| 6 | 779 13% aj | 278 13% | 256 11% | 121 15% | 92 15% | 192 14% | 255 14% | 149 13% | 48 11% | 158 15% | 619 13% | 448 12% | 128 14% | 209 13% | 569 13% | 655 13% | 66 13% | 38 13% | 20 12% | 184 13% | 109 11% | 363 14% | 721 12% |
| 7 | 1335 22% acd | 571 27% | 447 20% | 202 26% | 86 14% | 247 19% | 380 21% | 324 29% | 115 25% | 216 20% | 1114 23% | 889 23% | 194 22% | 386 24% | 947 22% | 1103 22% | 129 26% | 71 25% | 33 20% | 316 23% | 192 20% | 594 22% | 1268 21% |
| 8 | 1445 24% bcdhk | 537 26% | 633 28% | 131 17% | 105 17% | 263 20% | 488 27% | 273 24% | 145 32% | 228 22% | 1211 25% | 1020 27% | 135 15% | 345 22% | 1096 25% | 1219 24% | 125 25% | 59 21% | 42 25% | 318 23% | 253 26% | 649 24% | 1573 26% |
| 9 | 625 10% bcdhk | 216 10% | 319 14% | 38 5% | 37 6% | 101 8% | 193 11% | 135 12% | 43 10% | 74 7% | 548 11% | 471 12% | 57 6% | 141 9% | 483 11% | 526 10% | 49 10% | 29 10% | 21 13% | 144 10% | 106 11% | 276 10% | 702 12% |
| 10 - Completely | 326 5% ubl | 77 4% | 189 8% | 23 3% | 28 4% | 59 4% | 78 4% | 48 4% | 44 10% | 54 5% | 271 6% | 223 6% | 37 4% | 61 4% | 264 6% | 281 6% | 24 5% | 13 4% | 8 5% | 69 5% | 53 5% | 159 6% | 375 6% |
| Prefer not to say | 5 * zdef | 1 * | - - | - - | - - | - - | 2 * | - - | - - | 1 * | 4 * | 3 * | - - | 2 * | 3 * | 4 * | - - | - - | 1 * | - - | 2 * | 2 * | 5 * |
| Mean score | 6.7 bcdhkl | 6.83 zbc | 7.16 zubc | 6.03 | 5.71 | 6.13 | 6.81 zd | 6.95 zd | 7.33 zdef | 6.32 | 6.78 zhk | 6.98 zhik | 6.06 | 6.52 | 6.77 zl | 6.71 | 6.76 | 6.47 | 6.72 | 6.63 | 6.7 | 6.76 | 6.85 |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename : 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Means: Columns Tested (5% risk level) - z/u/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m - z/n/o/p/q - z/r/s/t

Overlap formulae used. * small base



ECON_WELLBEING. Overall, how satisfied are you with your life nowadays?

Base: All UK adults aged 16+

| | Total (z) | England region | | | | | | | | | Urbanity | | IMD Quintile | | | | | Unwtd Total |
|-------------------|----------------------------|-------------------|-------------------|------------------------------------|-------------------------|-------------------------|---------------------------|-------------------|-------------------|---------------|-----------------|------------------|-----------------------------|-------------------|-----------------|-------------------|------------------------------|-------------|
| | | North East (a) | North West (b) | Yorkshire and The Humber (c) | East Midlands (d) | West Midlands (e) | East of England (f) | South East (g) | South West (h) | London (i) | Urban (j) | Rural (k) | 1 - Most deprived (l) | 2 (m) | 3 (n) | 4 (o) | 5 - Least deprived (p) | |
| Unweighted Total | 5983 | 210 | 558 | 431 | 427 | 411 | 518 | 762 | 516 | 456 | 4427 | 1556 | 1024 | 1116 | 1170 | 1288 | 1385 | 5983 |
| Weighted Total | 5983 | 240 | 656 | 488 | 437 | 531 | 557 | 821 | 513 | 784 | 4719 | 1264 | 1188 | 1200 | 1197 | 1203 | 1195 | 5983 |
| 0 - Not at all | 68 1% pw | 4 2% | 16 2% zdg | 5 1% | 1 * | 4 1% | 6 1% | 5 1% | 5 1% | 11 1% | 58 1% | 9 1% | 21 2% p | 18 1% p | 11 1% | 15 1% p | 4 * | 72 1% |
| 1 | 50 1% qtw | 8 3% | 4 1% zbcghi | 1 * | 4 1% | 11 2% zch | 4 1% | 6 1% | 1 * | 3 * | 45 1% | 6 * | 17 1% o | 8 1% | 8 1% | 5 * | 12 1% | 44 1% |
| 2 | 109 2% goqt | 8 3% g | 10 2% | 5 1% | 8 2% g | 19 4% zcg | 12 2% g | 3 * | 8 1% | 15 2% g | 89 2% | 20 2% | 30 2% o | 21 2% | 27 2% | 11 1% | 20 2% | 100 2% |
| 3 | 248 4% v | 7 3% | 20 3% | 29 6% d | 9 2% | 26 5% | 26 5% | 38 5% | 20 4% | 34 4% | 206 4% | 42 3% | 62 5% n | 53 4% | 35 3% | 44 4% | 54 5% | 228 4% |
| 4 | 373 6% hkpqt | 19 8% h | 35 5% | 32 7% | 29 7% | 32 6% | 25 4% | 58 7% h | 17 3% | 65 8% h | 313 7% | 60 5% | 106 9% znop | 76 6% p | 67 6% | 69 6% p | 55 5% | 303 5% |
| 5 | 620 10% kopqstv w | 28 12% | 66 10% | 58 12% | 52 12% | 58 11% | 65 12% | 72 9% | 47 9% | 87 11% | 514 11% k | 106 8% | 175 15% znop | 138 11% op | 122 10% | 98 8% | 87 7% | 592 10% |
| 6 | 779 13% qtx | 25 10% | 87 13% | 71 15% | 43 10% | 66 12% | 66 12% | 120 15% | 65 13% | 112 14% | 635 13% | 144 11% | 158 13% | 147 12% | 158 13% | 173 14% | 143 12% | 721 12% |
| 7 | 1335 22% x | 46 19% | 174 26% ef | 96 20% | 92 21% | 100 19% | 107 19% | 197 24% | 106 21% | 185 24% | 1063 23% | 272 22% | 244 21% | 252 21% | 284 24% | 260 22% | 295 25% | 1268 21% |
| 8 | 1445 24% l | 49 21% | 154 23% | 114 23% | 114 26% | 138 26% | 133 24% | 219 27% i | 138 27% i | 158 20% | 1106 23% | 339 27% zj | 232 20% zln | 281 23% zln | 274 23% | 332 28% zln | 325 27% zln | 1573 26% |
| 9 | 625 10% jlru | 32 13% | 60 9% | 52 11% | 58 13% gi | 48 9% zbeji | 81 15% zbeji | 70 9% | 60 12% | 64 8% | 444 9% | 180 14% zj | 83 7% l | 134 11% l | 140 12% l | 130 11% l | 138 12% l | 702 12% |
| 10 - Completely | 326 5% ruw | 13 6% | 29 4% | 27 5% | 27 6% | 26 5% | 32 6% | 32 4% zbeji | 48 9% zbeji | 48 6% | 241 5% | 85 7% | 60 5% | 68 6% | 71 6% | 66 5% | 61 5% | 375 6% |
| Prefer not to say | 5 * | - | - | - | - | 2 * | - | 1 * | - | 1 * | 4 * | 1 * | - | 2 * | 1 * | 1 * | 1 * | 5 * |
| Mean score | 6.7 jlru | 6.46 | 6.65 | 6.68 | 6.93 aei | 6.51 | 6.8 | 6.73 | 7.06 zabcegi | 6.55 | 6.61 | 7.04 zj | 6.25 | 6.68 l | 6.8 l | 6.87 zl | 6.91 zlm | 6.85 |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename : 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k - z/l/m/n/o/p

Overlap formulae used. * small base



ECON_WELLBEING. Overall, how satisfied are you with your life nowadays?

Base: All UK adults aged 16+

| | Total (z) | Personal wellbeing | | | | | Personal economic situation | | | | Worried about household financial situation | | Segment | | | | | Unwtd Total |
|-------------------|------------------------------|--------------------|--------------|--------------|---------------|---------------|-----------------------------|---------------|-----------------------------|----------------------------------|---|--------------------|---|-----------------------------|--|---------------------------------------|--|-------------|
| | | 9 to 10 (a) | 8 (b) | 7 (c) | 5 to 6 (d) | 0 to 4 (e) | Living comfortably (f) | Coping (g) | Finding it difficult (h) | Finding it very difficult (i) | Worried (j) | Not worried (k) | Living comfortably & not worried (l) | Coping & not worried (m) | Living comfortably/coping but worried (n) | Finding it difficult & worried (o) | Finding it very difficult & worried (p) | |
| Unweighted Total | 5983 | 1077 | 1573 | 1268 | 1313 | 747 | 1640 | 2854 | 1082 | 380 | 3312 | 2630 | 1419 | 1139 | 1918 | 1015 | 372 | 5983 |
| Weighted Total | 5983 | 950 | 1445 | 1335 | 1399 | 848 | 1490 | 2769 | 1276 | 397 | 3536 | 2386 | 1252 | 1040 | 1941 | 1191 | 385 | 5983 |
| 0 - Not at all | 68 1% abcdfgk lm | - | - | - | - | 68 8% | 5 * | 13 * | 14 1% | 36 9% | 65 2% | 2 * | 1 * | 1 * | 15 1% | 14 1% | 36 9% | 72 1% |
| 1 | 50 1% abcdfgn | - | - | - | - | 50 6% | 5 * | 13 * | 14 1% | 18 5% | 34 1% | 16 1% | 5 * | 6 1% | 6 * | 14 1% | 14 4% | 44 1% |
| 2 | 109 2% abcdfgk ln | - | - | - | - | 109 13% | 3 * | 26 1% | 44 3% | 29 7% | 87 2% | 22 1% | 3 * | 9 1% | 17 1% | 34 3% | 29 8% | 100 2% |
| 3 | 248 4% abcdfgk lmn | - | - | - | - | 248 29% | 18 1% | 72 3% | 97 8% | 61 15% | 215 6% | 30 1% | 15 1% | 14 1% | 60 3% | 94 8% | 61 16% | 228 4% |
| 4 | 373 6% abcdfgk lm | - | - | - | - | 373 44% | 35 2% | 147 5% | 108 8% | 76 19% | 289 8% | 75 3% | 26 2% | 43 4% | 113 6% | 104 9% | 72 19% | 303 5% |
| 5 | 620 10% abcefgk rim | - | - | - | 620 44% | - | 95 6% | 228 8% | 234 18% | 58 15% | 503 14% | 109 5% | 57 5% | 46 4% | 218 11% | 227 19% | 58 15% | 592 10% |
| 6 | 779 13% abcefgk lm | - | - | - | 779 56% | - | 126 8% | 381 14% | 201 16% | 55 14% | 554 16% | 215 9% | 93 7% | 103 10% | 312 16% | 182 15% | 52 14% | 721 12% |
| 7 | 1335 22% abdefil p | - | - | 1335 100% | - | - | 286 19% | 738 27% | 276 22% | 33 8% | 824 23% | 500 21% | 227 18% | 254 24% | 532 27% | 259 22% | 32 8% | 1268 21% |
| 8 | 1445 24% acdehij op | - | 1445 100% | - | - | - | 484 33% | 749 27% | 193 15% | 14 3% | 636 18% | 799 33% | 427 34% | 355 34% | 442 23% | 176 15% | 14 4% | 1573 26% |
| 9 | 625 10% bcdehij nop | 625 66% | - | - | - | - | 268 18% | 278 10% | 72 6% | 4 1% | 222 6% | 399 17% | 248 20% | 144 14% | 151 8% | 66 6% | 4 1% | 702 12% |
| 10 - Completely | 326 5% bcdeghj no | 326 34% | - | - | - | - | 162 11% | 124 4% | 23 2% | 15 4% | 105 3% | 217 9% | 147 12% | 63 6% | 73 4% | 19 2% | 13 3% | 375 6% |
| Prefer not to say | 5 * | - | - | - | - | - | 2 * | - | - | - | - | 2 * | 2 * | - | - | - | - | 5 * |
| Mean score | 6.7 dehijuop | 9.34 zbcde | 8 zde | 7 zde | 5.56 e | 2.95 | 7.62 zghi | 6.93 zhi | 5.92 i | 4.29 | 6.15 | 7.52 zj | 7.77 zmnop | 7.34 znop | 6.69 op | 5.89 p | 4.28 | 6.85 |

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 Respondent type: KnowledgePanel Members - UK, 16+
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 Overlap formulae used. * small base



ECON1. Which of these descriptions comes closest to how you feel about your household's income nowadays?

Base: All UK adults aged 16+

| | Gender | | | Age | | | | | | | Social grade | | | | Working status | | | Work Sector | | Claim benefits/ tax credits | | Education | | Ethnicity | | Unwtd Total |
|---|---------------------------------|-------------------|------------------|---------------------|--------------------|--------------------|--------------------|--------------------|---------------------|---------------------|---------------------|-------------------|-------------------|--------------------|--------------------------------------|---------------------------|-------------------------|-----------------|------------------|-----------------------------|-------------------|---|-------------------|--|--|-------------|
| | Total (z) | Male (a) | Female (b) | 16-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | Working (full-time or part-time) (n) | Not working - retired (o) | Not working - other (p) | Public (q) | Private (r) | Claim (s) | Do not claim (t) | Graduates (Degree/Master/PhD/above) (u) | Non-graduates (v) | White (including White minorities) (w) | Ethnic minorities (excluding White minorities) (x) | |
| Unweighted Total | 5983 | 2954 | 2983 | 184 | 451 | 775 | 1069 | 1485 | 1403 | 616 | 1787 | 1801 | 770 | 526 | 3116 | 2101 | 738 | 1163 | 1703 | 1259 | 4606 | 1926 | 3979 | 5589 | 324 | 5983 |
| Weighted Total | 5983 | 2838 | 3093 | 671 | 1024 | 949 | 1017 | 928 | 755 | 639 | 1702 | 1756 | 748 | 481 | 3546 | 1428 | 989 | 1285 | 1983 | 1344 | 4457 | 1805 | 4107 | 5235 | 671 | 5983 |
| Living comfortably on present income | 1490 25% bdeflmn pqsvx | 771 27% zb | 715 23% | 165 25% | 205 20% | 177 19% | 194 19% | 252 27% | 258 34% | 239 37% | 634 37% zkml | 434 25% lm | 111 15% m | 43 9% | 795 22% p | 525 37% znp | 167 17% | 255 20% | 490 25% q | 135 10% | 1326 30% zs | 595 33% zv | 881 21% | 1382 26% zx | 90 13% | 1640 27% |
| Coping on present income | 2769 46% ps | 1320 47% | 1427 46% | 268 40% | 434 42% | 433 46% | 464 46% | 473 51% | 377 50% | 320 50% | 761 45% zcd | 854 49% zcd | 358 48% cd | 207 43% | 1720 48% zp | 709 50% zp | 333 34% | 628 49% | 961 48% | 533 40% | 2158 48% zs | 836 46% | 1908 46% | 2446 47% z | 296 44% | 2854 48% |
| Finding it difficult on present income | 1276 21% ghijotu w | 578 20% | 686 22% | 154 23% ghi | 299 29% zghi | 252 27% zghi | 261 26% zghi | 137 15% zghi | 102 14% | 71 11% | 252 15% j | 376 21% zjk | 205 27% zjk | 154 32% zjk | 827 23% zo | 163 11% zno | 281 28% zno | 329 26% z | 427 22% | 431 32% zt | 814 18% | 286 16% | 973 24% zu | 1071 20% zw | 186 28% | 1082 18% |
| Finding it very difficult on present income | 397 7% ahijkno rtuw | 156 6% | 230 7% a | 48 7% hi | 78 8% hi | 86 9% zhi | 94 9% zhi | 64 7% hi | 18 2% hi | 9 1% | 46 3% j | 90 5% zjk | 73 10% zjk | 76 16% zjkl | 196 6% o | 30 2% zno | 170 17% zno | 69 5% | 100 5% | 229 17% zt | 147 3% | 78 4% | 309 8% zu | 317 6% zw | 68 10% | 380 6% |
| Don't know | 27 * ghijknot w | 7 * | 17 1% | 21 3% zdefghi | 6 1% | - | - | - | - | - | - | 1 * | - | - | 4 * zno | 20 2% zno | 20 2% | 1 * | 3 * | 5 * zno | 8 * | 7 * | 18 * | 8 * zw | 18 3% | 9 * |
| Prefer not to say | 25 * hknortw | 6 * | 18 1% | 15 2% zdeghi | 3 * | 2 * | 4 * | 2 * | - | - | 9 1% zno | 1 * | 1 * | - | 5 * zno | 18 2% zno | 18 2% | 4 * zno | 1 * | 11 1% t | 4 * | 3 * | 17 * | 10 * zw | 14 2% zw | 18 * |
| Mean score | 2.9 bdefimp qsvx | 2.96 zb | 2.86 | 2.86 | 2.75 | 2.74 | 2.75 | 2.99 zdef | 3.16 zdefg | 3.23 zdefg | 3.17 zkml | 2.93 lm | 2.68 m | 2.45 | 2.88 p | 3.21 znp | 2.52 | 2.84 | 2.93 q | 2.43 | 3.05 zs | 3.08 zv | 2.83 | 2.94 zx | 2.64 | 2.97 |
| Coping / Living comfortably | 4258 71% bdefimp svx | 2091 74% zb | 2142 69% | 433 65% | 639 62% | 610 64% | 658 65% | 726 78% zdef | 635 84% zdefg | 558 87% zdefg | 1395 82% zkml | 1288 73% lm | 469 63% m | 250 52% | 2515 71% p | 1234 86% znp | 500 51% | 883 69% | 1451 73% q | 668 50% | 3483 78% zs | 1431 79% zv | 2790 68% | 3828 73% zx | 387 58% | 4494 75% |
| Finding it difficult | 1673 28% aghijot uw | 735 26% | 915 30% za | 202 30% ghi | 377 37% zghi | 337 36% zghi | 355 35% zghi | 201 22% hi | 120 16% | 81 13% | 298 18% j | 466 27% zjk | 279 37% zjk | 231 48% zjkl | 1022 29% o | 193 14% zno | 451 46% zno | 398 31% z | 528 27% | 660 49% zt | 961 22% | 364 20% zu | 1283 31% zu | 1389 27% zw | 254 38% | 1462 24% |
| NET Difference | 2585 43% | 1356 48% | 1227 40% | 230 34% | 262 26% | 273 29% | 303 30% | 524 56% | 515 68% | 478 75% | 1098 64% | 822 47% | 190 25% | 20 4% | 1492 42% | 1041 73% | 49 5% | 485 38% | 924 47% | 8 1% | 2522 57% | 1066 59% | 1507 37% | 2439 47% | 133 20% | 3032 51% |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename: 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k/l/m - z/n/o/p - z/q/r - z/s/t - z/u/v - z/w/x

Overlap formulae used. * small base



ECON1. Which of these descriptions comes closest to how you feel about your household's income nowadays?

Base: All UK adults aged 16+

| | Tenure | | | | | Annual household income | | | | Number of adults 16+ in household | | | | Children 0-15 in household | | Country | | | | England region (Net) | | | Unwtd Total | |
|---|-------------------------|-----------------------------|---------------------|--------------------------------|---|-------------------------|---------------------------|---------------------------|------------------------|-----------------------------------|------------------------------|---------------------------------------|---|----------------------------|-------------------|-------------------|------------------|------------------|----------------------|----------------------|-------------------|--------------------|--------------------|--------------|
| | Total (z) | Buying it on a mortgage (u) | Own it outright (a) | Rent from private landlord (b) | Rent from council/housing association (c) | Up to £25,999 (d) | £26,000 up to £51,999 (e) | £52,000 up to £99,999 (f) | £100,000 and above (g) | Only adult (h) | At least one other adult (i) | At least one other adult & couple (j) | At least one other adult & not couple (k) | Yes (l) | No (m) | England (n) | Scotland (o) | Wales (p) | Northern Ireland (q) | North (r) | Midlands (s) | South (t) | | |
| Unweighted Total | 5983 | 1771 | 2981 | 532 | 543 | 1525 | 1871 | 1016 | 369 | 1506 | 4449 | 3887 | 404 | 1141 | 4827 | 4289 | 597 | 477 | 620 | 1199 | 838 | 2252 | 5983 | |
| Weighted Total | 5983 | 2098 | 2249 | 787 | 630 | 1327 | 1783 | 1127 | 453 | 1056 | 4906 | 3785 | 887 | 1583 | 4389 | 5028 | 502 | 287 | 166 | 1384 | 968 | 2676 | 5983 | |
| Living comfortably on present income | 1490 25% bcdhr | 491 23% bc | 796 35% zubb | 118 15% c | 41 7% c | 112 8% d | 426 24% zde | 428 38% zde | 234 52% zdef | 224 21% h | 1262 26% h | 1031 27% zhi | 195 22% zhi | 272 17% zl | 1217 28% zl | 1269 25% zl | 109 22% zl | 70 24% zl | 41 25% zl | 301 22% zl | 228 24% zl | 740 28% zl | 1640 27% zl | |
| Coping on present income | 2769 46% cdgl | 1048 50% zbc | 1100 49% zbc | 331 42% c | 209 33% c | 544 41% g | 936 52% zdfg | 522 46% dg | 137 30% dg | 474 45% g | 2286 47% zdfg | 1823 48% zi | 372 42% zi | 672 42% zl | 2091 48% zl | 2317 46% zl | 240 48% zl | 136 47% zl | 77 46% zl | 639 46% zl | 438 45% zl | 1239 46% zl | 2854 48% zl | |
| Finding it difficult on present income | 1276 21% aefjmt | 468 22% a | 274 12% u | 229 29% zua | 250 40% zuab | 463 35% zefg | 332 19% f | 154 14% f | 77 17% f | 240 23% j | 1030 21% j | 739 20% j | 217 24% j | 466 29% zm | 806 18% zm | 1073 21% zm | 115 23% zm | 58 20% zm | 29 18% zm | 327 24% t | 222 23% t | 524 20% t | 1082 18% t | |
| Finding it very difficult on present income | 397 7% uaefgijm | 90 4% a | 56 2% u | 102 13% zua | 123 19% zuab | 190 14% zefg | 90 5% fg | 22 2% fg | 6 1% fg | 110 10% zij | 285 6% j | 184 5% j | 69 8% j | 141 9% zm | 255 6% zm | 322 6% zm | 36 7% zm | 23 8% zm | 17 10% zn | 100 7% t | 69 7% t | 153 6% t | 380 6% t | |
| Don't know | 27 * uejm | - - u | 9 * u | 7 1% u | 2 * u | 5 * e | - - e | - - e | - - e | 4 * j | 23 * j | 4 * j | 19 2% zhij | 23 1% zm | 3 * zm | 26 1% zm | - - zm | - - zm | 1 1% zm | 11 1% t | 3 * t | 11 * t | 9 * t | |
| Prefer not to say | 25 * uej | 1 * u | 14 1% u | * * u | 5 1% u | 13 1% zef | - - zef | * * zef | - - zef | 4 * j | 21 * j | 5 * j | 15 2% zij | 10 1% zm | 15 * zm | 21 * zm | 2 * zm | * * zm | * * zm | 1 1% zm | 6 * t | 7 1% t | 8 * t | 18 * t |
| Mean score | 2.9 bcdhr | 2.93 bc | 3.18 zubb | 2.6 c | 2.27 c | 2.44 zd | 2.95 zde | 3.2 zde | 3.32 zde | 2.78 zhk | 2.93 zhk | 2.98 zhik | 2.81 zhik | 2.69 zl | 2.98 zl | 2.91 zl | 2.85 zl | 2.88 zl | 2.87 zl | 2.83 zrs | 2.86 zrs | 2.97 zrs | 2.97 zrs | |
| Coping / Living comfortably | 4258 71% bcdhklr | 1539 73% bc | 1897 84% zubb | 449 57% c | 250 40% c | 656 49% zd | 1361 76% zde | 950 84% zde | 371 82% zd | 699 66% zhk | 3548 72% zhk | 2854 75% zhik | 568 64% zhik | 944 60% zl | 3309 75% zl | 3586 71% zl | 349 69% zl | 205 72% zl | 118 71% zl | 940 68% zrs | 667 69% zrs | 1979 74% zrs | 4494 75% zrs | |
| Finding it difficult | 1673 28% aefgijmt | 558 27% a | 330 15% u | 331 42% zua | 373 59% zuab | 653 49% zefg | 422 24% f | 176 16% f | 83 18% f | 350 33% zij | 1315 27% j | 923 24% j | 285 32% j | 607 38% zm | 1062 24% zm | 1395 28% zm | 151 30% zm | 81 28% zm | 46 28% zm | 427 31% zt | 291 30% t | 677 25% t | 1462 24% t | |
| NET Difference | 2585 43% | 981 47% | 1567 70% | 118 15% | -122 -19% | 3 * | 939 53% | 773 69% | 288 64% | 349 33% | 2234 46% | 1932 51% | 282 32% | 337 21% | 2247 51% | 2191 44% | 198 39% | 124 43% | 72 43% | 513 37% | 376 39% | 1302 49% | 3032 51% | |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename : 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Means: Columns Tested (5% risk level) - z/u/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m - z/n/o/p/q - z/r/s/t

Overlap formulae used. * small base



ECON1. Which of these descriptions comes closest to how you feel about your household's income nowadays?

Base: All UK adults aged 16+

| | Total (z) | England region | | | | | | | | | Urbanity | | IMD Quintile | | | | | Unwtd Total |
|---|-----------------------------|---------------------|-------------------|------------------------------------|-------------------------|-------------------------|---------------------------|-------------------|----------------------------|-----------------|-------------------|------------------|-----------------------------|------------------|------------------|--------------------|------------------------------|-------------|
| | | North East (a) | North West (b) | Yorkshire and The Humber (c) | East Midlands (d) | West Midlands (e) | East of England (f) | South East (g) | South West (h) | London (i) | Urban (j) | Rural (k) | 1 - Most deprived (l) | 2 (m) | 3 (n) | 4 (o) | 5 - Least deprived (p) | |
| Unweighted Total | 5983 | 210 | 558 | 431 | 427 | 411 | 518 | 762 | 516 | 456 | 4427 | 1556 | 1024 | 1116 | 1170 | 1288 | 1385 | 5983 |
| Weighted Total | 5983 | 240 | 656 | 488 | 437 | 531 | 557 | 821 | 513 | 784 | 4719 | 1264 | 1188 | 1200 | 1197 | 1203 | 1195 | 5983 |
| Living comfortably on present income | 1490 25% jlru | 45 19% | 149 23% | 108 22% | 107 25% | 121 23% | 132 24% | 225 27% a | 171 33% zabcde | 212 27% | 1076 23% | 413 33% z | 161 14% | 266 22% l | 286 24% l | 366 30% zlmn | 411 34% zlmn | 1640 27% |
| Coping on present income | 2769 46% | 97 40% | 311 47% | 232 47% | 206 47% | 233 44% | 248 44% | 387 47% | 251 49% | 353 45% | 2189 46% | 579 46% | 510 43% | 582 48% | 576 48% | 574 48% | 528 44% | 2854 48% |
| Finding it difficult on present income | 1276 21% hkopqtv w | 68 28% hi | 155 24% h | 104 21% h | 102 23% h | 120 23% h | 137 25% h | 168 20% h | 67 13% | 152 19% h | 1069 23% zk | 207 16% | 362 31% zmnop | 253 21% o | 257 21% op | 198 16% | 205 17% | 1082 18% |
| Finding it very difficult on present income | 397 7% kopqtw | 30 13% zbdghi | 35 5% | 36 7% | 22 5% | 46 9% | 38 7% | 39 5% | 24 5% | 53 7% | 335 7% k | 62 5% | 145 12% zmnop | 87 7% op | 69 6% p | 55 5% | 41 3% | 380 6% |
| Don't know | 27 * qtwx | - - g | 7 1% | 4 1% | - - | 3 1% | 2 * | - - | - - | 9 1% g | 27 1% k | - - | 2 * | 9 1% | 2 * | 7 1% | 7 1% | 9 * |
| Prefer not to say | 25 * qtwx | - - | - - | 6 1% b | - - | 7 1% zb | 1 * | 2 * | - - | 5 1% | 23 * k | 2 * | 7 1% | 3 * | 7 1% | 4 * | 3 * | 18 * |
| Mean score | 2.9 ajlrux | 2.65 | 2.88 a | 2.86 a | 2.91 a | 2.82 | 2.85 a | 2.97 ae | 3.11 zabcde gi | 2.94 a | 2.86 | 3.06 zj | 2.58 | 2.86 l | 2.91 l | 3.05 zlmn | 3.1 zlmn | 2.97 |
| Coping / Living comfortably | 4258 71% ajlr | 142 59% | 459 70% a | 339 69% a | 313 72% a | 354 67% | 379 68% | 612 75% ae | 423 82% zabcde gi | 565 72% a | 3266 69% | 992 79% zj | 671 56% | 847 71% l | 862 72% l | 939 78% zlmn | 939 79% zlmn | 4494 75% |
| Finding it difficult | 1673 28% hkopqtv w | 98 41% zbdghi | 190 29% h | 139 29% h | 124 28% h | 167 31% h | 175 31% h | 207 25% h | 91 18% | 205 26% h | 1404 30% zk | 269 21% | 508 43% zmnop | 340 28% op | 326 27% op | 253 21% | 247 21% | 1462 24% |
| NET Difference | 2585 43% | 44 18% | 269 41% | 200 41% | 189 43% | 187 35% | 204 37% | 405 49% | 332 65% | 360 46% | 1862 39% | 723 57% | 163 14% | 507 42% | 536 45% | 687 57% | 692 58% | 3032 51% |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename : 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k - z/l/m/n/o/p

Overlap formulae used. * small base



ECON1. Which of these descriptions comes closest to how you feel about your household's income nowadays?

Base: All UK adults aged 16+

| | Total (z) | Personal wellbeing | | | | | Personal economic situation | | | | Worried about household financial situation | | Segment | | | | | Unwtd Total |
|---|---------------------------------|---------------------|---------------------|--------------------|--------------------|---------------------|-----------------------------|----------------------|-----------------------------|----------------------------------|---|--------------------|---|-----------------------------|---|---------------------------------------|--|-------------|
| | | 9 to 10 (a) | 8 (b) | 7 (c) | 5 to 6 (d) | 0 to 4 (e) | Living comfortably (f) | Coping (g) | Finding it difficult (h) | Finding it very difficult (i) | Worried (j) | Not worried (k) | Living comfortably & not worried (l) | Coping & not worried (m) | Living comfortably/ coping but worried (n) | Finding it difficult & worried (o) | Finding it very difficult & worried (p) | |
| Unweighted Total | 5983 | 1077 | 1573 | 1268 | 1313 | 747 | 1640 | 2854 | 1082 | 380 | 3312 | 2630 | 1419 | 1139 | 1918 | 1015 | 372 | 5983 |
| Weighted Total | 5983 | 950 | 1445 | 1335 | 1399 | 848 | 1490 | 2769 | 1276 | 397 | 3536 | 2386 | 1252 | 1040 | 1941 | 1191 | 385 | 5983 |
| Living comfortably on present income | 1490 25% cdeghij umnop | 429 45% zbcde | 484 34% zcde | 286 21% de | 221 16% e | 66 8% | 1490 100% zghi | - - | - - | - - | 234 7% zj | 1252 52% | 1252 100% zmnop | - - | 234 12% mop | - - | - - | 1640 27% |
| Coping on present income | 2769 46% aefhikl op | 402 42% e | 749 52% zade | 738 55% zade | 609 44% e | 271 32% | - - | 2769 100% zghi | - - | - - | 1707 48% zk | 1040 44% | - - | 1040 100% zlnop | 1707 88% zlop | - - | - - | 2854 48% |
| Finding it difficult on present income | 1276 21% abfgikr lmnp | 95 10% | 193 13% | 276 21% ab | 434 31% zabc | 277 33% zabc | - - | - - | 1276 100% zfgi | - - | 1191 34% zk | 82 3% | - - | - - | - - | 1191 100% zlmnp | - - | 1082 18% |
| Finding it very difficult on present income | 397 7% abcfghk rslmno | 19 2% | 14 1% | 33 2% b | 113 8% abc | 219 26% zabcd | - - | - - | - - | 397 100% zfgi | 385 11% zk | 12 * | - - | - - | - - | - - | 385 100% zlmno | 380 6% |
| Don't know | 27 * gkn | * * | 5 * | 1 * | 16 1% zac | 4 * | - - | - - | - - | - - | 11 * | 1 * | - - | - - | - - | - - | - - | 9 * |
| Prefer not to say | 25 * bgkn | 5 1% | 1 * | 1 * | 6 * zbc | 11 1% | - - | - - | - - | - - | 9 * | - - | - - | - - | - - | - - | - - | 18 * |
| Mean score | 2.9 dehijuo p | 3.31 zbcde | 3.18 zcde | 2.96 zde | 2.68 e | 2.22 | 4 z | 3 z | 2 | 1 | 2.51 | 3.48 zj | 4 zn | 3 z | 3.12 zmop | 2 | 1 | 2.97 |
| Coping / Living comfortably | 4258 71% dehijuo p | 831 87% zcde | 1233 85% zcde | 1025 77% zde | 831 59% e | 337 40% | 1490 100% zhi | 2769 100% zhi | - - | - - | 1941 55% zj | 2292 96% zj | 1252 100% zop | 1040 100% zop | 1941 100% zop | - - | - - | 4494 75% |
| Finding it difficult | 1673 28% abcfgr lmn | 114 12% | 207 14% | 309 23% ab | 547 39% zabc | 496 59% zabcd | - - | - - | 1276 100% zfg | 397 100% zfg | 1575 45% zk | 93 4% | - - | - - | - - | 1191 100% zlmn | 385 100% zlmn | 1462 24% |
| NET Difference | 2585 43% | 717 75% | 1026 71% | 716 54% | 284 20% | -159 -19% | 1490 100% | 2769 100% | -1276 -100% | -397 -100% | 365 10% | 2199 92% | 1252 100% | 1040 100% | 1941 100% | -1191 -100% | -385 -100% | 3032 51% |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename : 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i - z/j/k - z/r/s/t/u - z/l/m/n/o/p

Overlap formulae used. * small base



ECON2. How worried, if at all, are you about you and your household's financial situation?

Base: All UK adults aged 16+

| | Gender | | | Age | | | | | | | Social grade | | | | Working status | | | Work Sector | | Claim benefits/ tax credits | | Education | | Ethnicity | | Unwtd Total |
|--------------------|---------------------------------|-------------------|-------------------|---------------------|---------------------|---------------------|---------------------|--------------------|--------------------|--------------------|--------------------|-------------------|-------------------|--------------------|--------------------------------------|---------------------------|-------------------------|------------------|-------------------|-----------------------------|-------------------|---|-------------------|--|--|-------------------|
| | Total (z) | Male (a) | Female (b) | 16-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | Working (full-time or part-time) (n) | Not working - retired (o) | Not working - other (p) | Public (q) | Private (r) | Claim (s) | Do not claim (t) | Graduates (Degree/Master/PhD/above) (u) | Non-graduates (v) | White (including White minorities) (w) | Ethnic minorities (excluding White minorities) (x) | |
| Unweighted Total | 5983 | 2954 | 2983 | 184 | 451 | 775 | 1069 | 1485 | 1403 | 616 | 1787 | 1801 | 770 | 526 | 3116 | 2101 | 738 | 1163 | 1703 | 1259 | 4606 | 1926 | 3979 | 5589 | 324 | 5983 |
| Weighted Total | 5983 | 2838 | 3093 | 671 | 1024 | 949 | 1017 | 928 | 755 | 639 | 1702 | 1756 | 748 | 481 | 3546 | 1428 | 989 | 1285 | 1983 | 1344 | 4457 | 1805 | 4107 | 5235 | 671 | 5983 |
| Very worried | 733 12% aghhjko tuw | 310 11% | 412 13% a | 59 9% | 195 19% zcghi | 163 17% zcghi | 158 16% zcghi | 84 9% hi | 42 6% hi | 33 5% hi | 125 7% | 172 10% zjk | 133 18% zjk | 118 24% zkl | 447 13% o | 68 5% zno | 215 22% zno | 175 14% | 227 11% zr | 332 25% zt | 376 8% zt | 181 10% zv | 539 13% zu | 599 11% zx | 121 18% zw | 656 11% zw |
| Fairly worried | 2803 47% ahijotuw | 1248 44% | 1531 50% za | 320 48% i | 499 49% hi | 513 54% zghi | 522 51% zghi | 415 45% hi | 299 40% hi | 237 37% hi | 684 40% | 880 50% zj | 372 50% j | 241 50% j | 1789 50% zo | 552 39% zo | 450 46% o | 703 55% zr | 971 49% zr | 692 51% zt | 2028 46% zt | 783 43% zv | 1979 48% zu | 2436 47% zx | 331 49% zx | 2656 44% zw |
| Not very worried | 1973 33% beflmpq svx | 1019 36% zb | 941 30% zb | 215 32% zdef | 291 28% zdef | 234 25% zdef | 298 29% zdef | 341 37% zdef | 315 42% zdef | 279 44% zdef | 683 40% zklm | 599 34% lm | 204 27% lm | 110 23% lm | 1132 32% p | 604 42% znp | 234 24% znp | 353 28% zr | 681 34% q | 264 20% zs | 1680 38% zs | 680 38% zv | 1284 31% zu | 1783 34% zx | 172 26% zx | 2108 35% zw |
| Not at all worried | 413 7% bdefmnq rs | 238 8% zb | 174 6% zb | 41 6% zdef | 35 3% zdef | 32 3% zdef | 32 3% zdef | 87 9% zdef | 95 13% zdef | 91 14% zdef | 188 11% zklm | 98 6% m | 37 5% m | 12 3% m | 157 4% znp | 200 14% znp | 57 6% znp | 46 4% zr | 94 5% zr | 45 3% zs | 358 8% zs | 142 8% zv | 267 6% zu | 382 7% zx | 24 4% zx | 522 9% zw |
| Don't know | 42 1% gknoqtw | 17 1% | 24 1% | 30 4% zdefghi | 3 * zdefghi | 1 * zdefghi | 4 * zdefghi | * * zdefghi | 3 * zdefghi | - - zdefghi | 16 1% k | 3 * k | 2 * k | - - k | 10 * k | 3 * k | 28 3% zno | 1 * zr | 7 * zr | 6 * zs | 7 * zs | 10 1% zv | 29 1% zu | 26 * zx | 15 2% zw | 22 * zw |
| Prefer not to say | 19 * otw | 6 * | 11 * | 4 1% zdefghi | 2 * zdefghi | 6 1% zdefghi | 4 * zdefghi | 1 * zdefghi | 1 * zdefghi | - - zdefghi | 5 * zklm | 3 * lm | 1 * lm | - - lm | 12 * znp | 1 * znp | 5 1% znp | 8 1% zr | 3 * zr | 5 * zs | 7 * zs | 8 * zv | 9 * zu | 10 * zx | 8 1% zw | 19 * zw |
| Mean | 2.65 aghhjot uw | 2.58 | 2.71 | 2.62 hi | 2.84 zcghi | 2.86 zcghi | 2.8 zcghi | 2.53 hi | 2.38 hi | 2.33 hi | 2.44 | 2.64 j | 2.81 zjk | 2.97 zjkl | 2.72 zo | 2.34 zo | 2.86 zno | 2.79 zr | 2.67 zr | 2.98 zt | 2.55 zt | 2.56 zv | 2.69 zu | 2.63 zx | 2.85 zw | 2.58 zw |
| Worried | 3536 59% aghhjot uw | 1557 55% | 1943 63% za | 379 57% hi | 693 68% zcghi | 676 71% zcghi | 679 67% zcghi | 498 54% hi | 340 45% hi | 269 42% hi | 810 48% | 1052 60% j | 505 68% zjk | 359 75% zjkl | 2236 63% zo | 620 43% zo | 665 67% zo | 877 68% zr | 1198 60% zr | 1024 76% zt | 2405 54% zt | 965 53% zv | 2518 61% zu | 3035 58% zx | 452 67% zw | 3312 55% zw |
| Not worried | 2386 40% bdeflmn pqsvx | 1258 44% zb | 1115 36% zb | 257 38% e | 326 32% e | 267 28% e | 329 32% e | 428 46% zdef | 410 54% zdef | 370 58% zdef | 872 51% zklm | 698 40% lm | 241 32% m | 122 25% m | 1289 36% p | 804 56% znp | 291 29% znp | 399 31% zr | 775 39% q | 309 23% zs | 2038 46% zs | 822 46% zv | 1551 38% zu | 2164 41% zx | 196 29% zx | 2630 44% zw |
| NET Difference | 1150 19% | 300 11% | 828 27% | 123 18% | 367 36% | 409 43% | 350 34% | 71 8% | -70 -9% | -100 -16% | -62 -4% | 354 20% | 264 35% | 237 49% | 947 27% | -184 -13% | 374 38% | 478 37% | 422 21% | 715 53% | 367 8% | 143 8% | 967 24% | 871 17% | 256 38% | 682 11% |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename: 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k/l/m - z/n/o/p - z/q/r - z/s/t - z/u/v - z/w/x

Overlap formulae used. * small base



ECON2. How worried, if at all, are you about you and your household's financial situation?

Base: All UK adults aged 16+

| | Total (z) | Tenure | | | | Annual household income | | | | Number of adults 16+ in household | | | | Children 0-15 in household | | Country | | | | England region (Net) | | | Unwtd Total |
|--------------------|-----------------------------|-----------------------------|---------------------|--------------------------------|---|-------------------------|---------------------------|---------------------------|------------------------|-----------------------------------|------------------------------|---------------------------------------|---|----------------------------|-------------------|------------------|-----------------|-----------------|----------------------|----------------------|-----------------|-------------------|------------------|
| | | Buying it on a mortgage (u) | Own it outright (a) | Rent from private landlord (b) | Rent from council/housing association (c) | Up to £25,999 (d) | £26,000 up to £51,999 (e) | £52,000 up to £99,999 (f) | £100,000 and above (g) | Only adult (h) | At least one other adult (i) | At least one other adult & couple (j) | At least one other adult & not couple (k) | Yes (l) | No (m) | England (n) | Scotland (o) | Wales (p) | Northern Ireland (q) | North (r) | Midlands (s) | South (t) | |
| Unweighted Total | 5983 | 1771 | 2981 | 532 | 543 | 1525 | 1871 | 1016 | 369 | 1506 | 4449 | 3887 | 404 | 1141 | 4827 | 4289 | 597 | 477 | 620 | 1199 | 838 | 2252 | 5983 |
| Weighted Total | 5983 | 2098 | 2249 | 787 | 630 | 1327 | 1783 | 1127 | 453 | 1056 | 4906 | 3785 | 887 | 1583 | 4389 | 5028 | 502 | 287 | 166 | 1384 | 968 | 2676 | 5983 |
| Very worried | 733 12% aefgijm | 235 11% a | 109 5% zua | 167 21% zua | 186 29% zuab | 289 22% zefg | 188 11% g | 87 8% g | 28 6% zde | 190 18% zijk | 539 11% j | 386 10% j | 111 12% h | 253 16% zm | 480 11% * | 614 12% * | 61 12% * | 37 13% * | 21 13% 1 | 177 13% zt | 111 11% * | 326 12% * | 656 11% * |
| Fairly worried | 2803 47% agmt | 1105 53% za | 898 40% a | 383 49% a | 314 50% a | 703 53% zefg | 834 47% g | 495 44% g | 149 33% zde | 473 45% zijk | 2318 47% j | 1747 46% j | 464 52% h | 860 54% zm | 1935 44% * | 2354 47% * | 242 48% * | 131 46% * | 75 45% 1 | 694 50% zt | 470 49% * | 1190 44% * | 2656 44% * |
| Not very worried | 1973 33% bcdhklr s | 659 31% c | 946 42% zubb | 210 27% c | 110 17% c | 280 21% d | 626 35% d | 446 40% zd | 204 45% zde | 312 30% hk | 1658 34% hk | 1349 36% zhik | 237 27% zhik | 367 23% zl | 1604 37% zl | 1649 33% * | 172 34% * | 95 33% * | 56 34% 1 | 400 29% zt | 282 29% * | 968 36% zrs | 2108 35% * |
| Not at all worried | 413 7% ubcdl | 91 4% zubb | 272 12% zubb | 25 3% - | 14 2% - | 43 3% d | 131 7% d | 96 8% d | 72 16% zdef | 73 7% zi | 340 7% j | 286 8% j | 42 5% zhij | 70 4% zm | 343 8% * | 356 7% * | 25 5% 1% | 21 7% 1% | 11 7% 1% | 87 6% zrt | 97 10% * | 172 6% * | 522 9% * |
| Don't know | 42 1% uejm | 3 * u | 19 1% u | - - - | 5 1% - | 6 * - | 1 * - | 2 * - | - - - | 7 1% j | 35 1% j | 6 * zhij | 29 3% zhij | 24 2% zm | 18 * * | 39 1% * | * * * | 1 * * | 1 1% 1% | 21 2% zt | 7 1% * | 11 * * | 22 * * |
| Prefer not to say | 19 * m | 6 * - | 5 * - | 2 * - | 1 * - | 6 * - | 2 * - | 1 * - | - - - | 2 * j | 16 * j | 11 * j | 4 * j | 10 1% m | 8 * * | 14 * * | 3 1% * | * * * | 1 1% 1% | 5 * * | 1 * * | 8 * * | 19 * * |
| Mean | 2.65 aefgijm | 2.71 za | 2.38 zua | 2.88 zua | 3.08 zuab | 2.94 zefg | 2.61 fg | 2.51 g | 2.29 zde | 2.74 zij | 2.63 j | 2.59 j | 2.75 zij | 2.84 zm | 2.59 * | 2.65 * | 2.68 1% | 2.65 * | 2.65 1% | 2.71 zt | 2.62 * | 2.63 * | 2.58 * |
| Worried | 3536 59% afgjmt | 1340 64% za | 1008 45% zua | 550 70% zua | 500 79% zuab | 992 75% zefg | 1022 57% fg | 583 52% g | 177 39% zde | 663 63% zijk | 2857 58% j | 2133 56% j | 575 65% ij | 1112 70% zm | 2416 55% * | 2969 59% * | 303 60% * | 168 59% * | 96 58% 1 | 871 63% zt | 581 60% * | 1517 57% * | 3312 55% * |
| Not worried | 2386 40% ubcdhkl r | 750 36% c | 1217 54% zubb | 235 30% c | 124 20% c | 323 24% d | 758 43% d | 542 48% zd | 276 61% zde | 385 36% hk | 1998 41% hk | 1635 43% zhik | 279 31% zhik | 436 28% zl | 1947 44% zl | 2006 40% * | 196 39% * | 117 41% * | 67 41% 1 | 487 35% zt | 379 39% * | 1140 43% zr | 2630 44% * |
| NET Difference | 1150 19% | 590 28% | -210 -9% | 315 40% | 376 60% | 669 50% | 264 15% | 41 4% | -99 -22% | 278 26% | 860 18% | 498 13% | 296 33% | 676 43% | 469 11% | 963 19% | 106 21% | 52 18% | 29 17% | 384 28% | 202 21% | 377 14% | 682 11% |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename: 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Means: Columns Tested (5% risk level) - z/u/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m - z/n/o/p/q - z/r/s/t

Overlap formulae used. * small base



ECON2. How worried, if at all, are you about you and your household's financial situation?

Base: All UK adults aged 16+

| | England region | | | | | | | | | | Urbanity | | IMD Quintile | | | | | Unwtd Total |
|--------------------|---------------------------|-------------------|-----------------|------------------------------|-------------------|-------------------|---------------------|-----------------|-----------------|---------------------|-------------------|------------------|-----------------------|--------------------|-------------------|-------------------|------------------------|--------------------|
| | Total (z) | North East (a) | North West (b) | Yorkshire and The Humber (c) | East Midlands (d) | West Midlands (e) | East of England (f) | South East (g) | South West (h) | London (i) | Urban (j) | Rural (k) | 1 - Most deprived (l) | 2 (m) | 3 (n) | 4 (o) | 5 - Least deprived (p) | |
| Unweighted Total | 5983 | 210 | 558 | 431 | 427 | 411 | 518 | 762 | 516 | 456 | 4427 | 1556 | 1024 | 1116 | 1170 | 1288 | 1385 | 5983 |
| Weighted Total | 5983 | 240 | 656 | 488 | 437 | 531 | 557 | 821 | 513 | 784 | 4719 | 1264 | 1188 | 1200 | 1197 | 1203 | 1195 | 5983 |
| Very worried | 733 12% gknopqt | 39 16% g | 89 14% g | 50 10% g | 44 10% g | 67 13% g | 67 12% g | 75 9% g | 51 10% g | 133 17% zcdgh | 623 13% zk | 110 9% g | 232 20% zmnop | 183 15% znop | 113 9% g | 104 9% g | 101 8% g | 656 11% g |
| Fairly worried | 2803 47% hqt | 125 52% h | 314 48% h | 255 52% hi | 220 50% h | 250 47% h | 271 49% h | 395 48% h | 191 37% h | 333 42% h | 2245 48% h | 557 44% h | 610 51% zop | 557 46% zop | 576 48% zop | 538 45% zop | 521 44% zop | 2656 44% zop |
| Not very worried | 1973 33% elru | 60 25% e | 202 31% b | 138 28% c | 139 32% d | 143 27% e | 178 32% f | 299 36% g | 226 44% h | 265 34% i | 1525 32% j | 448 35% k | 284 24% l | 387 32% m | 419 35% n | 452 38% o | 430 36% p | 2108 35% l |
| Not at all worried | 413 7% jlm | 15 6% j | 37 6% k | 35 7% l | 34 8% m | 63 12% n | 36 7% o | 47 6% p | 44 9% q | 45 6% r | 271 6% s | 142 11% t | 45 4% u | 62 5% v | 83 7% w | 101 8% x | 124 10% y | 522 9% z |
| Don't know | 42 1% kqrstuv wx | - - k | 15 2% g | 6 1% g | * * g | 7 1% g | 3 1% g | 1 * g | 1 * g | 6 1% g | 40 1% k | 2 * g | 11 1% k | 5 * g | 2 * g | 8 1% k | 15 1% k | 22 * k |
| Prefer not to say | 19 * g | - - g | - - g | 5 1% g | - - g | 1 * g | 1 * g | 4 * g | * * g | 2 * g | 15 * g | 4 * g | 6 1% g | 6 1% g | 3 * g | 1 * g | 3 * g | 19 * g |
| Mean | 2.65 hkopqst v | 2.78 gh | 2.71 h | 2.67 h | 2.62 h | 2.61 h | 2.67 h | 2.61 h | 2.49 h | 2.71 h | 2.69 zk | 2.51 g | 2.88 zmnop | 2.72 znop | 2.6 p | 2.54 g | 2.51 g | 2.58 g |
| Worried | 3536 59% hkopqtv | 164 68% zgh | 403 61% h | 305 62% h | 263 60% h | 317 60% h | 338 61% h | 470 57% h | 242 47% h | 466 59% h | 2869 61% zk | 667 53% g | 842 71% zmnop | 740 62% op | 690 58% p | 642 53% g | 623 52% g | 3312 55% g |
| Not worried | 2386 40% ajlru | 76 32% a | 239 36% a | 173 35% a | 173 40% a | 205 39% a | 214 38% a | 346 42% a | 269 52% a | 310 40% a | 1796 38% a | 590 47% zj | 329 28% l | 448 37% l | 502 42% l | 553 46% zlm | 554 46% zlm | 2630 44% zlm |
| NET Difference | 1150 19% g | 88 37% g | 164 25% g | 132 27% g | 90 21% g | 112 21% g | 124 22% g | 124 15% g | -27 -5% g | 156 20% g | 1072 23% g | 78 6% g | 513 43% g | 292 24% g | 188 16% g | 89 7% g | 69 6% g | 682 11% g |

Fieldwork dates: 22nd September - 28th September 2022
 Respondent type: KnowledgePanel Members - UK, 16+
 Source: Ipsos (JN J21-101207-01)
 Filename : 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse
 Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k - z/l/m/n/o/p
 Overlap formulae used. * small base



ECON2. How worried, if at all, are you about you and your household's financial situation?

Base: All UK adults aged 16+

| | Personal wellbeing | | | | | | Personal economic situation | | | | Worried about household financial situation | | Segment | | | | | Unwtd Total |
|--------------------|------------------------------|--------------|--------------|------------|-------------|------------|-----------------------------|-------------|--------------------------|-------------------------------|---|-----------------|--------------------------------------|--------------------------|---|------------------------------------|---|-------------|
| | Total (z) | 9 to 10 (a) | 8 (b) | 7 (c) | 5 to 6 (d) | 0 to 4 (e) | Living comfortably (f) | Coping (g) | Finding it difficult (h) | Finding it very difficult (i) | Worried (j) | Not worried (k) | Living comfortably & not worried (l) | Coping & not worried (m) | Living comfortably/coping but worried (n) | Finding it difficult & worried (o) | Finding it very difficult & worried (p) | |
| Unweighted Total | 5983 | 1077 | 1573 | 1268 | 1313 | 747 | 1640 | 2854 | 1082 | 380 | 3312 | 2630 | 1419 | 1139 | 1918 | 1015 | 372 | 5983 |
| Weighted Total | 5983 | 950 | 1445 | 1335 | 1399 | 848 | 1490 | 2769 | 1276 | 397 | 3536 | 2386 | 1252 | 1040 | 1941 | 1191 | 385 | 5983 |
| Very worried | 733 12% abcfgkr lmn | 29 3% | 73 5% | 93 7% | 226 16% | 311 37% | 13 1% | 119 4% | 289 23% | 308 77% | 733 21% | - | - | - | 132 7% | 289 24% | 308 80% | 656 11% |
| Fairly worried | 2803 47% abfiklm p | 298 31% | 563 39% | 730 55% | 831 59% | 381 45% | 221 15% | 1588 57% | 902 71% | 77 19% | 2803 79% | - | - | - | 1809 93% | 902 76% | 77 20% | 2656 44% |
| Not very worried | 1973 33% dehijun op | 436 46% | 677 47% | 444 33% | 294 21% | 122 14% | 879 59% | 1011 37% | 77 6% | 5 1% | - | 1973 83% | 879 70% | 1011 97% | - | - | - | 2108 35% |
| Not at all worried | 413 7% cdeghij mnop | 179 19% | 122 8% | 56 4% | 31 2% | 24 3% | 373 25% | 29 1% | 5 * | 7 2% | - | 413 17% | 373 30% | 29 3% | - | - | - | 522 9% |
| Don't know | 42 1% fhjklmn o | 3 * | 6 * | 11 1% | 12 1% | 9 1% | 3 * | 17 1% | * * | 1 * | - | - | - | - | - | - | - | 22 * |
| Prefer not to say | 19 * jk | 5 * | 4 * | 1 * | 6 * | 2 * | 1 * | 6 * | 3 * | - | - | - | - | - | - | - | - | 19 * |
| Mean | 2.65 abfkrilm | 2.19 | 2.41 | 2.65 | 2.91 | 3.17 | 1.91 | 2.65 | 3.16 | 3.73 | 3.21 | 1.83 | 1.7 | 1.97 | 3.07 | 3.24 | 3.8 | 2.58 |
| Worried | 3536 59% abfkrilm | 327 34% | 636 44% | 824 62% | 1058 76% | 691 82% | 234 16% | 1707 62% | 1191 93% | 385 97% | 3536 100% | - | - | - | 1941 100% | 1191 100% | 385 100% | 3312 55% |
| Not worried | 2386 40% dehiju nop | 615 65% | 799 55% | 500 37% | 324 23% | 146 17% | 1252 84% | 1040 38% | 82 6% | 12 3% | - | 2386 100% | 1252 100% | 1040 100% | - | - | - | 2630 44% |
| NET Difference | 1150 19% | -288 -30% | -162 -11% | 324 24% | 733 52% | 546 64% | -1019 -68% | 667 24% | 1109 87% | 373 94% | 3536 100% | -2386 -100% | -1252 -100% | -1040 -100% | 1941 100% | 1191 100% | 385 100% | 682 11% |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename : 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i - z/j/k - z/r/s/t/u - z/l/m/n/o/p

Overlap formulae used. * small base



ECON3. Which of the following, if any, have you experienced over the past 12 months?

Base: All UK adults aged 16+

Table with columns for Gender, Age, Social grade, Working status, Work Sector, Claim benefits/ tax credits, Education, and Ethnicity. Rows include categories like 'Increase in the cost of food shopping', 'Increase in the cost of utilities', 'Increase in the cost of fuel/other transport costs', etc.

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos [IN J21-101207-01]

Filename: 21-101207_ADHOC_220922A_PFT_wtd_v6_intUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k/l/m - z/n/o/p - z/q/r - z/s/t - z/u/v - z/w/x

Overlap formulae used. * small base



ECON3. Which of the following, if any, have you experienced over the past 12 months?

Base: All UK adults aged 16+

| | Total (j) | England region | | | | | | | | | Urbanity | | IMD Quintile | | | | | Unwtd Total |
|--|----------------|-------------------|-------------------|---------------------------------|----------------------|----------------------|------------------------|-------------------|-------------------|---------------|--------------|--------------|--------------------------|----------|----------|----------|---------------------------|-------------|
| | | North East (a) | North West (b) | Yorkshire and The Humber (c) | East Midlands (d) | West Midlands (e) | East of England (f) | South East (g) | South West (h) | London (i) | Urban (k) | Rural (l) | 1 - Most deprived (m) | 2 (n) | 3 (o) | 4 (p) | 5 - Least deprived (q) | |
| Unweighted Total | 5983 | 210 | 558 | 431 | 427 | 411 | 518 | 782 | 516 | 456 | 4427 | 1536 | 1024 | 1116 | 1170 | 1288 | 1385 | 5983 |
| Weighted Total | 5983 | 240 | 656 | 488 | 437 | 531 | 557 | 821 | 513 | 784 | 4719 | 1264 | 1188 | 1200 | 1197 | 1203 | 1195 | 5983 |
| Increase in the cost of food shopping | 5549 | 226 | 619 | 443 | 407 | 474 | 530 | 759 | 482 | 714 | 4356 | 1192 | 1093 | 1095 | 1127 | 1124 | 1109 | 5667 |
| | 93% e | 94% | 94% | 91% | 93% | 89% | 95% | 92% | 94% | 91% | 92% | 94% | 92% | 91% | 94% | 93% | 93% | 95% |
| Increase in the cost of utilities (e.g. gas, electricity, water) | 5237 | 210 | 584 | 410 | 379 | 449 | 500 | 736 | 446 | 662 | 4120 | 1117 | 1017 | 1024 | 1057 | 1069 | 1070 | 5398 |
| | 88% | 88% | 89% | 84% | 87% | 85% | 90% | 90% | 87% | 84% | 87% | 88% | 86% | 85% | 88% | 89% | 89% | 90% |
| Increase in the cost of fuel/other transport costs | 5010 | 197 | 565 | 405 | 381 | 434 | 475 | 715 | 456 | 541 | 3846 | 1164 | 913 | 965 | 1037 | 1034 | 1060 | 5204 |
| | 84% ijm | 82% | 86% | 83% | 87% | 82% | 85% | 87% | 89% | 69% | 81% | 92% | 77% | 80% | 87% | 86% | 89% | 87% |
| Increase in the cost of going out socialising with friends and family (for example, eating out, going to the cinema, etc.) | 4110 | 168 | 464 | 308 | 298 | 360 | 384 | 554 | 373 | 557 | 3273 | 837 | 797 | 799 | 813 | 802 | 898 | 4068 |
| | 69% cx | 70% | 71% | 63% | 68% | 68% | 69% | 68% | 73% | 71% | 69% | 66% | 67% | 67% | 68% | 67% | 75% | 68% |
| Decrease in the amount of money I/other members of my household are able to save | 3218 | 126 | 355 | 261 | 236 | 289 | 307 | 429 | 277 | 387 | 2552 | 665 | 665 | 642 | 656 | 645 | 610 | 3156 |
| | 54% qtx | 53% | 54% | 54% | 54% | 54% | 55% | 52% | 54% | 49% | 54% | 53% | 56% | 54% | 55% | 54% | 51% | 53% |
| Increase in the cost of media/leisure subscriptions (such as gym membership, TV or music streaming services, etc.) | 2812 | 132 | 340 | 215 | 174 | 228 | 269 | 372 | 243 | 355 | 2293 | 519 | 599 | 577 | 533 | 531 | 572 | 2553 |
| | 47% dkqtx | 55% | 52% | 44% | 40% | 43% | 48% | 45% | 47% | 45% | 49% | 41% | 50% | 48% | 45% | 44% | 48% | 43% |
| Used up savings to help pay for day-to-day living expenses | 1817 | 96 | 224 | 142 | 122 | 151 | 171 | 218 | 120 | 269 | 1482 | 335 | 458 | 346 | 393 | 326 | 295 | 1707 |
| | 30% hkopt | 40% | 34% | 29% | 28% | 28% | 31% | 27% | 23% | 34% | 31% | 26% | 39% | 29% | 33% | 27% | 25% | 29% |
| I/another member of my household received a pay rise below the level of inflation | 1743 | 67 | 187 | 124 | 138 | 121 | 156 | 243 | 147 | 260 | 1410 | 332 | 319 | 365 | 339 | 352 | 367 | 1553 |
| | 29% ekqtx | 28% | 29% | 25% | 32% | 23% | 28% | 30% | 29% | 33% | 30% | 26% | 27% | 30% | 28% | 29% | 31% | 26% |
| Increase in the amount I/other members of my household pay in tax | 1557 | 56 | 172 | 120 | 104 | 116 | 163 | 214 | 137 | 231 | 1300 | 257 | 324 | 314 | 305 | 303 | 311 | 1324 |
| | 26% katx | 23% | 26% | 25% | 24% | 22% | 29% | 26% | 27% | 29% | 28% | 20% | 27% | 26% | 25% | 25% | 26% | 22% |
| Increase in the cost of paying off mortgage/rent | 1284 | 55 | 121 | 106 | 78 | 127 | 130 | 182 | 88 | 211 | 1094 | 190 | 353 | 268 | 231 | 223 | 211 | 1070 |
| | 21% kopqtx | 23% | 18% | 22% | 18% | 24% | 23% | 22% | 17% | 27% | 23% | 15% | 30% | 22% | 19% | 18% | 18% | 18% |
| Increase in the cost of paying off loan(s)/other form(s) of credit/debt | 907 | 35 | 100 | 83 | 61 | 86 | 91 | 118 | 61 | 134 | 761 | 146 | 237 | 223 | 172 | 142 | 132 | 728 |
| | 15% kopqt | 14% | 15% | 17% | 14% | 16% | 16% | 14% | 12% | 17% | 16% | 12% | 20% | 19% | 14% | 12% | 11% | 12% |
| I/another member of my household have gone into debt | 619 | 42 | 66 | 53 | 28 | 52 | 83 | 68 | 35 | 71 | 510 | 109 | 183 | 113 | 136 | 89 | 97 | 527 |
| | 10% dkkopqt | 18% | 10% | 11% | 6% | 10% | 15% | 8% | 7% | 9% | 11% | 9% | 15% | 9% | 11% | 7% | 8% | 9% |
| I/another member of my household had a pay cut | 337 | 12 | 39 | 21 | 20 | 38 | 25 | 48 | 16 | 77 | 288 | 50 | 76 | 79 | 64 | 48 | 69 | 281 |
| | 6% hkoq | 5% | 6% | 4% | 5% | 7% | 4% | 6% | 3% | 10% | 6% | 4% | 6% | 7% | 5% | 4% | 6% | 5% |
| I/another member of my household became unemployed | 280 | 14 | 27 | 14 | 17 | 43 | 25 | 43 | 23 | 38 | 237 | 43 | 60 | 77 | 42 | 38 | 63 | 242 |
| | 5% koqtx | 6% | 4% | 3% | 4% | 8% | 4% | 5% | 4% | 5% | 5% | 3% | 5% | 6% | 4% | 3% | 5% | 4% |
| None of these | 42 | 4 | 8 | 1 | 1 | 1 | 1 | 4 | 2 | 15 | 35 | 7 | 6 | 9 | 5 | 11 | 12 | 41 |
| | 1% w | 2% | 1% | * | * | * | * | 1% | * | 2% | 1% | 1% | * | 1% | * | 1% | 1% | 1% |
| Don't know | 46 | - | 3 | 5 | 2 | 7 | 2 | - | 5 | 21 | 44 | 2 | 17 | 6 | 6 | 13 | 4 | 15 |
| | 1% kqstvw | - | 1% | 1% | * | 1% | * | - | 1% | 3% | 1% | * | 1% | 1% | 1% | 1% | * | * |
| Prefer not to say | 16 | - | - | 7 | - | 4 | - | 1 | - | 3 | 15 | 1 | 11 | 2 | 1 | 1 | 1 | 12 |
| | * w | - | - | 1% | - | 1% | - | * | - | * | * | * | 1% | * | * | * | * | * |
| Increase in the cost of living | 5813 | 236 | 644 | 468 | 428 | 500 | 552 | 803 | 500 | 747 | 4568 | 1245 | 1137 | 1167 | 1164 | 1177 | 1168 | 5868 |
| | 97% ejj | 98% | 98% | 96% | 98% | 94% | 99% | 98% | 97% | 95% | 97% | 99% | 96% | 97% | 97% | 98% | 98% | 98% |
| Impact on pay/became unemployed | 2149 | 80 | 233 | 146 | 163 | 181 | 193 | 300 | 174 | 334 | 1748 | 401 | 415 | 469 | 409 | 401 | 454 | 1917 |
| | 36% ckqtx | 33% | 36% | 30% | 37% | 34% | 35% | 36% | 34% | 43% | 37% | 32% | 35% | 39% | 34% | 33% | 38% | 32% |
| Increase in mortgage/rent/tax/fell into debt | 2780 | 120 | 275 | 231 | 190 | 248 | 277 | 378 | 223 | 406 | 2318 | 462 | 637 | 602 | 535 | 492 | 514 | 2392 |
| | 46% kopqtx | 50% | 42% | 47% | 43% | 47% | 50% | 46% | 43% | 52% | 49% | 37% | 54% | 50% | 45% | 41% | 43% | 40% |
| Impact on savings | 3778 | 155 | 426 | 307 | 284 | 332 | 346 | 502 | 298 | 492 | 3015 | 762 | 820 | 748 | 765 | 746 | 699 | 3693 |
| | 63% kpqtx | 65% | 65% | 63% | 65% | 63% | 62% | 61% | 58% | 63% | 64% | 60% | 69% | 62% | 64% | 62% | 58% | 62% |

Fieldwork dates: 22nd September - 28th September 2022
 Respondent type: KnowledgePanel Members - UK, 16+
 Source: Ipsos (JN J21-101207-01)
 File name: 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse
 Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k - z/l/m/n/o/p
 Overlap formulae used. * small base



ECON3. Which of the following, if any, have you experienced over the past 12 months?

Base: All UK adults aged 16+

| | Total (z) | Personal wellbeing | | | | | Personal economic situation | | | | Worried about household financial situation | | Segment | | | | | Unwtd Total |
|--|---------------|--------------------|-------|-------|------------|------------|-----------------------------|------------|--------------------------|-------------------------------|---|-----------------|--------------------------------------|--------------------------|--|------------------------------------|---|-------------|
| | | 9 to 10 (a) | 8 (b) | 7 (c) | 5 to 6 (d) | 0 to 4 (e) | Living comfortably (f) | Coping (g) | Finding it difficult (h) | Finding it very difficult (i) | Worried (j) | Not worried (k) | Living comfortably & not worried (l) | Coping & not worried (m) | Living comfortably/ coping but worried (n) | Finding it difficult & worried (o) | Finding it very difficult & worried (p) | |
| Unweighted Total | 5983 | 1077 | 1573 | 1268 | 1313 | 747 | 1640 | 2854 | 1082 | 380 | 3312 | 2630 | 1419 | 1139 | 1918 | 1015 | 372 | 5983 |
| Weighted Total | 5983 | 950 | 1445 | 1335 | 1399 | 848 | 1490 | 2769 | 1276 | 397 | 3536 | 2386 | 1252 | 1040 | 1941 | 1191 | 385 | 5983 |
| Increase in the cost of food shopping | 5549 | 883 | 1349 | 1243 | 1310 | 762 | 1348 | 2620 | 1202 | 364 | 3337 | 2176 | 1124 | 983 | 1841 | 1132 | 361 | 5667 |
| | 93% efkl | 93% | 93% | 93% | 94% | 90% | 90% | 95% | 94% | 91% | 94% | 91% | 90% | 95% | 95% | 95% | 94% | 95% |
| Increase in the cost of utilities (e.g. gas, electricity, water) | 5237 | 801 | 1254 | 1186 | 1249 | 744 | 1243 | 2482 | 1151 | 356 | 3184 | 2027 | 1054 | 911 | 1743 | 1087 | 354 | 5398 |
| | 88% afkl | 84% | 87% | 89% | 89% | 88% | 83% | 90% | 90% | 90% | 90% | 85% | 84% | 88% | 90% | 91% | 92% | 90% |
| Increase in the cost of fuel/other transport costs | 5010 | 825 | 1239 | 1131 | 1150 | 663 | 1262 | 2363 | 1056 | 313 | 2989 | 1984 | 1061 | 866 | 1679 | 997 | 312 | 5204 |
| | 84% eiu | 87% | 86% | 85% | 82% | 78% | 85% | 85% | 83% | 79% | 85% | 83% | 85% | 83% | 87% | 84% | 81% | 87% |
| Increase in the cost of going out socialising with friends and family (for example, eating out, going to the cinema, etc.) | 4110 | 612 | 1019 | 948 | 955 | 573 | 996 | 1951 | 872 | 279 | 2515 | 1571 | 820 | 700 | 1419 | 826 | 269 | 4068 |
| | 69% akl | 64% | 71% | 71% | 68% | 68% | 67% | 70% | 68% | 70% | 71% | 66% | 65% | 67% | 73% | 69% | 70% | 68% |
| Decrease in the amount of money /other members of my household are able to save | 3218 | 400 | 726 | 750 | 848 | 495 | 488 | 1643 | 842 | 243 | 2257 | 951 | 382 | 516 | 1228 | 793 | 235 | 3156 |
| | 54% abfklm | 42% | 50% | 56% | 61% | 58% | 33% | 59% | 66% | 61% | 64% | 40% | 31% | 50% | 63% | 67% | 61% | 53% |
| Increase in the cost of media/leisure subscriptions (such as gym membership, TV or music streaming services, etc.) | 2812 | 337 | 620 | 665 | 702 | 488 | 560 | 1296 | 713 | 232 | 1886 | 901 | 447 | 406 | 992 | 670 | 223 | 2553 |
| | 47% abfklm | 35% | 43% | 50% | 50% | 58% | 38% | 47% | 56% | 58% | 53% | 38% | 36% | 39% | 51% | 56% | 58% | 43% |
| Used up savings to help pay for day-to-day living expenses | 1817 | 169 | 334 | 402 | 514 | 399 | 100 | 728 | 741 | 247 | 1513 | 300 | 67 | 193 | 566 | 703 | 243 | 1707 |
| | 30% abfklm | 18% | 23% | 30% | 37% | 47% | 7% | 26% | 58% | 62% | 43% | 13% | 5% | 19% | 29% | 59% | 63% | 29% |
| /another member of my household received a pay rise below the level of inflation | 1743 | 183 | 426 | 447 | 424 | 262 | 416 | 843 | 396 | 88 | 1115 | 625 | 312 | 284 | 661 | 373 | 81 | 1553 |
| | 29% aikslp | 19% | 29% | 34% | 30% | 31% | 28% | 30% | 31% | 22% | 32% | 26% | 25% | 27% | 34% | 31% | 21% | 26% |
| Increase in the amount /other members of my household pay in tax | 1557 | 230 | 343 | 378 | 406 | 200 | 359 | 724 | 376 | 97 | 1029 | 523 | 280 | 231 | 569 | 365 | 95 | 1324 |
| | 26% kslm | 24% | 24% | 28% | 29% | 24% | 24% | 26% | 30% | 24% | 29% | 22% | 22% | 22% | 29% | 31% | 25% | 22% |
| Increase in the cost of paying off mortgage/rent | 1284 | 138 | 246 | 305 | 335 | 258 | 170 | 570 | 394 | 142 | 983 | 300 | 127 | 161 | 452 | 385 | 138 | 1070 |
| | 21% abfklm | 15% | 17% | 23% | 24% | 30% | 11% | 21% | 31% | 36% | 28% | 13% | 10% | 15% | 23% | 32% | 36% | 18% |
| Increase in the cost of paying off loan(s)/other form(s) of credit/debt | 907 | 91 | 133 | 211 | 251 | 221 | 75 | 319 | 354 | 148 | 764 | 143 | 48 | 79 | 267 | 342 | 145 | 728 |
| | 15% abfklm | 10% | 9% | 16% | 18% | 26% | 5% | 12% | 28% | 37% | 22% | 6% | 4% | 8% | 14% | 29% | 38% | 12% |
| /another member of my household have gone into debt | 619 | 39 | 69 | 121 | 209 | 181 | 15 | 145 | 296 | 162 | 570 | 48 | 11 | 27 | 122 | 286 | 162 | 527 |
| | 10% abfklm | 4% | 5% | 9% | 15% | 21% | 1% | 5% | 23% | 41% | 16% | 2% | 1% | 3% | 6% | 24% | 42% | 9% |
| /another member of my household had a pay cut | 337 | 19 | 66 | 79 | 78 | 96 | 27 | 120 | 126 | 65 | 282 | 56 | 19 | 27 | 100 | 121 | 61 | 281 |
| | 6% afklm | 2% | 5% | 6% | 6% | 11% | 2% | 4% | 10% | 16% | 8% | 2% | 2% | 3% | 5% | 10% | 16% | 5% |
| /another member of my household became unemployed | 280 | 24 | 44 | 50 | 83 | 79 | 20 | 95 | 104 | 57 | 223 | 57 | 16 | 31 | 67 | 99 | 53 | 242 |
| | 5% abfklm | 2% | 3% | 4% | 6% | 9% | 1% | 3% | 8% | 14% | 6% | 2% | 1% | 3% | 3% | 8% | 14% | 4% |
| None of these | 42 | 6 | 8 | 11 | 14 | 4 | 21 | 9 | 3 | 1 | 19 | 23 | 21 | 2 | 7 | 3 | 1 | 41 |
| | 1% g | 1% | 1% | 1% | 1% | * | 1% | * | * | * | 1% | 1% | 2% | * | * | * | * | 1% |
| Don't know | 46 | 5 | 9 | 6 | 21 | 4 | 13 | 14 | - | - | 18 | 10 | 7 | 4 | 11 | - | - | 15 |
| | 1% hjkro | 1% | 1% | * | 2% | * | 1% | * | - | - | * | * | 1% | * | 1% | - | - | 1% |
| Prefer not to say | 16 | 2 | - | 1 | 6 | 6 | 1 | 2 | - | 4 | 5 | 3 | 1 | 1 | 1 | - | 4 | 12 |
| | * gn | * | - | * | * | 1% | * | * | - | 1% | * | * | * | * | * | - | 1% | * |
| Increase in the cost of living | 5813 | 923 | 1398 | 1310 | 1362 | 817 | 1434 | 2729 | 1247 | 386 | 3452 | 2323 | 1207 | 1029 | 1906 | 1170 | 373 | 5868 |
| | 97% u | 97% | 97% | 98% | 97% | 96% | 96% | 99% | 98% | 97% | 98% | 97% | 96% | 99% | 98% | 98% | 97% | 98% |
| Impact on pay/became unemployed | 2149 | 217 | 502 | 537 | 529 | 364 | 453 | 1002 | 533 | 158 | 1443 | 703 | 340 | 327 | 785 | 503 | 152 | 1917 |
| | 36% afklm | 23% | 35% | 40% | 38% | 43% | 30% | 36% | 42% | 40% | 41% | 29% | 27% | 31% | 40% | 42% | 39% | 32% |
| Increase in mortgage/rent/tax/fell into debt | 2780 | 337 | 550 | 674 | 727 | 490 | 483 | 1198 | 806 | 282 | 1987 | 788 | 379 | 365 | 933 | 771 | 272 | 2392 |
| | 46% abfklm | 36% | 38% | 50% | 52% | 58% | 32% | 43% | 63% | 71% | 56% | 33% | 30% | 35% | 48% | 65% | 71% | 40% |
| Impact on savings | 3778 | 462 | 850 | 867 | 976 | 622 | 533 | 1877 | 1045 | 322 | 2682 | 1085 | 414 | 602 | 1389 | 980 | 313 | 3693 |
| | 63% abfklm | 49% | 59% | 65% | 70% | 73% | 36% | 68% | 82% | 81% | 76% | 45% | 33% | 58% | 72% | 82% | 81% | 62% |

Fieldwork dates: 22nd September - 28th September 2022
 Respondent type: KnowledgePanel Members - UK, 16+
 Source: Ipsos (IN 21-101207-01)
 File name: 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse
 Proportions/Means: Columns Tested [5% risk level] - z/a/b/c/d/e - z/f/g/h/i - z/j/k - z/l/m/n/o/p
 Overlap formulae used. * small base



Ipsos UK KnowledgePanel: 220922A Financial Wellbeing Tracker Wave 1
(Public)

20 Oct 2022

Table 25

ECON4_5. SUMMARY TABLE

Base: All UK adults aged 16+

| | ECON4A. Think general economic condition of UK will improve/get worse over next 12 months | ECON4B. Think general economic condition of local area will improve/get worse over next 12 months | ECON5. Think household's standard of living will improve/get worse over next 12 months |
|-----------------------|---|---|--|
| Unweighted Total | 5983 | 5983 | 5983 |
| Weighted Total | 5983 | 5983 | 5983 |
| Improve a lot | 23 * | 17 * | 16 * |
| Improve somewhat | 252 4% | 166 3% | 206 3% |
| Stay the same | 475 8% | 1190 20% | 2135 36% |
| Get somewhat worse | 2671 45% | 2897 48% | 2629 44% |
| Get a lot worse | 2475 41% | 1611 27% | 905 15% |
| Don't know | 68 1% | 82 1% | 71 1% |
| Prefer not to say | 19 * | 19 * | 21 * |
| Mean | -1.24 | -1.01 | -0.71 |
| Improve | 275 5% | 183 3% | 222 4% |
| Get worse | 5146 86% | 4508 75% | 3534 59% |
| NET Difference | -4871 -81% | -4325 -72% | -3312 -55% |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename : 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse



ECON4a. Do you think that the general economic condition of the UK will improve, stay the same, or get worse over the next 12 months?

Base: All UK adults aged 16+

| | Gender | | | Age | | | | | | | Social grade | | | | Working status | | | Work Sector | | Claim benefits/ tax credits | | Education | | Ethnicity | | Unwtd Total |
|--------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|---------|--------------|--------|--------|--------|--------------------------------------|---------------------------|-------------------------|-------------|-------------|-----------------------------|------------------|---|-------------------|--|--|-------------|
| | Total (z) | Male (a) | Female (b) | 16-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | Working (full-time or part-time) (n) | Not working - retired (o) | Not working - other (p) | Public (q) | Private (r) | Claim (s) | Do not claim (t) | Graduates (Degree/Master/PhD/above) (u) | Non-graduates (v) | White (including White minorities) (w) | Ethnic minorities (excluding White minorities) (x) | |
| Unweighted Total | 5983 | 2954 | 2983 | 184 | 451 | 775 | 1069 | 1485 | 1403 | 616 | 1787 | 1801 | 770 | 526 | 3116 | 2101 | 738 | 1163 | 1703 | 1259 | 4606 | 1926 | 3979 | 5589 | 324 | 5983 |
| Weighted Total | 5983 | 2838 | 3093 | 671 | 1024 | 949 | 1017 | 928 | 755 | 639 | 1702 | 1756 | 748 | 481 | 3546 | 1428 | 989 | 1285 | 1983 | 1344 | 4457 | 1805 | 4107 | 5235 | 671 | 5983 |
| Improve a lot | 23* | 11* | 12* | 6% | 3* | 3* | 6% | 2* | 2* | 2* | 5* | 8* | 1* | 2* | 16* | 2* | 4* | 8% | 6* | 6* | 11* | 3* | 18* | 17* | 7% | 21* |
| Improve somewhat | 252 | 157 | 92 | 4% | 5% | 3% | 3% | 4% | 4% | 5% | 6% | 7% | 4% | 21% | 61% | 44% | 4% | 5% | 3% | 4% | 6% | 5% | 4% | 7% | 50% | 223 |
| Stay the same | 475 | 250 | 222 | 8% | 10% | 6% | 7% | 7% | 6% | 6% | 103 | 134 | 62 | 35 | 279 | 85 | 111 | 9% | 16% | 14% | 31% | 12% | 34% | 4% | 5% | 405 |
| Get somewhat worse | 2671 | 1255 | 1402 | 44% | 40% | 42% | 43% | 47% | 36% | 31% | 765 | 840 | 311 | 206 | 1552 | 700 | 415 | 54% | 89% | 57% | 20% | 72% | 19% | 23% | 31% | 2669 |
| Get a lot worse | 2475 | 1139 | 1305 | 41% | 43% | 46% | 45% | 41% | 41% | 39% | 750 | 682 | 326 | 208 | 1498 | 570 | 394 | 58% | 79% | 57% | 18% | 86% | 15% | 22% | 21% | 2601 |
| Don't know | 68 | 19 | 48 | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 11 | 21 | 3 | 9 | 48 | 9 | 11 | 1% | 2% | 9 | 4% | 21 | 4% | 3% | 2% | 55 |
| Prefer not to say | 19 | 7 | 11 | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0 | 0 | 0 | 0 | 7 | 0 | 10 | 0% | 0% | 3 | 3 | 7 | 9 | 1% | 2% | 9 |
| Mean | -1.24 | -1.19 | -1.28 | -1.03 | -1.22 | -1.33 | -1.29 | -1.26 | -1.27 | -1.22 | -1.29 | -1.22 | -1.24 | -1.27 | -1.25 | -1.25 | -1.19 | -1.3 | -1.22 | -1.24 | -1.25 | -1.34 | -1.2 | -1.26 | -1.06 | -1.29 |
| Improve | 275 | 168 | 105 | 4% | 5% | 4% | 4% | 4% | 5% | 5% | 74 | 79 | 41 | 23 | 162 | 63 | 48 | 5% | 10% | 5% | 20% | 6% | 20% | 4% | 8% | 244 |
| Get worse | 5146 | 2394 | 2707 | 50% | 85% | 84% | 89% | 88% | 67% | 56% | 1515 | 1521 | 637 | 414 | 3050 | 1270 | 809 | 11% | 16% | 11% | 38% | 15% | 35% | 45% | 52% | 5270 |
| NET Difference | -4871 | -2226 | -2603 | -45% | -79% | -80% | -85% | -78% | -64% | -53% | -1441 | -1443 | -596 | -391 | -2888 | -1207 | -761 | -10% | -15% | -10% | -36% | -15% | -33% | -43% | -47% | -5026 |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename: 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k/l/m - z/n/o/p - z/q/r - z/s/t - z/u/v - z/w/x

Overlap formulae used. * small base



ECON4a. Do you think that the general economic condition of the UK will improve, stay the same, or get worse over the next 12 months?

Base: All UK adults aged 16+

| | Tenure | | | | | Annual household income | | | | Number of adults 16+ in household | | | | Children 0-15 in household | | Country | | | | England region (Net) | | | Unwtd Total |
|--------------------|---------------------|-----------------------------|---------------------|--------------------------------|---|-------------------------|---------------------------|---------------------------|------------------------|-----------------------------------|------------------------------|---------------------------------------|---|----------------------------|----------------|----------------|---------------|---------------|----------------------|----------------------|-------------------|----------------|----------------|
| | Total (z) | Buying it on a mortgage (u) | Own it outright (a) | Rent from private landlord (b) | Rent from council/housing association (c) | Up to £25,999 (d) | £26,000 up to £51,999 (e) | £52,000 up to £99,999 (f) | £100,000 and above (g) | Only adult (h) | At least one other adult (i) | At least one other adult & couple (j) | At least one other adult & not couple (k) | Yes (l) | No (m) | England (n) | Scotland (o) | Wales (p) | Northern Ireland (q) | North (r) | Midlands (s) | South (t) | |
| Unweighted Total | 5983 | 1771 | 2981 | 532 | 543 | 1525 | 1871 | 1016 | 369 | 1506 | 4449 | 3887 | 404 | 1141 | 4827 | 4289 | 597 | 477 | 620 | 1199 | 838 | 2252 | 5983 |
| Weighted Total | 5983 | 2098 | 2249 | 787 | 630 | 1327 | 1783 | 1127 | 453 | 1056 | 4906 | 3785 | 887 | 1583 | 4389 | 5028 | 502 | 287 | 166 | 1384 | 968 | 2676 | 5983 |
| Improve a lot | 23* m | 3* | 5* | 3* | 4* 1% | 8* 1% | 3* | 4* | - | 5* | 18* | 11* | 6* 1% | 11* 1% | 12* | 21* | 2* | 1* | * * | 5* | 10* 1% | 5* | 21* |
| Improve somewhat | 252* 4% h | 79* 4% | 108* 5% | 32* 4% | 20* 3% | 55* 4% | 72* 4% | 50* 4% | 26* 6% | 29* 3% | 223* 5% | 173* 5% | 40* 5% | 57* 4% | 194* 4% | 218* 4% | 17* 3% | 13* 4% | 4* 3% | 51* 4% | 50* 5% | 117* 4% | 223* 4% |
| Stay the same | 475* 8% h | 140* 7% | 160* 7% | 76* 10% | 62* 10% | 106* 8% | 131* 7% | 73* 6% | 45* 10% | 68* 6% | 403* 8% | 292* 8% | 79* 9% | 128* 8% | 344* 8% | 405* 8% | 43* 9% | 15* 5% | 12* 7% | 88* 6% | 76* 8% | 241* 9% | 405* 7% |
| Get somewhat worse | 2671* 45% q | 928* 44% | 1087* 48% | 341* 43% | 250* 40% | 559* 42% | 845* 47% | 495* 44% | 210* 46% | 463* 44% | 2201* 45% | 1709* 45% | 406* 46% | 690* 44% | 1975* 45% | 2290* 46% | 203* 40% | 114* 40% | 64* 39% | 597* 43% | 465* 48% | 1228* 46% | 2669* 45% |
| Get a lot worse | 2475* 41% ans | 939* 45% za | 866* 38% zuc | 311* 40% zua | 284* 45% a | 572* 43% zef | 722* 40% z | 503* 45% z | 169* 37% | 468* 44% zk | 1998* 41% j | 1573* 42% i | 323* 36% | 655* 41% | 1817* 41% | 2020* 40% | 230* 46% | 142* 50% | 83* 50% zn | 617* 45% zst | 343* 35% zn | 1060* 40% | 2601* 43% |
| Don't know | 68* 1% uaefjm | 9* * | 17* 1% | 23* 3% | 8* 1% | 24* 2% | 6* * | 2* * | 3* 1% | 21* 2% | 46* 1% | 22* 1% | 23* 3% | 27* 2% | 41* 1% | 58* 1% | 7* 1% | 2* 1% | 1* * | 14* 1% | 21* 2% | 23* 1% | 55* 1% |
| Prefer not to say | 19* * jmt | - | 7* * | 2* * | 2* * | 3* * | 4* * | - | - | 3* * | 16* * | 4* * | 11* 1% | 14* 1% | 5* * | 18* * | 1* * | * * | * * | 11* 1% | 4* * | 2* * | 9* * |
| Mean | -1.24* uhpqr | -1.3 | -1.21* zu | -1.21 | -1.27 | -1.25 | -1.25 | -1.28 | -1.16 | -1.32 | -1.23* zhj | -1.24* h | -1.17* h | -1.25 | -1.24 | -1.23* zpq | -1.3 | -1.35 | -1.37 | -1.3 | -1.15* zr | -1.21* r | -1.29 |
| Improve | 275* 5% h | 82* 4% | 114* 5% | 35* 4% | 24* 4% | 64* 5% | 75* 4% | 54* 5% | 26* 6% | 33* 3% | 241* 5% h | 185* 5% h | 46* 5% | 69* 4% | 206* 5% | 238* 5% | 19* 4% | 13* 5% | 5* 3% | 56* 4% | 60* 6% | 122* 5% | 244* 4% |
| Get worse | 5146* 86% zbc | 1867* 89% zbc | 1952* 87% zbc | 652* 83% zbc | 534* 85% zbc | 1130* 85% zbc | 1567* 88% zbc | 998* 89% zbc | 379* 84% zbc | 931* 88% zik | 4199* 86% zi | 3283* 87% zi | 728* 82% | 1345* 85% | 3792* 86% | 4310* 86% | 432* 86% | 256* 89% | 148* 89% | 1214* 88% s | 808* 83% | 2288* 85% | 5270* 88% |
| NET Difference | -4871* -81% | -1786* -85% | -1839* -82% | -617* -78% | -510* -81% | -1067* -80% | -1492* -84% | -944* -84% | -353* -78% | -897* -85% | -3957* -81% | -3098* -82% | -683* -77% | -1277* -81% | -3586* -82% | -4071* -81% | -414* -82% | -243* -85% | -143* -86% | -1158* -84% | -748* -77% | -2165* -81% | -5026* -84% |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename : 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Means: Columns Tested (5% risk level) - z/u/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m - z/n/o/p/q - z/r/s/t

Overlap formulae used. * small base



ECON4a. Do you think that the general economic condition of the UK will improve, stay the same, or get worse over the next 12 months?

Base: All UK adults aged 16+

| | England region | | | | | | | | | | Urbanity | | IMD Quintile | | | | | Unwtd Total |
|--------------------|----------------------|----------------|-----------------|------------------------------|-------------------|-------------------|---------------------|----------------|----------------|--------------|---------------|---------------|-----------------------|------------------|--------------|---------------|------------------------|---------------|
| | Total (z) | North East (a) | North West (b) | Yorkshire and The Humber (c) | East Midlands (d) | West Midlands (e) | East of England (f) | South East (g) | South West (h) | London (i) | Urban (j) | Rural (k) | 1 - Most deprived (l) | 2 (m) | 3 (n) | 4 (o) | 5 - Least deprived (p) | |
| Unweighted Total | 5983 | 210 | 558 | 431 | 427 | 411 | 518 | 762 | 516 | 456 | 4427 | 1556 | 1024 | 1116 | 1170 | 1288 | 1385 | 5983 |
| Weighted Total | 5983 | 240 | 656 | 488 | 437 | 531 | 557 | 821 | 513 | 784 | 4719 | 1264 | 1188 | 1200 | 1197 | 1203 | 1195 | 5983 |
| Improve a lot | 23 * i | 3 1% i | 2 * | - - | 2 * | 8 1% zgi | 2 * | 1 * | 2 * | - - | 18 * | 5 * | 11 1% p | 3 * | 2 * | 6 1% | 1 * | 21 * |
| Improve somewhat | 252 4% rsuvw | 14 6% | 23 4% | 14 3% | 16 4% | 34 6% | 23 4% | 46 6% | 16 3% | 32 4% | 210 4% | 42 3% | 56 5% | 50 4% | 46 4% | 38 3% | 63 5% | 223 4% |
| Stay the same | 475 8% coruvw | 17 7% | 47 7% | 24 5% | 28 6% | 47 9% | 47 8% | 66 8% | 37 7% | 91 12% | 387 8% | 88 7% | 120 10% zop | 117 10% op | 92 8% | 70 6% | 77 6% | 405 7% |
| Get somewhat worse | 2671 45% lruvw | 89 37% | 288 44% | 220 45% | 214 49% | 250 47% | 267 48% | 390 48% | 222 43% | 348 44% | 2095 44% | 576 46% | 470 40% | 531 44% | 532 44% | 573 48% | 565 47% | 2669 45% |
| Get a lot worse | 2475 41% eqtx | 115 48% | 283 43% | 219 45% | 171 39% | 173 33% | 209 38% | 314 38% | 226 44% | 310 40% | 1935 41% | 540 43% | 499 42% | 487 41% | 510 43% | 503 42% | 476 40% | 2601 43% |
| Don't know | 68 1% qstvw | 2 1% | 2 * | 11 2% bgi | 6 1% | 15 3% zbg | 8 2% zbg | 3 * | 9 2% bi | 2 * | 56 1% | 12 1% | 26 2% zp | 11 1% | 11 1% | 14 1% | 5 * | 55 1% |
| Prefer not to say | 19 * tw | - - | 10 1% zfg | 2 * ghi | - - | 4 1% | - - | 1 * - | - - | 1 * - | 18 * | 1 * | 7 1% | 1 * | 4 * | - - | 8 1% o | 9 * |
| Mean | -1.24 crsuvw | -1.26 | -1.28 | -1.35 | -1.24 | -1.07 zbc | -1.2 c | -1.19 c | -1.3 | -1.2 c | -1.23 | -1.28 | -1.2 | -1.22 | -1.27 | -1.28 | -1.23 | -1.29 |
| Improve | 275 5% rsuvw | 17 7% c | 26 4% | 14 3% | 18 4% | 42 8% zb | 26 5% c | 47 6% c | 18 4% | 32 4% | 228 5% | 47 4% | 66 6% | 53 4% | 48 4% | 44 4% | 64 5% | 244 4% |
| Get worse | 5146 86% elqtx | 204 85% | 572 87% | 439 90% | 385 88% | 423 80% | 476 85% | 704 86% | 448 87% | 658 84% | 4030 85% | 1115 88% | 969 82% | 1018 85% | 1042 87% | 1076 89% | 1041 87% | 5270 88% |
| NET Difference | -4871 -81% | -187 -78% | -546 -83% | -425 -87% | -367 -84% | -381 -72% | -451 -81% | -658 -80% | -430 -84% | -627 -80% | -3803 -81% | -1068 -85% | -903 -76% | -965 -80% | -994 -83% | -1032 -86% | -977 -82% | -5026 -84% |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename : 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k - z/l/m/n/o/p

Overlap formulae used. * small base



ECON4a. Do you think that the general economic condition of the UK will improve, stay the same, or get worse over the next 12 months?

Base: All UK adults aged 16+

| | Personal wellbeing | | | | | | Personal economic situation | | | | Worried about household financial situation | | Segment | | | | | Unwtd Total |
|--------------------|------------------------|-----------------------|-------------------|------------------|-------------------|---------------------|-----------------------------|--------------------|--------------------------|-------------------------------|---|-------------------|--------------------------------------|--------------------------|--|------------------------------------|---|----------------------|
| | Total (z) | 9 to 10 (a) | 8 (b) | 7 (c) | 5 to 6 (d) | 0 to 4 (e) | Living comfortably (f) | Coping (g) | Finding it difficult (h) | Finding it very difficult (i) | Worried (j) | Not worried (k) | Living comfortably & not worried (l) | Coping & not worried (m) | Living comfortably/ coping but worried (n) | Finding it difficult & worried (o) | Finding it very difficult & worried (p) | |
| Unweighted Total | 5983 | 1077 | 1573 | 1268 | 1313 | 747 | 1640 | 2854 | 1082 | 380 | 3312 | 2630 | 1419 | 1139 | 1918 | 1015 | 372 | 5983 |
| Weighted Total | 5983 | 950 | 1445 | 1335 | 1399 | 848 | 1490 | 2769 | 1276 | 397 | 3536 | 2386 | 1252 | 1040 | 1941 | 1191 | 385 | 5983 |
| Improve a lot | 23 * j | 12 1% zabcd | 3 * * | 4 * * | 2 * * | 2 * * | 12 1% zg | 7 * * | 3 * * | 2 1% * | 8 * * | 16 1% j | 12 1% zn | 3 * * | 4 * * | 2 * * | 2 1% * | 21 * * |
| Improve somewhat | 252 4% dejn | 77 8% zbcde | 70 5% de | 48 4% de | 39 3% de | 18 2% de | 87 6% zhi | 115 4% zhi | 36 3% zhi | 8 2% zhi | 106 3% zhi | 145 6% zj | 85 7% znop | 55 5% nop | 62 3% nop | 34 3% nop | 6 2% nop | 223 4% nop |
| Stay the same | 475 8% ijsnp | 91 10% e | 121 8% e | 106 8% e | 107 8% e | 49 6% e | 151 10% zgi | 207 7% zgi | 100 8% zgi | 16 4% zgi | 214 6% zj | 259 11% zj | 129 10% znop | 111 11% znop | 116 6% znop | 84 7% znop | 14 4% znop | 405 7% znop |
| Get somewhat worse | 2671 45% eijp | 454 48% e | 703 49% zde | 626 47% e | 593 42% e | 295 35% e | 703 47% hi | 1329 48% zhi | 527 41% i | 87 22% i | 1449 41% zj | 1198 50% zj | 612 49% znop | 552 53% znop | 854 44% p | 500 42% p | 80 21% p | 2669 45% p |
| Get a lot worse | 2475 41% abfgklm | 307 32% abfgklm | 526 36% zab | 538 40% a | 628 45% zab | 473 56% zabcd | 522 35% f | 1083 39% f | 595 47% zfg | 270 68% zfg | 1719 49% zk | 746 31% zk | 399 32% zlm | 313 30% zlm | 889 46% zlm | 559 47% zlm | 269 70% zlmno | 2601 43% zlmno |
| Don't know | 68 1% gjk | 9 1% gjk | 21 1% gjk | 14 1% gjk | 20 1% gjk | 5 1% gjk | 13 1% zgh | 28 1% hi | 14 1% i | 8 2% i | 35 1% zj | 21 1% zj | 13 1% znop | 6 1% znop | 15 1% p | 12 1% p | 8 2% p | 55 1% p |
| Prefer not to say | 19 * gjk | - - gjk | - - gjk | - - gjk | 12 1% zabc | 5 1% bc | 3 * zgh | - - hi | - - i | 5 1% zgh | 5 * zj | 3 * zj | 3 * znop | - - znop | - - p | - - p | 5 1% zlmno | 9 * zlmno |
| Mean | -1.24 dehijno p | -1.03 zbcde | -1.18 zde | -1.25 e | -1.32 e | -1.46 e | -1.11 zghi | -1.23 hi | -1.33 i | -1.6 zgh | -1.36 zj | -1.06 zj | -1.05 znop | -1.08 znop | -1.33 p | -1.34 p | -1.64 zlmno | -1.29 zlmno |
| Improve | 275 5% dehjno | 90 9% zbcde | 73 5% de | 52 4% de | 40 3% de | 20 2% de | 99 7% zghi | 122 4% zghi | 39 3% zghi | 10 3% zghi | 113 3% zj | 160 7% zj | 97 8% znop | 58 6% nop | 66 3% nop | 36 3% nop | 8 2% nop | 244 4% nop |
| Get worse | 5146 86% afkulm | 761 80% a | 1230 85% a | 1164 87% a | 1220 87% a | 768 91% zab | 1225 82% f | 2412 87% f | 1122 88% f | 357 90% f | 3168 90% zk | 1944 81% zk | 1011 81% zlm | 864 83% zlm | 1744 90% zlm | 1059 89% zlm | 349 91% zlm | 5270 88% zlm |
| NET Difference | -4871 -81% | -671 -71% | -1157 -80% | -1111 -83% | -1180 -84% | -748 -88% | -1126 -76% | -2290 -83% | -1083 -85% | -347 -87% | -3055 -86% | -1784 -75% | -914 -73% | -806 -78% | -1678 -86% | -1023 -86% | -341 -89% | -5026 -84% |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename : 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i - z/j/k - z/r/s/t/u - z/l/m/n/o/p

Overlap formulae used. * small base



ECON4b. And do you think that the general economic condition of your local area will improve, stay the same, or get worse over the next 12 months?

Base: All UK adults aged 16+

| | Gender | | | Age | | | | | | | Social grade | | | | Working status | | | Work Sector | | Claim benefits/ tax credits | | Education | | Ethnicity | | Unwtd Total |
|--------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|---------|--------------|--------|--------|--------|--------------------------------------|---------------------------|-------------------------|-------------|-------------|-----------------------------|------------------|---|-------------------|--|--|-------------|
| | Total (z) | Male (a) | Female (b) | 16-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | Working (full-time or part-time) (n) | Not working - retired (o) | Not working - other (p) | Public (q) | Private (r) | Claim (s) | Do not claim (t) | Graduates (Degree/Master/PhD/above) (u) | Non-graduates (v) | White (including White minorities) (w) | Ethnic minorities (excluding White minorities) (x) | |
| Unweighted Total | 5983 | 2954 | 2983 | 184 | 451 | 775 | 1069 | 1485 | 1403 | 616 | 1787 | 1801 | 770 | 526 | 3116 | 2101 | 738 | 1163 | 1703 | 1259 | 4606 | 1926 | 3979 | 5589 | 324 | 5983 |
| Weighted Total | 5983 | 2838 | 3093 | 671 | 1024 | 949 | 1017 | 928 | 755 | 639 | 1702 | 1756 | 748 | 481 | 3546 | 1428 | 989 | 1285 | 1983 | 1344 | 4457 | 1805 | 4107 | 5235 | 671 | 5983 |
| Improve a lot | 17* | 7* | 10* | 9 | 6 | 2 | 1 | - | - | - | 1 | 7 | 6 | 1 | 10 | - | 7 | 7 | 4 | 9 | 2 | 1 | 17 | 10 | 7 | 7 |
| | jtuv | | | zg | | | | | | | | | | | | | | | | zt | | | | | | |
| Improve somewhat | 166 | 100 | 66 | 39 | 36 | 22 | 20 | 20 | 12 | 17 | 32 | 39 | 27 | 22 | 91 | 33 | 40 | 37 | 48 | 39 | 127 | 51 | 113 | 129 | 37 | 125 |
| | bhvw | | | zefgh | | | | | | | | | | | | | | | | | | | | | | |
| Stay the same | 1190 | 562 | 619 | 198 | 208 | 145 | 171 | 170 | 154 | 145 | 332 | 359 | 131 | 86 | 658 | 301 | 230 | 186 | 410 | 265 | 884 | 302 | 871 | 1017 | 155 | 1092 |
| | efnquw | | | zdefgh | | | | | | | | | | | | | | | | | | | | | | |
| Get somewhat worse | 2897 | 1390 | 1492 | 307 | 446 | 467 | 479 | 474 | 395 | 331 | 883 | 873 | 345 | 221 | 1703 | 745 | 444 | 610 | 978 | 611 | 2207 | 914 | 1957 | 2589 | 279 | 2974 |
| | x | | | z | | | | | | | | | | | | | | | | | | | | | | |
| Get a lot worse | 1611 | 748 | 840 | 85 | 317 | 303 | 336 | 257 | 185 | 128 | 431 | 461 | 227 | 139 | 1039 | 321 | 240 | 429 | 526 | 396 | 1188 | 519 | 1074 | 1424 | 161 | 1706 |
| | chio | | | z | | | | | | | | | | | | | | | | | | | | | | |
| Don't know | 82 | 25 | 56 | 23 | 6 | 9 | 9 | 8 | 9 | 18 | 23 | 17 | 7 | 12 | 36 | 26 | 19 | 16 | 18 | 21 | 46 | 11 | 67 | 51 | 30 | 70 |
| | agntuw | | | zdfgh | | | | | | | | | | | | | | | | | | | | | | |
| Prefer not to say | 19 | 7 | 11 | 11 | 7 | 2 | - | * | - | - | - | - | 4 | - | 7 | - | 10 | - | - | 3 | 3 | 7 | 9 | 16 | 2 | 9 |
| | got | | | z | | | | | | | | | | | | | | | | | | | | | | |
| Mean | -1.01 | -0.99 | -1.02 | -0.66 | -1.02 | -1.12 | -1.12 | -1.05 | -1.01 | -0.92 | -1.02 | -1 | -1.04 | -1.01 | -1.05 | -0.97 | -0.91 | -1.12 | -1 | -1.02 | -1.01 | -1.06 | -0.98 | -1.02 | -0.86 | -1.06 |
| | efgnquw | | | zdefghi | | | | | | | | | | | | | | | | | | | | | | |
| Improve | 183 | 107 | 76 | 48 | 41 | 24 | 21 | 20 | 12 | 17 | 33 | 46 | 32 | 23 | 102 | 33 | 47 | 44 | 52 | 48 | 129 | 51 | 130 | 139 | 44 | 132 |
| | bghjow | | | zefghi | | | | | | | | | | | | | | | | | | | | | | |
| Get worse | 4508 | 2137 | 2332 | 391 | 763 | 769 | 815 | 730 | 580 | 459 | 1315 | 1333 | 573 | 361 | 2743 | 1067 | 683 | 1039 | 1504 | 1007 | 3394 | 1434 | 3031 | 4013 | 440 | 4680 |
| | cpvx | | | z | | | | | | | | | | | | | | | | | | | | | | |
| NET Difference | -4325 | -2030 | -2256 | -343 | -722 | -746 | -794 | -710 | -568 | -442 | -1282 | -1287 | -541 | -338 | -2641 | -1033 | -637 | -994 | -1452 | -958 | -3265 | -1383 | -2901 | -3874 | -396 | -4548 |
| | -72% | -72% | -73% | -51% | -70% | -79% | -78% | -77% | -75% | -69% | -75% | -73% | -72% | -70% | -74% | -72% | -64% | -77% | -73% | -71% | -73% | -77% | -71% | -74% | -59% | -76% |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename: 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k/l/m - z/n/o/p - z/q/r - z/s/t - z/u/v - z/w/x

Overlap formulae used. * small base



ECON4b. And do you think that the general economic condition of your local area will improve, stay the same, or get worse over the next 12 months?

Base: All UK adults aged 16+

| | Total (z) | Tenure | | | | Annual household income | | | | Number of adults 16+ in household | | | | Children 0-15 in household | | Country | | | | England region (Net) | | | Unwtd Total |
|--------------------|-----------|-----------------------------|---------------------|--------------------------------|---|-------------------------|---------------------------|---------------------------|------------------------|-----------------------------------|------------------------------|---------------------------------------|---|----------------------------|--------|-------------|--------------|-----------|----------------------|----------------------|--------------|-----------|-------------|
| | | Buying it on a mortgage (u) | Own it outright (a) | Rent from private landlord (b) | Rent from council/housing association (c) | Up to £25,999 (d) | £26,000 up to £51,999 (e) | £52,000 up to £99,999 (f) | £100,000 and above (g) | Only adult (h) | At least one other adult (i) | At least one other adult & couple (j) | At least one other adult & not couple (k) | Yes (l) | No (m) | England (n) | Scotland (o) | Wales (p) | Northern Ireland (q) | North (r) | Midlands (s) | South (t) | |
| Unweighted Total | 5983 | 1771 | 2981 | 532 | 543 | 1525 | 1871 | 1016 | 369 | 1506 | 4449 | 3887 | 404 | 1141 | 4827 | 4289 | 597 | 477 | 620 | 1199 | 838 | 2252 | 5983 |
| Weighted Total | 5983 | 2098 | 2249 | 787 | 630 | 1327 | 1783 | 1127 | 453 | 1056 | 4906 | 3785 | 887 | 1583 | 4389 | 5028 | 502 | 287 | 166 | 1384 | 968 | 2676 | 5983 |
| Improve a lot | 17* | - | 1* | 1* | 6 | 7 | 1* | - | - | 3* | 14* | 8* | 9 | 7* | 10* | 16* | - | 1* | * | 7* | 6 | 4* | 7* |
| | a | | | zua | e | | | | | j | | | | | | | | | | | 1% | * | * |
| Improve somewhat | 166 | 39 | 46 | 48 | 27 | 61 | 44 | 31 | 12 | 20 | 146 | 100 | 35 | 29 | 137 | 151 | 8 | 4 | 3 | 43 | 29 | 79 | 125 |
| | 3% | 2% | 2% | 6% | 4% | 5% | 2% | 3% | 3% | 2% | 3% | 3% | 4% | 2% | 3% | 3% | 2% | 1% | 2% | 3% | 3% | 3% | 2% |
| | uah | | | zua | ua | ze | | | | j | | | | z | | | | | | | | | |
| Stay the same | 1190 | 420 | 453 | 153 | 112 | 244 | 328 | 204 | 112 | 186 | 999 | 727 | 227 | 344 | 842 | 1027 | 90 | 52 | 20 | 231 | 204 | 593 | 1092 |
| | 20% | 20% | 20% | 19% | 18% | 18% | 18% | 18% | 25% | 18% | 20% | 19% | 26% | 22% | 19% | 20% | 18% | 18% | 12% | 17% | 21% | 22% | 18% |
| | hqr | | | | def | | | | | j | | zhij | | q | | | | | | zr | | | |
| Get somewhat worse | 2897 | 1025 | 1157 | 364 | 279 | 586 | 916 | 582 | 220 | 508 | 2381 | 1893 | 397 | 723 | 2170 | 2449 | 243 | 126 | 79 | 622 | 486 | 1341 | 2974 |
| | 48% | 49% | 51% | 46% | 44% | 44% | 51% | 52% | 49% | 48% | 49% | 50% | 45% | 46% | 49% | 49% | 48% | 44% | 48% | 45% | 50% | 50% | 50% |
| | dr | | zc | | | zd | d | | | | zi | | | z | | | | | | r | | | |
| Get a lot worse | 1611 | 603 | 547 | 207 | 196 | 399 | 476 | 304 | 106 | 316 | 1288 | 1016 | 186 | 440 | 1170 | 1298 | 150 | 101 | 62 | 453 | 217 | 628 | 1706 |
| | 27% | 29% | 24% | 26% | 31% | 30% | 27% | 27% | 23% | 30% | 26% | 27% | 21% | 28% | 27% | 26% | 30% | 35% | 37% | 33% | 22% | 23% | 29% |
| | aknst | a | | a | | z | | | | zik | k | ik | | | | | zn | zno | | zst | | | |
| Don't know | 82 | 10 | 39 | 12 | 9 | 28 | 13 | 6 | 3 | 21 | 61 | 37 | 22 | 26 | 56 | 69 | 9 | 3 | 1 | 18 | 23 | 28 | 70 |
| | 1% | * | 2% | 2% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 2% | 1% | 1% |
| | uefj | u | | | | ef | | | | j | j | j | | | | | | | | zt | | | |
| Prefer not to say | 19* | - | 7* | 2* | 2* | 3* | 4* | - | - | 3* | 16* | 4* | 11 | 14 | 5 | 18 | 1* | * | * | 11 | 4 | 2 | 9 |
| | jmt | | u | | | * | * | - | - | * | * | * | 1% | 1% | * | * | * | * | * | 1% | * | * | * |
| | uhpqr | | | u | | | | | | j | zij | | zm | | | | | | | zt | | | |
| Mean | -1.01 | -1.05 | -1 | -0.94 | -1.02 | -1.01 | -1.03 | -1.03 | -0.93 | -1.08 | -0.99 | -1.02 | -0.84 | -1.01 | -1.01 | -0.98 | -1.09 | -1.14 | -1.21 | -1.09 | -0.94 | -0.95 | -1.06 |
| | uhpqr | | | u | | | | | | zhj | h | zhij | | | | zopq | | | | zr | zr | | |
| Improve | 183 | 39 | 47 | 49 | 33 | 68 | 46 | 31 | 12 | 23 | 160 | 109 | 43 | 36 | 147 | 167 | 8 | 4 | 4 | 50 | 34 | 83 | 132 |
| | 3% | 2% | 2% | 6% | 5% | 5% | 3% | 3% | 3% | 2% | 3% | 3% | 5% | 2% | 3% | 3% | 2% | 1% | 2% | 4% | 4% | 3% | 2% |
| | uah | | | zua | zua | zef | | | | j | | h | | | | | | | | | | | |
| Get worse | 4508 | 1629 | 1703 | 571 | 475 | 985 | 1393 | 886 | 326 | 824 | 3669 | 2909 | 583 | 1163 | 3339 | 3746 | 394 | 228 | 141 | 1075 | 703 | 1969 | 4680 |
| | 75% | 78% | 76% | 73% | 75% | 74% | 78% | 79% | 72% | 78% | 75% | 77% | 66% | 73% | 76% | 75% | 78% | 79% | 85% | 78% | 73% | 74% | 78% |
| | kn | z | | | | z | z | z | | zik | k | zik | | | | | | | zno | st | | | |
| NET Difference | -4325 | -1589 | -1657 | -522 | -442 | -917 | -1347 | -855 | -314 | -801 | -3509 | -2800 | -540 | -1127 | -3192 | -3579 | -385 | -223 | -137 | -1025 | -669 | -1885 | -4548 |
| | -72% | -76% | -74% | -66% | -70% | -69% | -76% | -76% | -69% | -76% | -72% | -74% | -61% | -71% | -73% | -71% | -77% | -78% | -83% | -74% | -69% | -70% | -76% |

Fieldwork dates: 22nd September - 28th September 2022
 Respondent type: KnowledgePanel Members - UK, 16+
 Source: Ipsos (JN J21-101207-01)
 Filename : 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse
 Proportions/Means: Columns Tested (5% risk level) - z/u/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m - z/n/o/p/q - z/r/s/t
 Overlap formulae used. * small base



ECON4b. And do you think that the general economic condition of your local area will improve, stay the same, or get worse over the next 12 months?

Base: All UK adults aged 16+

| | England region | | | | | | | | | | Urbanity | | IMD Quintile | | | | | Unwtd Total |
|--------------------|-------------------------|----------------|----------------|------------------------------|-------------------|-------------------|---------------------|----------------|----------------|--------------|---------------|--------------|-----------------------|--------------|--------------|--------------|------------------------|---------------|
| | Total (z) | North East (a) | North West (b) | Yorkshire and The Humber (c) | East Midlands (d) | West Midlands (e) | East of England (f) | South East (g) | South West (h) | London (i) | Urban (j) | Rural (k) | 1 - Most deprived (l) | 2 (m) | 3 (n) | 4 (o) | 5 - Least deprived (p) | |
| Unweighted Total | 5983 | 210 | 558 | 431 | 427 | 411 | 518 | 762 | 516 | 456 | 4427 | 1556 | 1024 | 1116 | 1170 | 1288 | 1385 | 5983 |
| Weighted Total | 5983 | 240 | 656 | 488 | 437 | 531 | 557 | 821 | 513 | 784 | 4719 | 1264 | 1188 | 1200 | 1197 | 1203 | 1195 | 5983 |
| Improve a lot | 17 * tx | 1 * | 6 1% | - - | - - | 6 1% | - - | 3 * | - - | 1 * | 17 * | - - | 11 1% | 5 * | * * | - - | 1 * | 7 * |
| Improve somewhat | 166 3% hkosuwx | 24 10% | 10 2% | 9 2% | 11 2% | 18 3% | 19 3% | 23 3% | 5 1% | 33 4% | 145 3% | 21 2% | 29 2% | 39 3% | 32 3% | 19 2% | 47 4% | 125 2% |
| Stay the same | 1190 20% ajrsuvw | 22 9% | 113 17% | 96 20% | 88 20% | 116 22% | 135 24% | 196 24% | 110 21% | 153 20% | 891 19% | 299 24% | 204 17% | 220 18% | 217 18% | 269 22% | 280 23% | 1092 18% |
| Get somewhat worse | 2897 48% l | 102 43% | 303 46% | 216 44% | 220 50% | 266 50% | 286 51% | 418 51% | 270 53% | 367 47% | 2262 48% | 635 50% | 504 42% | 583 49% | 586 49% | 608 51% | 616 52% | 2974 50% |
| Get a lot worse | 1611 27% efgkqptx | 89 37% | 212 32% | 152 31% | 116 27% | 101 19% | 111 20% | 170 21% | 122 24% | 224 29% | 1319 28% | 291 23% | 406 34% | 341 28% | 342 29% | 292 24% | 229 19% | 1706 29% |
| Don't know | 82 1% suw | 1 * | 3 * | 14 3% | 3 1% | 20 4% | 7 1% | 11 1% | 7 1% | 4 1% | 67 1% | 15 1% | 28 2% | 10 1% | 16 1% | 14 1% | 14 1% | 70 1% |
| Prefer not to say | 19 * tw | - - | 10 1% | 2 * | - - | 4 1% | - - | 1 * | - - | 1 * | 18 * | 1 * | 7 1% | 1 * | 4 * | - - | 8 1% | 9 * |
| Mean | -1.01 blrsuvw | -1.06 | -1.1 | -1.08 | -1.02 | -0.87 | -0.89 | -0.9 | -1.01 | -1 | -1.02 | -0.96 | -1.1 | -1.02 | -1.05 | -0.99 | -0.87 | -1.06 |
| Improve | 183 3% hkorsuw | 25 11% | 16 2% | 9 2% | 11 2% | 24 4% | 19 3% | 25 3% | 5 1% | 34 4% | 162 3% | 21 2% | 40 3% | 44 4% | 33 3% | 19 2% | 48 4% | 132 2% |
| Get worse | 4508 75% epqtx | 191 80% | 515 79% | 368 75% | 336 77% | 367 69% | 397 71% | 588 72% | 392 76% | 592 76% | 3582 76% | 927 73% | 910 77% | 925 77% | 928 78% | 900 75% | 845 71% | 4680 78% |
| NET Difference | -4325 -72% | -166 -69% | -500 -76% | -359 -74% | -325 -74% | -344 -65% | -378 -68% | -563 -69% | -387 -75% | -558 -71% | -3419 -72% | -906 -72% | -870 -73% | -881 -73% | -895 -75% | -881 -73% | -797 -67% | -4548 -76% |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename : 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k - z/l/m/n/o/p

Overlap formulae used. * small base



ECON4b. And do you think that the general economic condition of your local area will improve, stay the same, or get worse over the next 12 months?

Base: All UK adults aged 16+

| | Personal wellbeing | | | | | | Personal economic situation | | | | Worried about household financial situation | | Segment | | | | | Unwtd Total |
|--------------------|------------------------------|---------------------|--------------------|--------------------|--------------------|-------------------|-----------------------------|--------------------|--------------------------|-------------------------------|---|--------------------|--------------------------------------|--------------------------|--|------------------------------------|---|----------------------|
| | Total (z) | 9 to 10 (a) | 8 (b) | 7 (c) | 5 to 6 (d) | 0 to 4 (e) | Living comfortably (f) | Coping (g) | Finding it difficult (h) | Finding it very difficult (i) | Worried (j) | Not worried (k) | Living comfortably & not worried (l) | Coping & not worried (m) | Living comfortably/ coping but worried (n) | Finding it difficult & worried (o) | Finding it very difficult & worried (p) | |
| Unweighted Total | 5983 | 1077 | 1573 | 1268 | 1313 | 747 | 1640 | 2854 | 1082 | 380 | 3312 | 2630 | 1419 | 1139 | 1918 | 1015 | 372 | 5983 |
| Weighted Total | 5983 | 950 | 1445 | 1335 | 1399 | 848 | 1490 | 2769 | 1276 | 397 | 3536 | 2386 | 1252 | 1040 | 1941 | 1191 | 385 | 5983 |
| Improve a lot | 17 * g | 7 1% zcd | 3 * g | 1 * g | - - g | 6 1% d | 8 1% g | 2 * g | 7 1% g | - - g | 10 * g | 7 * g | 6 * g | 1 * g | 4 * g | 7 1% g | - - g | 7 * g |
| Improve somewhat | 166 3% dgm | 63 7% zbcde | 29 2% g | 32 2% g | 19 1% g | 22 3% g | 63 4% zg | 51 2% g | 40 3% g | 12 3% g | 86 2% g | 80 3% g | 58 5% zmn | 14 1% g | 42 2% g | 36 3% g | 8 2% g | 125 2% g |
| Stay the same | 1190 20% dehijno p | 269 28% zbcde | 317 22% de | 250 19% de | 233 17% de | 121 14% de | 376 25% zghi | 560 20% hi | 204 16% i | 33 8% i | 551 16% zj | 625 26% zj | 330 26% znop | 269 26% znop | 334 17% p | 181 15% p | 27 7% p | 1092 18% p |
| Get somewhat worse | 2897 48% aeijuop | 415 44% z | 767 53% z | 685 51% z | 691 49% z | 336 40% z | 752 50% hi | 1424 51% zhi | 572 45% i | 143 36% i | 1636 46% zj | 1246 52% zj | 641 51% op | 551 53% zop | 973 50% op | 519 44% op | 141 37% op | 2974 50% op |
| Get a lot worse | 1611 27% abfgkrs lm | 188 20% z | 307 21% z | 350 26% z | 423 30% z | 343 40% z | 276 19% f | 694 25% f | 441 35% zfg | 196 49% zfg | 1203 34% zk | 401 17% zk | 204 16% zlm | 192 18% zlm | 570 29% zlm | 436 37% zlmn | 196 51% zlmno | 1706 29% zlmno |
| Don't know | 82 1% p | 8 1% p | 21 1% p | 17 1% p | 21 1% p | 15 2% p | 12 1% p | 37 1% p | 13 1% p | 8 2% p | 45 1% p | 25 1% p | 12 1% p | 13 1% p | 18 1% p | 12 1% p | 8 2% p | 70 1% p |
| Prefer not to say | 19 * gjk | - - gjk | - - gjk | - - gjk | 12 1% zabc | 5 1% bc | 3 * z | - - z | - - z | 5 1% z | 5 * z | 3 * z | 3 * z | - - z | - - z | - - z | 5 1% zlmno | 9 * zlmno |
| Mean | -1.01 dehijno p | -0.76 zbcde | -0.95 z | -1.02 de | -1.11 de | -1.19 de | -0.83 zghi | -1.01 hi | -1.11 i | -1.36 i | -1.13 zj | -0.83 zj | -0.79 zmnop | -0.89 znop | -1.07 p | -1.14 p | -1.41 p | -1.06 p |
| Improve | 183 3% dgm | 70 7% zbcde | 32 2% g | 33 3% g | 19 1% g | 28 3% d | 71 5% zg | 53 2% g | 47 4% g | 12 3% g | 96 3% g | 87 4% g | 63 5% zmn | 15 1% g | 46 2% g | 43 4% m | 8 2% m | 132 2% m |
| Get worse | 4508 75% afkrlm | 603 63% a | 1074 74% a | 1035 78% a | 1115 80% zab | 678 80% zab | 1027 69% f | 2119 77% f | 1013 79% zf | 339 85% zfg | 2839 80% zk | 1646 69% zk | 845 67% zlm | 743 71% zlm | 1543 80% zlm | 954 80% zlm | 336 87% zlmno | 4680 78% zlmno |
| NET Difference | -4325 -72% p | -533 -56% p | -1042 -72% p | -1002 -75% p | -1095 -78% p | -650 -77% p | -956 -64% p | -2066 -75% p | -966 -76% p | -327 -82% p | -2743 -78% p | -1559 -65% p | -782 -62% p | -727 -70% p | -1497 -77% p | -912 -77% p | -329 -85% p | -4548 -76% p |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename : 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i - z/j/k - z/r/s/t/u - z/l/m/n/o/p

Overlap formulae used. * small base



ECON5. Over the next 12 months, do you think your household's standard of living will improve, stay the same or get worse?

Base: All UK adults aged 16+

| | Gender | | | Age | | | | | | | Social grade | | | | Working status | | | Work Sector | | Claim benefits/ tax credits | | Education | | Ethnicity | | Unwtd Total | |
|--------------------|-----------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|---------|--------------|--------|--------|--------|--------------------------------------|---------------------------|-------------------------|-------------|-------------|-----------------------------|------------------|---|-------------------|--|--|-------------|------|
| | Total (z) | Male (a) | Female (b) | 16-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | Working (full-time or part-time) (n) | Not working - retired (o) | Not working - other (p) | Public (q) | Private (r) | Claim (s) | Do not claim (t) | Graduates (Degree/Master/PhD/above) (u) | Non-graduates (v) | White (including White minorities) (w) | Ethnic minorities (excluding White minorities) (x) | | |
| Unweighted Total | 5983 | 2954 | 2983 | 184 | 451 | 775 | 1069 | 1485 | 1403 | 616 | 1787 | 775 | 1801 | 770 | 526 | 3116 | 2101 | 738 | 1163 | 1703 | 1259 | 4606 | 1926 | 3979 | 5589 | 324 | 5983 |
| Weighted Total | 5983 | 2838 | 3093 | 671 | 1024 | 949 | 1017 | 928 | 755 | 639 | 1702 | 1756 | 748 | 481 | 3546 | 1428 | 989 | 1285 | 1983 | 1344 | 4457 | 1805 | 4107 | 5235 | 671 | 5983 | |
| Improve a lot | 16* | 8* | 8* | 10% | - | - | 4* | * | 1* | 1* | 5* | 8* | - | 3% | 12* | 1* | 3* | 6* | 4* | 1* | 10* | * | 16* | 10* | 6% | 10* | |
| Improve somewhat | 206 | 114 | 88 | 45 | 70 | 33 | 18 | 18 | 14 | 8 | 44 | 64 | 33 | 9 | 140 | 18 | 48 | 45 | 86 | 50 | 147 | 63 | 143 | 149 | 46 | 147 | |
| Stay the same | 2135 | 1066 | 1063 | 310 | 333 | 276 | 304 | 331 | 295 | 285 | 711 | 623 | 229 | 120 | 1185 | 596 | 351 | 346 | 752 | 373 | 1706 | 714 | 1395 | 1881 | 236 | 2071 | |
| Get somewhat worse | 2629 | 1214 | 1390 | 197 | 432 | 450 | 489 | 431 | 346 | 283 | 761 | 794 | 329 | 227 | 1630 | 654 | 337 | 646 | 856 | 579 | 1988 | 781 | 1826 | 2372 | 233 | 2742 | |
| Get a lot worse | 905 | 400 | 491 | 73 | 173 | 174 | 190 | 143 | 92 | 60 | 169 | 251 | 147 | 116 | 541 | 149 | 207 | 227 | 271 | 320 | 569 | 222 | 668 | 767 | 118 | 947 | |
| Don't know | 71 | 29 | 41 | 25 | 8 | 14 | 11 | 4 | 6 | 2 | 12 | 15 | 6 | 6 | 29 | 9 | 32 | 13 | 13 | 20 | 33 | 17 | 49 | 38 | 31 | 54 | |
| Prefer not to say | 21* | 7* | 13* | 11% | 7% | 3% | - | 1* | - | - | - | - | 4% | - | 9* | - | 10% | 1* | - | 3* | 5* | 8* | 10* | 18* | 2* | 12* | |
| Mean | -0.71 | -0.67 | -0.75 | -0.44 | -0.7 | -0.82 | -0.84 | -0.76 | -0.69 | -0.62 | -0.62 | -0.7 | -0.8 | -0.93 | -0.73 | -0.66 | -0.74 | -0.82 | -0.66 | -0.88 | -0.67 | -0.65 | -0.74 | -0.72 | -0.65 | -0.76 | |
| Improve | 222 | 123 | 96 | 55 | 70 | 33 | 22 | 18 | 15 | 9 | 49 | 72 | 33 | 12 | 152 | 19 | 51 | 52 | 91 | 50 | 156 | 63 | 159 | 159 | 51 | 157 | |
| Get worse | 3534 | 1614 | 1881 | 270 | 606 | 623 | 679 | 574 | 438 | 343 | 930 | 1046 | 476 | 343 | 2172 | 803 | 544 | 873 | 1128 | 898 | 2557 | 1003 | 2493 | 3140 | 351 | 3689 | |
| NET Difference | -3312 | -1491 | -1785 | -215 | -535 | -590 | -657 | -556 | -423 | -334 | -881 | -974 | -443 | -331 | -2020 | -784 | -493 | -821 | -1037 | -848 | -2401 | -940 | -2334 | -2981 | -300 | -3532 | |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename: 21-101207_ADHOC_220922A_PFT_wtd_v6_intUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b - z/c/d/e/f/g/h/i - z/j/k/l/m - z/n/o/p - z/q/r - z/s/t - z/u/v - z/w/x

Overlap formulae used. * small base



ECON5. Over the next 12 months, do you think your household's standard of living will improve, stay the same or get worse?

Base: All UK adults aged 16+

| | Total (z) | Tenure | | | | Annual household income | | | | Number of adults 16+ in household | | | | Children 0-15 in household | | Country | | | | England region (Net) | | | Unwtd Total |
|--------------------|-----------------------|-----------------------------|---------------------|--------------------------------|---|-------------------------|---------------------------|---------------------------|------------------------|-----------------------------------|------------------------------|---------------------------------------|---|----------------------------|-------------------|-------------------|------------------|------------------|----------------------|----------------------|-----------------|-------------------|-------------------|
| | | Buying it on a mortgage (u) | Own it outright (a) | Rent from private landlord (b) | Rent from council/housing association (c) | Up to £25,999 (d) | £26,000 up to £51,999 (e) | £52,000 up to £99,999 (f) | £100,000 and above (g) | Only adult (h) | At least one other adult (i) | At least one other adult & couple (j) | At least one other adult & not couple (k) | Yes (l) | No (m) | England (n) | Scotland (o) | Wales (p) | Northern Ireland (q) | North (r) | Midlands (s) | South (t) | |
| Unweighted Total | 5983 | 1771 | 2981 | 532 | 543 | 1525 | 1871 | 1016 | 369 | 1506 | 4449 | 3887 | 404 | 1141 | 4827 | 4289 | 597 | 477 | 620 | 1199 | 838 | 2252 | 5983 |
| Weighted Total | 5983 | 2098 | 2249 | 787 | 630 | 1327 | 1783 | 1127 | 453 | 1056 | 4906 | 3785 | 887 | 1583 | 4389 | 5028 | 502 | 287 | 166 | 1384 | 968 | 2676 | 5983 |
| Improve a lot | 16* | * uj | 3* u | 5 1% u | 3* u | 3* zj | - - | 4* * | 2* * | 6 1% zj | 10* j | 4* * | 6 1% j | 7* * | 9* * | 15* * | * * | - - | * * | * * | 9 1% zrt | 6* * | 10* * |
| Improve somewhat | 206 3% ahm | 82 4% a | 55 2% a | 33 4% a | 28 5% a | 48 4% zdef | 63 4% d | 34 3% zde | 32 7% zde | 26 2% zhj | 180 4% j | 134 4% h | 33 4% zh | 70 4% z | 136 3% z | 177 4% q | 14 3% zn | 11 4% zn | 5 3% zn | 37 3% zt | 47 5% r | 92 3% r | 147 2% zr |
| Stay the same | 2135 36% cdhqr | 709 34% c | 964 43% zubc | 242 31% c | 143 23% c | 327 25% d | 631 35% d | 469 42% zde | 217 48% zde | 316 30% zhj | 1815 37% h | 1370 36% h | 372 42% zh | 521 33% z | 1611 37% z | 1819 36% q | 172 34% zn | 99 35% zn | 45 27% zn | 424 31% zt | 375 39% r | 1020 38% zr | 2071 35% zr |
| Get somewhat worse | 2629 44% gks | 960 46% g | 961 43% zg | 360 46% g | 272 43% g | 610 46% k | 836 47% k | 495 44% zik | 154 34% zik | 480 45% k | 2139 44% k | 1730 46% zik | 330 37% zik | 663 42% zm | 1960 45% zm | 2200 44% zm | 232 46% zn | 117 41% zn | 80 48% zn | 649 47% zt | 377 39% r | 1174 44% zr | 2742 46% zr |
| Get a lot worse | 905 15% afgijmt | 334 16% a | 234 10% a | 130 16% a | 169 27% zuab | 315 24% zefg | 245 14% zefg | 120 11% zefg | 45 10% zefg | 208 20% zijk | 692 14% j | 512 14% j | 113 13% j | 275 17% m | 629 14% m | 735 15% m | 80 16% zn | 56 20% zn | 34 20% zn | 243 18% zt | 140 14% r | 352 13% zr | 947 16% zr |
| Don't know | 71 1% uefjm | 12 1% uefjm | 25 1% uefjm | 14 2% uefjm | 12 2% uefjm | 21 2% ef | 4 * ef | 4 * ef | 3 1% ef | 16 2% j | 54 1% j | 29 1% ij | 23 3% ij | 33 2% zm | 37 1% zm | 62 1% zm | 4 1% zn | 3 1% zn | 2 1% zn | 19 1% zt | 15 2% r | 28 1% zr | 54 1% zr |
| Prefer not to say | 21* * ujmt | * * u | 8* * u | 3* * u | 2* * u | 3* * z | 5* * z | - - z | - - z | 4* * z | 17* * z | 5* * z | 11* 1% z | 14 1% zm | 7* * zm | 20* * zm | 1* * zn | * * zn | * * zn | 11 1% zt | 5 1% r | 3* * zr | 12* * zr |
| Mean | -0.71 cdhqr | -0.74 c | -0.62 zubc | -0.75 c | -0.94 c | -0.91 d | -0.71 d | -0.62 zde | -0.46 zdef | -0.83 zhj | -0.69 zhj | -0.7 zh | -0.6 zh | -0.73 q | -0.71 q | -0.7 q | -0.76 zn | -0.77 zn | -0.87 zn | -0.81 zt | -0.62 r | -0.67 zr | -0.76 zr |
| Improve | 222 4% am | 82 4% a | 58 3% a | 38 5% a | 31 5% a | 52 4% zdef | 63 4% zdef | 38 3% zdef | 34 8% zdef | 32 3% j | 190 4% j | 139 4% j | 39 4% j | 77 5% zm | 145 3% zm | 192 4% q | 14 3% zn | 11 4% zn | 5 3% zn | 38 3% zt | 56 6% r | 98 4% zr | 157 3% zr |
| Get worse | 3534 59% afgiks | 1294 62% za | 1195 53% za | 490 62% a | 441 70% zuab | 925 70% zefg | 1081 61% fg | 616 55% g | 199 44% zdef | 688 65% zijk | 2831 58% k | 2243 59% ik | 443 50% ik | 938 59% zm | 2589 59% zm | 2936 58% zm | 311 62% zn | 173 60% zn | 114 69% zn | 893 64% zt | 517 53% r | 1526 57% zr | 3689 62% zr |
| NET Difference | -3312 -55% | -1212 -58% | -1137 -51% | -451 -57% | -410 -65% | -873 -66% | -1018 -57% | -577 -51% | -165 -36% | -655 -62% | -2641 -54% | -2104 -56% | -404 -46% | -861 -54% | -2444 -56% | -2743 -55% | -297 -59% | -162 -57% | -109 -66% | -855 -62% | -461 -48% | -1428 -53% | -3532 -59% |

Fieldwork dates: 22nd September - 28th September 2022
 Respondent type: KnowledgePanel Members - UK, 16+
 Source: Ipsos (JN J21-101207-01)
 Filename : 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse
 Proportions/Means: Columns Tested (5% risk level) - z/u/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m - z/n/o/p/q - z/r/s/t
 Overlap formulae used. * small base



ECON5. Over the next 12 months, do you think your household's standard of living will improve, stay the same or get worse?

Base: All UK adults aged 16+

| | England region | | | | | | | | | | Urbanity | | IMD Quintile | | | | | Unwtd Total |
|--------------------|-----------------------|--------------------|----------------------|------------------------------|-------------------|-------------------|---------------------|----------------|----------------|---------------|---------------|--------------|-----------------------|-----------------|--------------|--------------|------------------------|---------------|
| | Total (z) | North East (a) | North West (b) | Yorkshire and The Humber (c) | East Midlands (d) | West Midlands (e) | East of England (f) | South East (g) | South West (h) | London (i) | Urban (j) | Rural (k) | 1 - Most deprived (l) | 2 (m) | 3 (n) | 4 (o) | 5 - Least deprived (p) | |
| Unweighted Total | 5983 | 210 | 558 | 431 | 427 | 411 | 518 | 762 | 516 | 456 | 4427 | 1556 | 1024 | 1116 | 1170 | 1288 | 1385 | 5983 |
| Weighted Total | 5983 | 240 | 656 | 488 | 437 | 531 | 557 | 821 | 513 | 784 | 4719 | 1264 | 1188 | 1200 | 1197 | 1203 | 1195 | 5983 |
| Improve a lot | 16 * | - - | * * | - - | 3 1% | 6 1% | 2 * | 2 * | 2 * | - - | 12 * | 4 * | 7 1% | 2 * | 1 * | 6 * | - - | 10 * |
| Improve somewhat | 206 3% ksvw | 4 2% | 20 3% | 13 3% | 22 5% | 25 5% | 14 2% | 20 2% | 19 4% | 40 5% | 176 4% | 30 2% | 52 4% | 61 5% | 29 2% | 35 3% | 29 2% | 147 2% |
| Stay the same | 2135 36% blruw | 77 32% | 185 28% | 161 33% | 171 39% | 204 38% | 212 38% | 316 38% | 189 37% | 304 39% | 1657 35% | 478 38% | 351 30% | 403 34% | 455 38% | 436 36% | 491 41% | 2071 35% |
| Get somewhat worse | 2629 44% d | 106 44% | 330 50% | 213 44% | 166 38% | 211 40% | 239 43% | 367 45% | 237 46% | 330 42% | 2060 44% | 569 45% | 489 41% | 535 45% | 542 45% | 554 46% | 508 43% | 2742 46% |
| Get a lot worse | 905 15% pqt | 51 21% zeghi | 102 16% | 90 18% hi | 69 16% | 71 13% | 83 15% | 108 13% | 64 13% | 97 12% | 733 16% | 172 14% | 265 22% zmnop | 181 15% | 160 13% | 155 13% | 144 12% | 947 16% |
| Don't know | 71 1% nqstvw | - - | 9 1% | 10 2% | 6 1% | 9 2% | 7 1% | 7 1% | 2 * | 12 2% | 61 1% | 9 1% | 16 1% | 16 1% | 5 * | 17 1% | 16 1% | 54 1% |
| Prefer not to say | 21 * qtw | - - | 10 1% zghi | 2 * hi | - - | 5 1% | 1 * | 1 * | - - | 1 * | 20 * | 2 * | 8 1% o | 1 * o | 4 * o | * * o | 8 1% o | 12 * o |
| Mean | -0.71 ablrsuv w | -0.85 | -0.8 | -0.8 | -0.64 abc | -0.61 zabc | -0.71 | -0.69 ab | -0.67 abc | -0.63 zabc | -0.72 | -0.7 | -0.82 | -0.7 l | -0.7 l | -0.69 l | -0.65 zl | -0.76 |
| Improve | 222 4% psw | 4 2% | 20 3% | 13 3% | 25 6% | 30 6% | 16 3% | 22 3% | 21 4% | 40 5% | 188 4% | 34 3% | 59 5% np | 63 5% znp | 31 3% | 40 3% | 29 2% | 157 3% |
| Get worse | 3534 59% epqt | 158 66% dei | 432 66% zdefgi | 303 62% e | 235 54% | 282 53% | 323 58% | 475 58% | 301 59% | 427 54% | 2793 59% | 741 59% | 754 64% zp | 716 60% | 702 59% | 709 59% | 652 55% | 3689 62% |
| NET Difference | -3312 -55% | -153 -64% | -411 -63% | -290 -59% | -210 -48% | -251 -47% | -307 -55% | -453 -55% | -280 -55% | -387 -49% | -2605 -55% | -707 -56% | -696 -59% | -653 -54% | -671 -56% | -669 -56% | -624 -52% | -3532 -59% |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename : 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k - z/l/m/n/o/p

Overlap formulae used. * small base



ECON5. Over the next 12 months, do you think your household's standard of living will improve, stay the same or get worse?

Base: All UK adults aged 16+

| | Personal wellbeing | | | | | | Personal economic situation | | | | Worried about household financial situation | | Segment | | | | | Unwtd Total |
|--------------------|-------------------------------|-----------------------------|------------------------------|---------------------|---------------------|----------------------------|-----------------------------|--------------------|--------------------------|-------------------------------|---|-------------------|--------------------------------------|--------------------------|---|------------------------------------|---|------------------|
| | Total (z) | 9 to 10 (a) | 8 (b) | 7 (c) | 5 to 6 (d) | 0 to 4 (e) | Living comfortably (f) | Coping (g) | Finding it difficult (h) | Finding it very difficult (i) | Worried (j) | Not worried (k) | Living comfortably & not worried (l) | Coping & not worried (m) | Living comfortably/coping but worried (n) | Finding it difficult & worried (o) | Finding it very difficult & worried (p) | |
| Unweighted Total | 5983 | 1077 | 1573 | 1268 | 1313 | 747 | 1640 | 2854 | 1082 | 380 | 3312 | 2630 | 1419 | 1139 | 1918 | 1015 | 372 | 5983 |
| Weighted Total | 5983 | 950 | 1445 | 1335 | 1399 | 848 | 1490 | 2769 | 1276 | 397 | 3536 | 2386 | 1252 | 1040 | 1941 | 1191 | 385 | 5983 |
| Improve a lot | 16 * | 6 1% | 3 * | 2 * | 2 * | 2 * | 10 1% zg | 3 * | * * | 2 1% | 5 * | 11 * | 10 1% zno | 1 * | 2 * | * * | 2 1% | 10 * |
| Improve somewhat | 206 3% jn | 65 7% zbcde | 52 4% zbcde | 36 3% zbcde | 36 3% zbcde | 18 2% zbcde | 84 6% zghi | 82 3% zghi | 30 2% zghi | 7 2% zghi | 83 2% zj | 123 5% zj | 71 6% znop | 46 4% nop | 49 3% nop | 26 2% nop | 5 1% nop | 147 2% |
| Stay the same | 2135 36% deghijn op | 499 52% zbcde | 651 45% zbcde | 458 34% zbcde | 344 25% zbcde | 181 21% zbcde | 943 63% zghi | 927 33% hi | 229 18% i | 26 6% i | 699 20% zj | 1421 60% zj | 855 68% zmnop | 536 52% zmnop | 468 24% op | 199 17% p | 25 6% p | 2071 35% |
| Get somewhat worse | 2629 44% aefiklm p | 308 32% aefiklm p | 605 42% aefiklm p | 680 51% zabe | 703 50% zabe | 332 39% aefiklm p | 393 26% zfi | 1459 53% zfi | 655 51% zfi | 120 30% zfi | 1886 53% zk | 736 31% zk | 288 23% lp | 402 39% lp | 1157 60% zlmop | 613 51% zlmop | 116 30% zlmop | 2742 46% |
| Get a lot worse | 905 15% abcfgkr slmn | 66 7% abcfgkr slmn | 121 8% abcfgkr slmn | 145 11% a | 277 20% zabc | 296 35% zabcd | 53 4% zfg | 270 10% f | 348 27% zfg | 231 58% zfg | 821 23% zk | 80 3% zk | 21 2% l | 50 5% l | 251 13% lm | 343 29% zlmn | 226 59% zlmno | 947 16% |
| Don't know | 71 1% fklm | 7 1% fklm | 12 1% fklm | 15 1% fklm | 23 2% fklm | 13 2% fklm | 5 * fklm | 26 1% fklm | 13 1% fklm | 7 2% fklm | 36 1% fklm | 11 * fklm | 4 * fklm | 5 * fklm | 12 1% fklm | 9 1% fklm | 5 1% fklm | 54 1% |
| Prefer not to say | 21 * bgjkn | - * bgjkn | 1 * bgjkn | - * bgjkn | 13 1% zabc | 5 1% c | 3 * zfg | 1 * zfg | - * zfg | 5 1% zfg | 7 * zfg | 3 * zfg | 3 * zfg | - * zfg | 1 * zfg | - * zfg | 5 1% zlmno | 12 * zlmno |
| Mean | -0.71 dehijno p | -0.38 zbcde | -0.55 zbcde | -0.7 de | -0.89 e | -1.09 | -0.27 zghi | -0.7 hi | -1.05 i | -1.48 | -0.98 | -0.32 zj | -0.19 zmnop | -0.44 zmnop | -0.83 op | -1.08 p | -1.5 | -0.76 |
| Improve | 222 4% jno | 71 8% zbcde | 55 4% zbcde | 38 3% zbcde | 38 3% zbcde | 20 2% zbcde | 94 6% zghi | 85 3% zghi | 31 2% zghi | 9 2% zghi | 87 2% zj | 135 6% zj | 81 7% znop | 47 4% no | 51 3% no | 26 2% no | 7 2% no | 157 3% |
| Get worse | 3534 59% abfkrml | 374 39% abfkrml | 726 50% a | 825 62% ab | 980 70% zabc | 628 74% zabc | 446 30% zf | 1729 62% zf | 1003 79% zfg | 351 88% zfg | 2707 77% zk | 816 34% zk | 308 25% l | 452 43% l | 1408 73% zlm | 956 80% zlmn | 342 89% zlmno | 3689 62% |
| NET Difference | -3312 -55% | -302 -32% | -671 -46% | -787 -59% | -943 -67% | -608 -72% | -352 -24% | -1644 -59% | -973 -76% | -342 -86% | -2620 -74% | -682 -29% | -227 -18% | -405 -39% | -1357 -70% | -930 -78% | -335 -87% | -3532 -59% |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename : 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i - z/j/k - z/r/s/t/u - z/l/m/n/o/p

Overlap formulae used. * small base



ECON6. How would you pay an unexpected expense of £200?

Base: All UK adults aged 16+

| | Gender | | Age | | | | | | | Social grade | | | | Working status | | | Work Sector | | Claim benefits/ tax credits | | Education | | Ethnicity | | Unwtd Total | |
|--|----------------------------------|------------------|-------------------|-------------------|--------------------|----------------------|----------------------|--------------------|---------------------|---------------------|--------------------|------------------|--------------------|-------------------|--------------------------------------|---------------------------|-------------------------|-----------------|-----------------------------|------------------|-------------------|---|-------------------|--|-----------------|--|
| | Total (z) | Male (a) | Female (b) | 16-24 (c) | 25-34 (d) | 35-44 (e) | 45-54 (f) | 55-64 (g) | 65-74 (h) | 75+ (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | Working (full-time or part-time) (n) | Not working - retired (o) | Not working - other (p) | Public (q) | Private (r) | Claim (s) | Do not claim (t) | Graduates (Degree/Master/PhD/above) (u) | Non-graduates (v) | White (including White minorities) (w) | | Ethnic minorities (excluding White minorities) (x) |
| Unweighted Total | 5983 | 2954 | 2983 | 184 | 451 | 775 | 1069 | 1485 | 1403 | 616 | 1787 | 1801 | 770 | 526 | 3116 | 2101 | 738 | 1163 | 1703 | 1259 | 4606 | 1926 | 3979 | 5589 | 324 | 5983 |
| Weighted Total | 5983 | 2838 | 3093 | 671 | 1024 | 949 | 1017 | 928 | 755 | 639 | 1702 | 1756 | 748 | 481 | 3546 | 1428 | 989 | 1285 | 1983 | 1344 | 4457 | 1805 | 4107 | 5235 | 671 | 5983 |
| I would use my savings | 2007 34% adefnqrs | 846 30% | 1148 37% za | 275 41% def | 296 29% | 231 24% | 273 27% | 334 36% zdef | 327 43% zdefg | 271 42% zdefg | 569 33% | 608 35% | 244 33% | 147 30% | 1016 29% | 627 44% znp | 359 36% n | 374 29% | 545 28% | 397 30% | 1552 35% zs | 565 31% | 1431 35% zu | 1752 33% | 236 35% | 2095 35% |
| I would use my own income and would not need to cut back on essentials | 1632 27% bcdefilm pqsvx | 925 33% zb | 696 23% | 107 16% | 221 22% | 218 23% | 247 24% c | 295 32% zdef | 280 37% zdefg | 263 41% zdefg | 678 40% zklm | 450 26% lm | 143 19% | 74 15% | 943 27% p | 555 39% znp | 131 13% | 308 24% | 580 29% q | 172 13% | 1440 32% zs | 683 38% zv | 937 23% | 1483 28% zx | 128 19% | 1835 31% |
| I would use my own income but would need to cut back on essentials | 1136 19% hijouw | 544 19% | 584 19% | 119 18% hi | 239 23% zghi | 223 23% zghi | 233 23% zghi | 167 18% hi | 85 11% | 69 11% | 258 15% | 361 21% j | 189 25% zjkm | 83 17% | 826 23% zop | 151 11% | 154 16% o | 304 24% z | 464 23% z | 279 21% | 836 19% | 290 16% zu | 834 20% zu | 967 18% | 157 23% | 1024 17% |
| I would use a form of credit (for example, credit card or take out a loan) | 676 11% ghijot | 314 11% | 355 11% | 57 9% i | 146 14% ghi | 171 18% zcgghi | 159 16% zcgghi | 77 8% hi | 46 6% i | 21 3% | 145 9% | 224 13% j | 97 13% j | 71 15% j | 490 14% zo | 64 4% o | 120 12% o | 189 15% z | 277 14% z | 224 17% zt | 436 10% | 183 10% zt | 477 12% zt | 598 11% | 64 10% | 602 10% |
| I would borrow the money from friends or family | 365 6% aghijko rtuw | 133 5% za | 223 7% za | 79 12% zghi | 88 9% zghi | 78 8% zghi | 76 7% ghi | 32 3% hi | 7 1% hi | 6 1% | 38 2% o | 85 5% j | 53 7% j | 76 16% zjkl | 209 6% o | 15 1% zno | 140 14% zno | 90 7% zno | 95 5% zno | 192 14% zt | 148 3% zt | 56 3% zu | 298 7% zu | 294 6% zw | 64 10% zw | 275 5% |
| Other (please specify) | 54 1% jt | 27 1% | 25 1% | 6 1% e | 20 2% e | 4 * | 9 1% | 7 1% | 5 1% | 5 1% | 1 * | 10 1% | 12 2% jk | 14 3% zjk | 26 1% zno | 8 1% zno | 20 2% zno | 11 1% zno | 9 * | 34 3% zt | 17 * | 11 1% zt | 42 1% zt | 49 1% zt | 4 1% zt | 51 1% |
| Don't know | 84 1% hijnoqr tuw | 34 1% | 47 2% | 20 3% hi | 8 1% hi | 21 2% hi | 16 2% h | 13 1% h | 3 * | 3 * | 10 1% h | 16 1% h | 6 1% h | 15 3% zjkl | 26 1% zno | 4 * | 52 5% zno | 7 1% zno | 11 1% zno | 38 3% zt | 24 1% zt | 7 * | 72 2% zu | 66 1% zu | 17 3% zu | 73 1% |
| Prefer not to say | 30 1% jknrt | 15 1% | 13 * | 8 1% | 7 1% | 4 * | 4 * | 3 * | 2 * | 2 * | 2 * | 2 * | 5 1% | 2 * | 11 * | 4 * | 13 1% zno | 2 * | 1 * | 9 1% t | 4 * | 8 * | 16 * | 27 1% t | 2 * | 28 * |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename: 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Mean: Columns Tested (5% risk level) - z/a/b - z/c/d/e/t/g/h/i - z/j/k/l/m - z/n/o/p - z/q/r - z/s/t - z/u/v - z/w/x

Overlap formulae used. * small base



ECON6. How would you pay an unexpected expense of £200?

Base: All UK adults aged 16+

| | Total (z) | Tenure | | | | Annual household income | | | | Number of adults 16+ in household | | | | Children 0-15 in household | | Country | | | | England region (Net) | | | Unwtd Total |
|--|-----------------------|-----------------------------|---------------------|--------------------------------|---|-------------------------|---------------------------|---------------------------|------------------------|-----------------------------------|------------------------------|---------------------------------------|---|----------------------------|-------------------|-------------------|------------------|-----------------|----------------------|----------------------|-------------------|-------------------|--------------------|
| | | Buying it on a mortgage (u) | Own it outright (a) | Rent from private landlord (b) | Rent from council/housing association (c) | Up to £25,999 (d) | £26,000 up to £51,999 (e) | £52,000 up to £99,999 (f) | £100,000 and above (g) | Only adult (h) | At least one other adult (i) | At least one other adult & couple (j) | At least one other adult & not couple (k) | Yes (l) | No (m) | England (n) | Scotland (o) | Wales (p) | Northern Ireland (q) | North (r) | Midlands (s) | South (t) | |
| Unweighted Total | 5983 | 1771 | 2981 | 532 | 543 | 1525 | 1871 | 1016 | 369 | 1506 | 4449 | 3887 | 404 | 1141 | 4827 | 4289 | 597 | 477 | 620 | 1199 | 838 | 2252 | 5983 |
| Weighted Total | 5983 | 2098 | 2249 | 787 | 630 | 1327 | 1783 | 1127 | 453 | 1056 | 4906 | 3785 | 887 | 1583 | 4389 | 5028 | 502 | 287 | 166 | 1384 | 968 | 2676 | 5983 |
| I would use my savings | 2007 34% ubcflg | 651 31% c | 929 41% zucb | 209 26% zucb | 146 23% zucb | 524 40% zefg | 610 34% fg | 278 25% fg | 102 23% fg | 362 34% j | 1641 33% j | 1238 33% j | 348 39% j | 405 26% zl | 1600 36% zl | 1679 33% zl | 170 34% zl | 97 34% zl | 62 37% zl | 463 33% zl | 342 35% zl | 874 33% zl | 2095 35% zl |
| I would use my own income and would not need to cut back on essentials | 1632 27% bcdklr | 560 27% bc | 850 38% zucb | 124 16% zucb | 68 11% zucb | 145 11% zucb | 483 27% d | 464 41% zde | 244 54% zdef | 265 25% k | 1365 28% k | 1178 31% zhik | 150 17% zhik | 313 20% zl | 1318 30% zl | 1382 27% zl | 136 27% zl | 76 26% zl | 38 23% zl | 308 22% zl | 254 26% zl | 821 31% zr | 1835 31% zr |
| I would use my own income but would need to cut back on essentials | 1136 19% ahm | 496 24% za | 278 12% za | 195 25% za | 134 21% a | 230 17% zd | 375 21% zd | 224 20% zd | 72 16% zd | 168 16% hj | 961 20% hj | 725 19% h | 188 21% h | 394 25% zm | 737 17% zm | 942 19% zm | 94 19% zm | 65 23% zm | 35 21% zm | 309 22% zst | 167 17% zst | 466 17% zst | 1024 17% zst |
| I would use a form of credit (for example, credit card or take out a loan) | 676 11% agm | 284 14% za | 121 5% za | 124 16% za | 111 18% za | 202 15% zeg | 206 12% g | 132 12% g | 30 7% g | 116 11% j | 559 11% j | 428 11% j | 80 9% j | 278 18% zm | 398 9% zm | 570 11% zm | 54 11% zm | 32 11% zm | 20 12% zm | 164 12% zm | 107 11% zm | 299 11% zm | 602 10% zm |
| I would borrow the money from friends or family | 365 6% uafgijm | 81 4% a | 29 1% a | 100 13% zua | 130 21% zuab | 163 12% zefg | 95 5% fg | 20 2% fg | 4 1% fg | 98 9% zij | 266 5% j | 150 4% j | 82 9% zij | 139 9% zm | 225 5% zm | 309 6% p | 39 8% p | 10 3% p | 7 4% p | 88 6% p | 71 7% p | 150 6% p | 275 5% p |
| Other (please specify) | 54 1% aeij | 11 1% a | 9 * a | 11 1% zua | 17 3% zua | 29 2% zefg | 6 * fg | 7 1% fg | - - zefg | 22 2% zij | 32 1% j | 26 1% i | 4 * i | 21 1% zm | 33 1% zm | 47 1% p | 3 1% p | 3 1% p | 1 1% p | 20 1% p | 11 1% p | 17 1% p | 51 1% p |
| Don't know | 84 1% uaefj | 13 1% zua | 21 1% zua | 22 3% zua | 20 3% zua | 31 2% zefg | 5 * fg | 1 * fg | 1 * fg | 20 2% j | 59 1% j | 33 1% j | 22 2% j | 19 1% zm | 62 1% zm | 72 1% p | 6 1% p | 5 2% p | 1 1% p | 22 2% p | 7 1% p | 43 2% p | 73 1% p |
| Prefer not to say | 30 1% ujm | 1 * u | 12 1% u | 2 * u | 4 1% u | 3 * zefg | 4 * fg | - - zefg | - - zefg | 6 1% j | 24 * j | 7 * j | 14 2% zij | 14 1% zm | 16 * zm | 28 1% p | 1 * p | * * p | * * p | 11 1% p | 9 1% p | 8 * p | 28 * p |

Fieldwork dates: 22nd September - 28th September 2022
 Respondent type: KnowledgePanel Members - UK, 16+
 Source: Ipsos (JN J21-101207-01)
 Filename : 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse
 Proportions/Means: Columns Tested (5% risk level) - z/u/a/b/c - z/d/e/f/g - z/h/i/j/k - z/l/m - z/n/o/p/q - z/r/s/t
 Overlap formulae used. * small base



ECON6. How would you pay an unexpected expense of £200?

Base: All UK adults aged 16+

| | Total (z) | England region | | | | | | | | | Urbanity | | IMD Quintile | | | | | Unwtd Total |
|--|------------------------|----------------------|-----------------------|------------------------------------|-------------------------|-------------------------|---------------------------|-----------------------|------------------------|-----------------------|------------------------|-------------------|-----------------------------|-------------------|-------------------|--------------------|------------------------------|---------------------|
| | | North East (a) | North West (b) | Yorkshire and The Humber (c) | East Midlands (d) | West Midlands (e) | East of England (f) | South East (g) | South West (h) | London (i) | Urban (j) | Rural (k) | 1 - Most deprived (l) | 2 (m) | 3 (n) | 4 (o) | 5 - Least deprived (p) | |
| Unweighted Total | 5983 | 210 | 558 | 431 | 427 | 411 | 518 | 762 | 516 | 456 | 4427 | 1556 | 1024 | 1116 | 1170 | 1288 | 1385 | 5983 |
| Weighted Total | 5983 | 240 | 656 | 488 | 437 | 531 | 557 | 821 | 513 | 784 | 4719 | 1264 | 1188 | 1200 | 1197 | 1203 | 1195 | 5983 |
| I would use my savings | 2007 34% i | 97 41% ci | 219 33% ci | 147 30% ci | 167 38% i | 175 33% i | 177 32% i | 315 38% zci | 167 33% zci | 214 27% zci | 1578 33% zci | 428 34% zci | 367 31% zci | 391 33% zci | 410 34% zci | 425 35% zci | 414 35% zci | 2095 35% zci |
| I would use my own income and would not need to cut back on essentials | 1632 27% abjlmru | 43 18% abjlmru | 142 22% abjlmru | 123 25% abjlmru | 114 26% abjlmru | 140 26% abjlmru | 162 29% abjlmru | 219 27% abjlmru | 194 38% zabcedfg | 246 31% abjlmru | 1199 25% abjlmru | 432 34% zj | 176 15% abjlmru | 279 23% l | 325 27% l | 408 34% zlmn | 443 37% zlmn | 1835 31% zlmn |
| I would use my own income but would need to cut back on essentials | 1136 19% hpw | 50 21% h | 144 22% h | 115 24% zgh | 76 17% zgh | 92 17% zgh | 108 19% h | 143 17% h | 66 13% h | 149 19% h | 899 19% h | 236 19% h | 270 23% zop | 267 22% zop | 228 19% p | 199 17% p | 172 14% p | 1024 17% p |
| I would use a form of credit (for example, credit card or take out a loan) | 676 11% kpqt | 22 9% kpqt | 85 13% kpqt | 57 12% kpqt | 44 10% kpqt | 63 12% kpqt | 62 11% kpqt | 95 12% kpqt | 51 10% kpqt | 92 12% kpqt | 578 12% zk | 98 8% zk | 173 15% zop | 148 12% p | 149 12% p | 118 10% p | 87 7% p | 602 10% p |
| I would borrow the money from friends or family | 365 6% kopqvw | 20 8% kopqvw | 39 6% kopqvw | 29 6% kopqvw | 26 6% kopqvw | 45 8% g | 30 5% g | 35 4% g | 26 5% g | 59 7% g | 312 7% zk | 53 4% zk | 143 12% zmnop | 81 7% op | 64 5% o | 32 3% o | 45 4% o | 275 5% o |
| Other (please specify) | 54 1% q | 6 3% i | 4 1% i | 10 2% i | 7 2% i | 4 1% i | 5 1% i | 5 1% i | 3 1% i | 4 * i | 49 1% i | 5 * i | 19 2% i | 10 1% i | 6 * i | 11 1% i | 9 1% i | 51 1% i |
| Don't know | 84 1% kqstvw | 3 1% kqstvw | 15 2% h | 4 1% h | 2 1% h | 5 1% h | 13 2% h | 9 1% h | 2 * h | 19 2% h | 78 2% zk | 6 * zk | 29 2% zno | 19 2% zno | 11 1% zno | 9 1% zno | 16 1% zno | 73 1% zno |
| Prefer not to say | 30 1% oqtw | - - oqtw | 8 1% oqtw | 3 1% oqtw | 2 * g | 7 1% g | 1 * g | 1 * g | 4 1% g | 2 * g | 26 1% g | 4 * g | 12 1% o | 4 * o | 4 * o | 1 * o | 10 1% o | 28 * o |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename : 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e/f/g/h/i - z/j/k - z/l/m/n/o/p

Overlap formulae used. * small base



ECON6. How would you pay an unexpected expense of £200?

Base: All UK adults aged 16+

| | Personal wellbeing | | | | | | Personal economic situation | | | | Worried about household financial situation | | Segment | | | | | Unwtd Total |
|--|-------------------------------|---------------------|--------------------|-------------------|--------------------|---------------------|-----------------------------|---------------------|--------------------------|-------------------------------|---|-----------------|--------------------------------------|--------------------------|--|------------------------------------|---|-------------|
| | Total (z) | 9 to 10 (a) | 8 (b) | 7 (c) | 5 to 6 (d) | 0 to 4 (e) | Living comfortably (f) | Coping (g) | Finding it difficult (h) | Finding it very difficult (i) | Worried (j) | Not worried (k) | Living comfortably & not worried (l) | Coping & not worried (m) | Living comfortably/ coping but worried (n) | Finding it difficult & worried (o) | Finding it very difficult & worried (p) | |
| Unweighted Total | 5983 | 1077 | 1573 | 1268 | 1313 | 747 | 1640 | 2854 | 1082 | 380 | 3312 | 2630 | 1419 | 1139 | 1918 | 1015 | 372 | 5983 |
| Weighted Total | 5983 | 950 | 1445 | 1335 | 1399 | 848 | 1490 | 2769 | 1276 | 397 | 3536 | 2386 | 1252 | 1040 | 1941 | 1191 | 385 | 5983 |
| I would use my savings | 2007 34% fiklp | 334 35% | 488 34% | 444 33% | 477 34% | 260 31% | 380 25% i | 1154 42% zfhi | 396 31% fi | 63 16% | 1292 37% zk | 705 30% | 275 22% | 400 39% zlop | 850 44% zlmop | 365 31% lp | 63 16% | 2095 35% |
| I would use my own income and would not need to cut back on essentials | 1632 27% deghiju nop | 401 42% zbcde | 528 37% zcde | 363 27% de | 253 18% e | 87 10% | 980 66% zghi | 612 22% hi | 30 2% | 8 2% | 354 10% zj | 1273 53% | 892 71% zmnop | 374 36% znop | 322 17% op | 26 2% | 6 2% | 1835 31% |
| I would use my own income but would need to cut back on essentials | 1136 19% abfklm | 141 15% | 236 16% | 293 22% zab | 290 21% ab | 175 21% a | 83 6% | 618 22% zf | 360 28% zfgi | 67 17% f | 892 25% zk | 235 10% | 47 4% | 167 16% l | 486 25% zlmop | 342 29% zlmop | 65 17% l | 1024 17% |
| I would use a form of credit (for example, credit card or take out a loan) | 676 11% abfgklm | 51 5% | 114 8% | 141 11% a | 215 15% zabc | 155 18% zabc | 28 2% | 256 9% f | 279 22% zfg | 108 27% zfg | 559 16% zk | 114 5% | 20 2% | 73 7% l | 191 10% lm | 258 22% zlmn | 105 27% zlmn | 602 10% |
| I would borrow the money from friends or family | 365 6% abfgklm n | 16 2% | 62 4% a | 71 5% a | 106 8% ab | 109 13% zabcd | 9 1% | 89 3% f | 169 13% zfg | 96 24% zfgh | 328 9% zk | 36 2% | 9 1% | 16 2% lm | 72 4% lm | 162 14% zlmn | 92 24% zlmno | 275 5% |
| Other (please specify) | 54 1% abfgklm n | * * | 4 * | 7 * | 20 1% ab | 23 3% zabc | 2 * | 9 * | 13 1% f | 27 7% zfg | 45 1% zk | 5 * | 2 * | 3 * | 6 * | 13 1% l | 27 7% zlmno | 51 1% |
| Don't know | 84 1% abfgklm n | 3 * | 9 1% | 15 1% | 26 2% ab | 31 4% zabc | 5 * | 26 1% | 23 2% f | 23 6% zfg | 54 2% k | 12 1% | 5 * | 6 1% | 10 1% | 22 2% lmn | 22 6% zlmno | 73 1% |
| Prefer not to say | 30 1% fgkn | 3 * | 4 * | 1 * | 12 1% c | 8 1% c | 2 * | 4 * | 6 * | 5 1% fg | 11 * | 6 * | 2 * | 1 * | 3 * | 3 * | 5 1% lmno | 28 * |

Fieldwork dates: 22nd September - 28th September 2022

Respondent type: KnowledgePanel Members - UK, 16+

Source: Ipsos (JN J21-101207-01)

Filename : 21-101207_ADHOC_220922A_PFT_wtd_v6_IntUse

Proportions/Means: Columns Tested (5% risk level) - z/a/b/c/d/e - z/f/g/h/i - z/j/k - z/r/s/t/u - z/l/m/n/o/p

Overlap formulae used. * small base