

YouGov Survey / StepChange Results

Sample Size: 1707 GB Adults
Fieldwork: 12th - 13th July 2015

	Vote in 2015					Gender		Age				Social Grade		Region					England / Wales	Household Income			
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		Under £25,000	£25,000 to £39,999	£40,000+	
Weighted Sample	1707	580	478	119	205	828	879	203	432	584	488	973	734	218	555	365	420	149	1558	524	390	386	
Unweighted Sample	1707	556	489	116	172	819	888	165	273	764	505	1147	560	237	573	338	396	163	1544	496	380	442	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Currently, how confident, if at all, are you that you are saving enough money to cope with a 'rainy day' (e.g. an unexpected bill, period of reduced income or no income)?

Very confident	15	18	12	20	12	17	12	13	11	12	21	17	11	13	15	14	16	12	15	9	16	23
Fairly confident	36	42	30	39	40	37	34	27	33	32	46	37	33	32	38	39	33	29	36	34	38	37
TOTAL CONFIDENT	51	60	42	59	52	54	46	40	44	44	67	54	44	45	53	53	49	41	51	43	54	60
Not very confident	24	22	28	20	26	24	25	21	32	25	19	24	26	25	25	21	26	28	24	22	24	30
Not confident at all	20	15	24	18	18	17	23	20	17	28	13	18	23	20	18	21	21	24	20	31	18	9
TOTAL NOT CONFIDENT	44	37	52	38	44	41	48	41	49	53	32	42	49	45	43	42	47	52	44	53	42	39
Don't know	5	2	6	3	4	5	5	19	7	2	1	4	6	10	3	5	4	7	5	3	4	2

Which, if any, of the following reasons explains why you are not confident you are saving enough money to cope with a 'rainy day' (e.g. unexpected bill, period of reduced income or no income)? Please tick all that apply.

[This question was only asked to those who answered 'Not very confident' or 'Not confident at all' to the first question N=752]

I don't earn enough/don't have enough of an income	67	61	66	67	74	61	72	80	53	71	70	62	72	64	68	69	68	62	68	79	64	47
My household bills/expenses are too high	39	31	41	52	43	36	41	30	40	43	33	40	37	43	37	43	33	41	38	38	47	38
I don't want to have less moeny available now	11	8	9	23	12	13	9	13	10	10	12	14	6	12	11	11	10	7	11	6	13	14
I haven't got round to it	7	8	8	4	1	9	5	12	13	3	3	9	4	10	4	8	6	11	6	4	5	14
I'll start saving in the future	6	6	4	11	4	7	5	16	9	3	1	7	4	8	5	5	5	7	5	2	11	7
I'm unsure how best to save money (for example, because savings products are too complex)	5	5	5	2	9	6	5	5	7	4	7	6	5	8	5	7	4	5	5	4	5	8
None of the above	5	7	5	2	1	7	4	5	7	3	7	6	4	8	3	5	6	5	5	4	2	9
Don't know	2	4	1	0	3	3	2	3	3	1	2	2	2	1	2	1	5	0	2	1	1	1

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How confident, if at all, are you that in the next year you'll be able to start saving enough money to cope with a 'rainy day' (e.g. an unexpected bill, period of reduced income or no income)?

[This question was only asked to those who answered 'Not very confident' or 'Not confident at all' to the first question N=752]

Very confident	2	1	2	0	3	2	2	3	4	1	0	2	1	7	1	1	1	1	2	2	1	3
Fairly confident	16	18	12	28	6	16	17	37	20	13	8	19	13	22	15	18	13	19	16	9	20	25
TOTAL CONFIDENT	18	19	14	28	9	18	19	40	24	14	8	21	14	29	16	19	14	20	18	11	21	28
Not very confident	41	41	44	22	49	41	40	33	40	41	45	44	37	37	42	38	43	41	41	37	41	44
Not confident at all	34	33	36	39	34	34	35	21	27	40	41	30	40	31	35	39	31	36	34	46	31	19
TOTAL NOT CONFIDENT	75	74	80	61	83	75	75	54	67	81	86	74	77	68	77	77	74	77	75	83	72	63
Don't know	7	7	7	11	8	8	6	6	9	6	5	5	9	2	7	4	12	3	7	5	7	8

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.