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### Happiness and Wellbeing



**Happiness**  
Happy: 53%  
Unhappy: 20%



**Healthiness**  
Healthy: 40%  
Unhealthy: 26%



**Loneliness**  
Not lonely: 56%  
Lonely: 20%



**Stress / Anxiety**  
Not stressed: 32%  
Stressed: 38%



**Worthwhileness**  
Worthwhile: 51%  
Not worthwhile: 16%



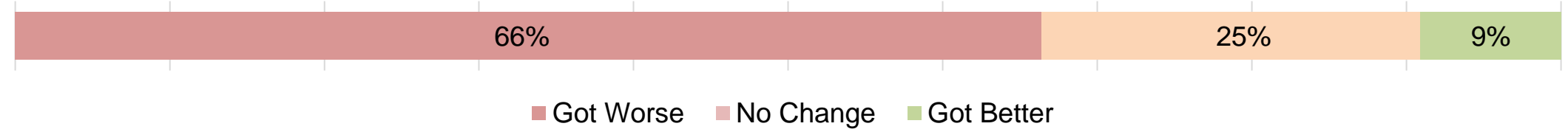
**Optimism**  
Optimistic: 42%  
Pessimistic: 24%



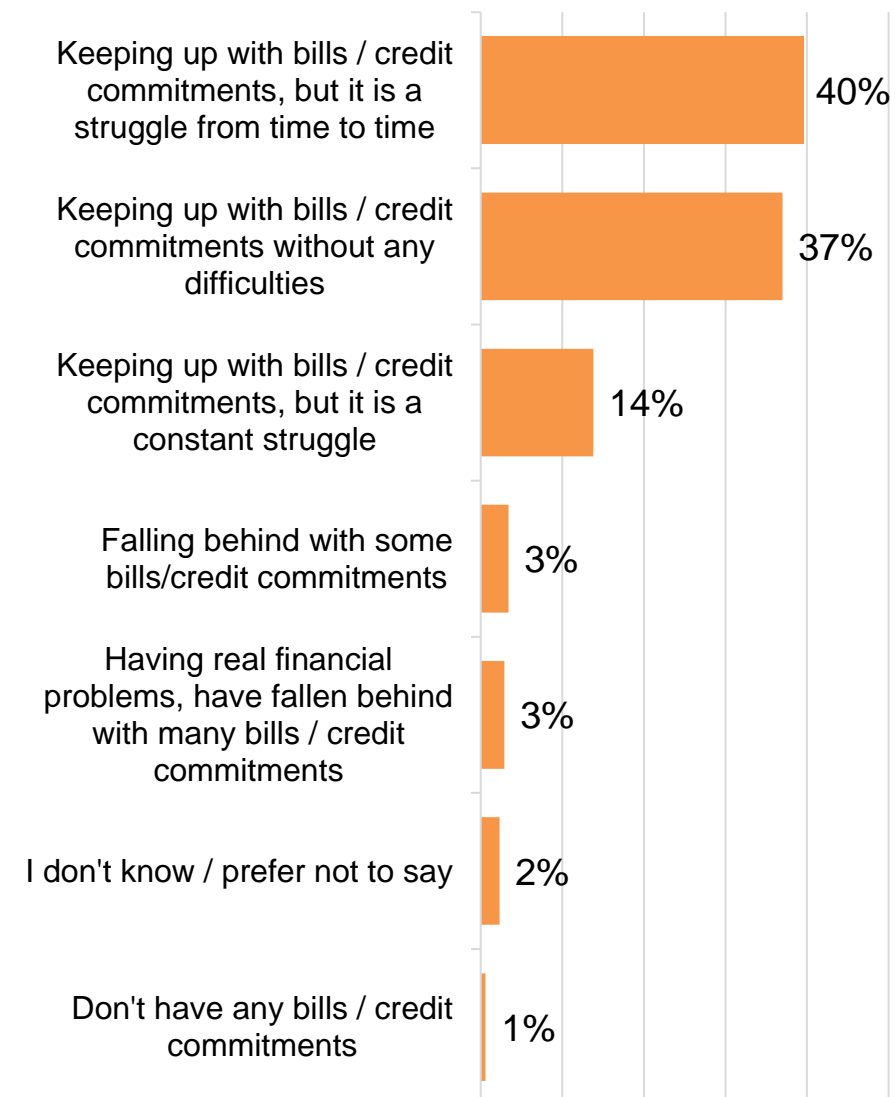
**Hopefulness**  
Hopeful: 46%  
Not hopeful: 21%

### Your Current Financial Situation

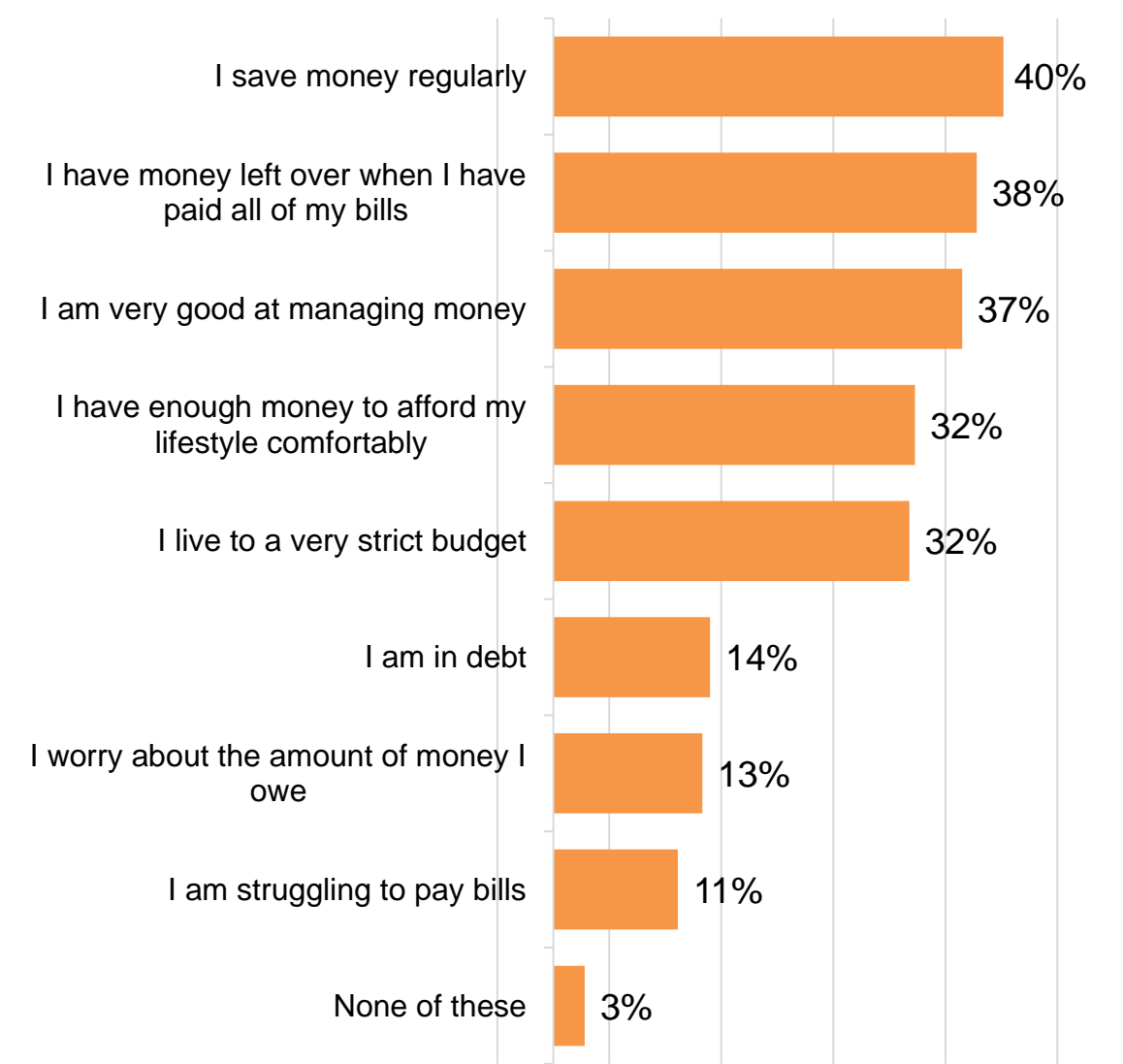
How do you think your household's financial situation has changed in the last year?



Which one of the following best describes your household?



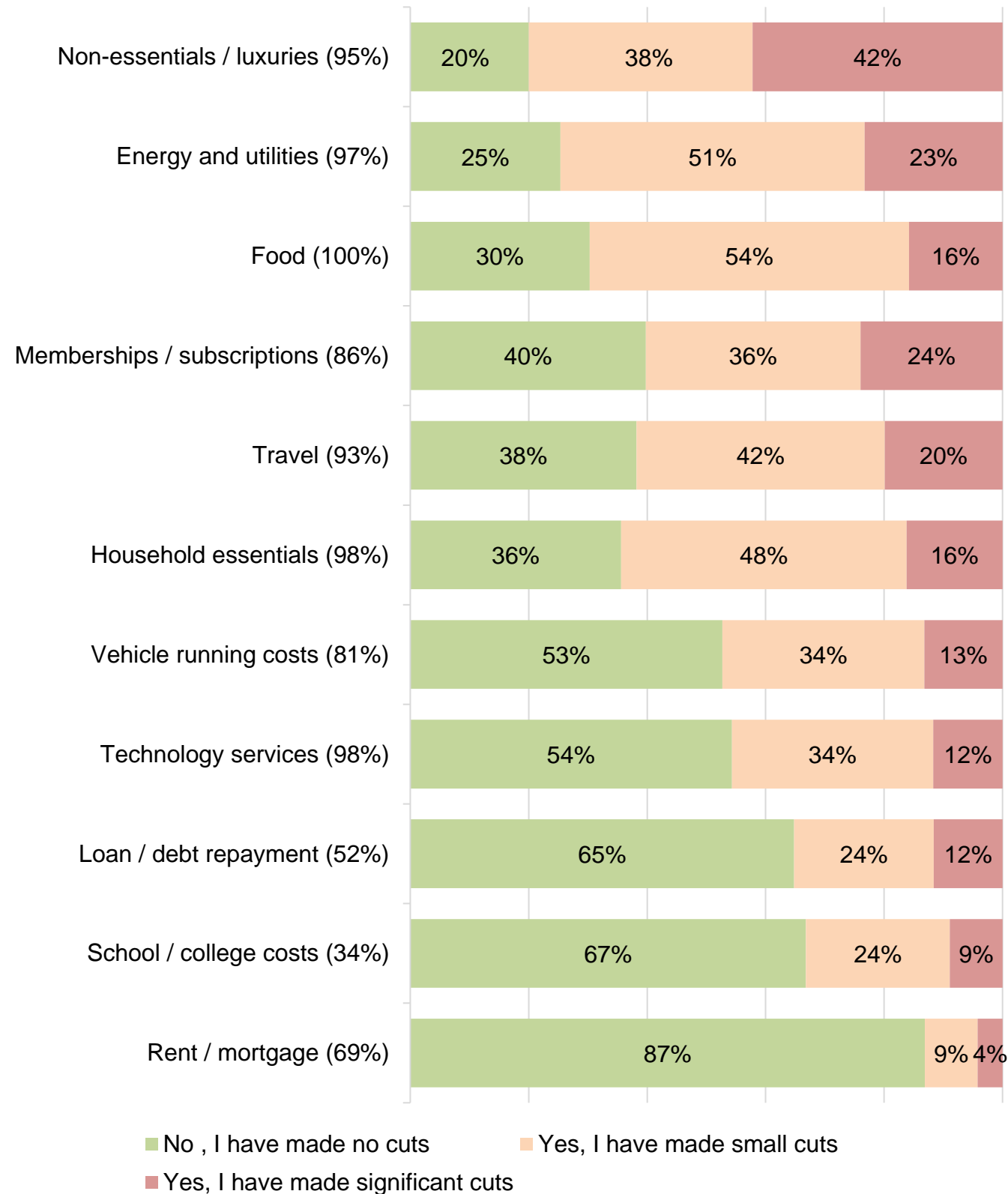
Which of the following best describes you at the moment?



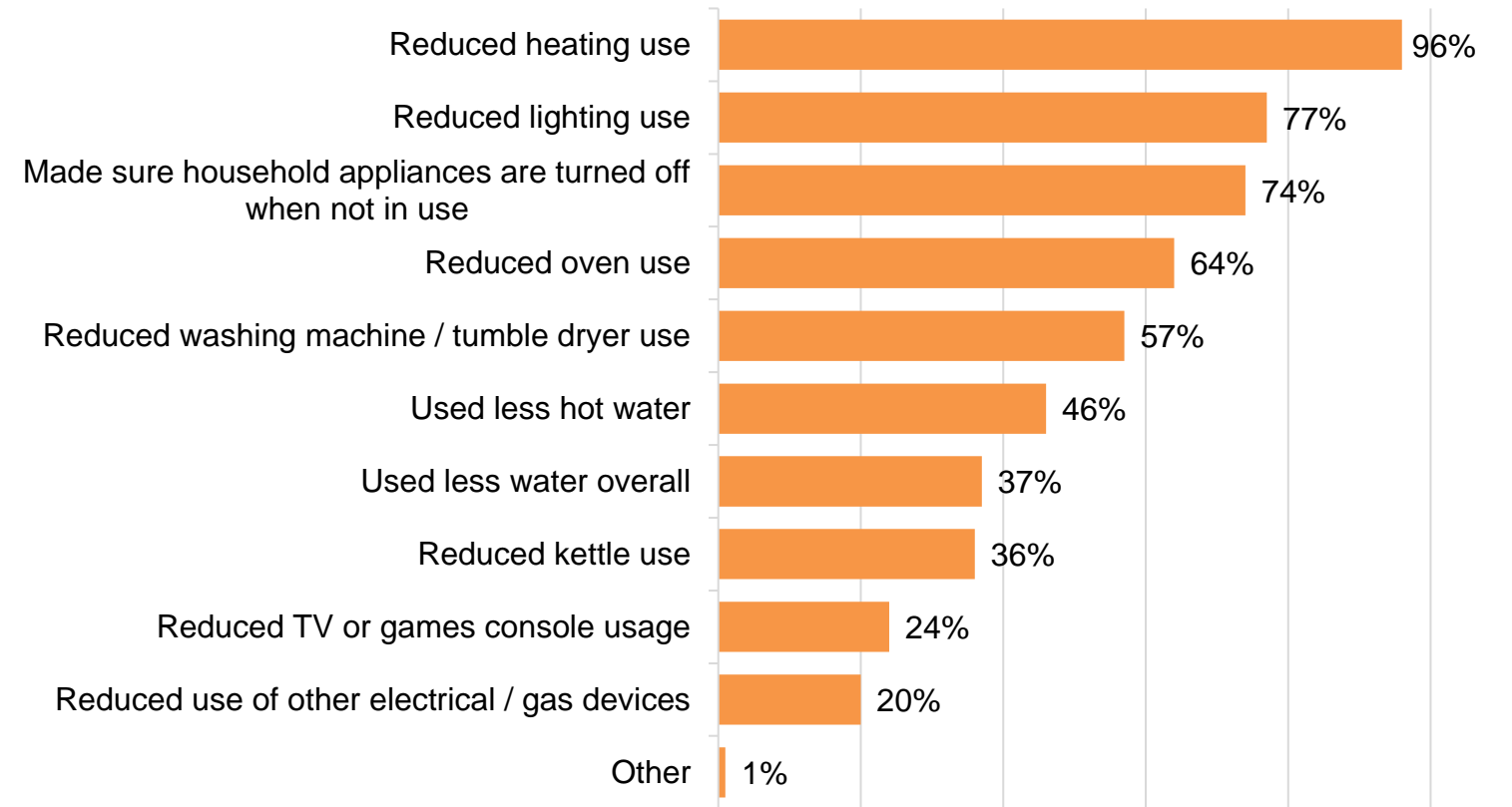
## The Last Year

Over the last year, have you had to make cuts to any of the following, due to your personal financial situation?

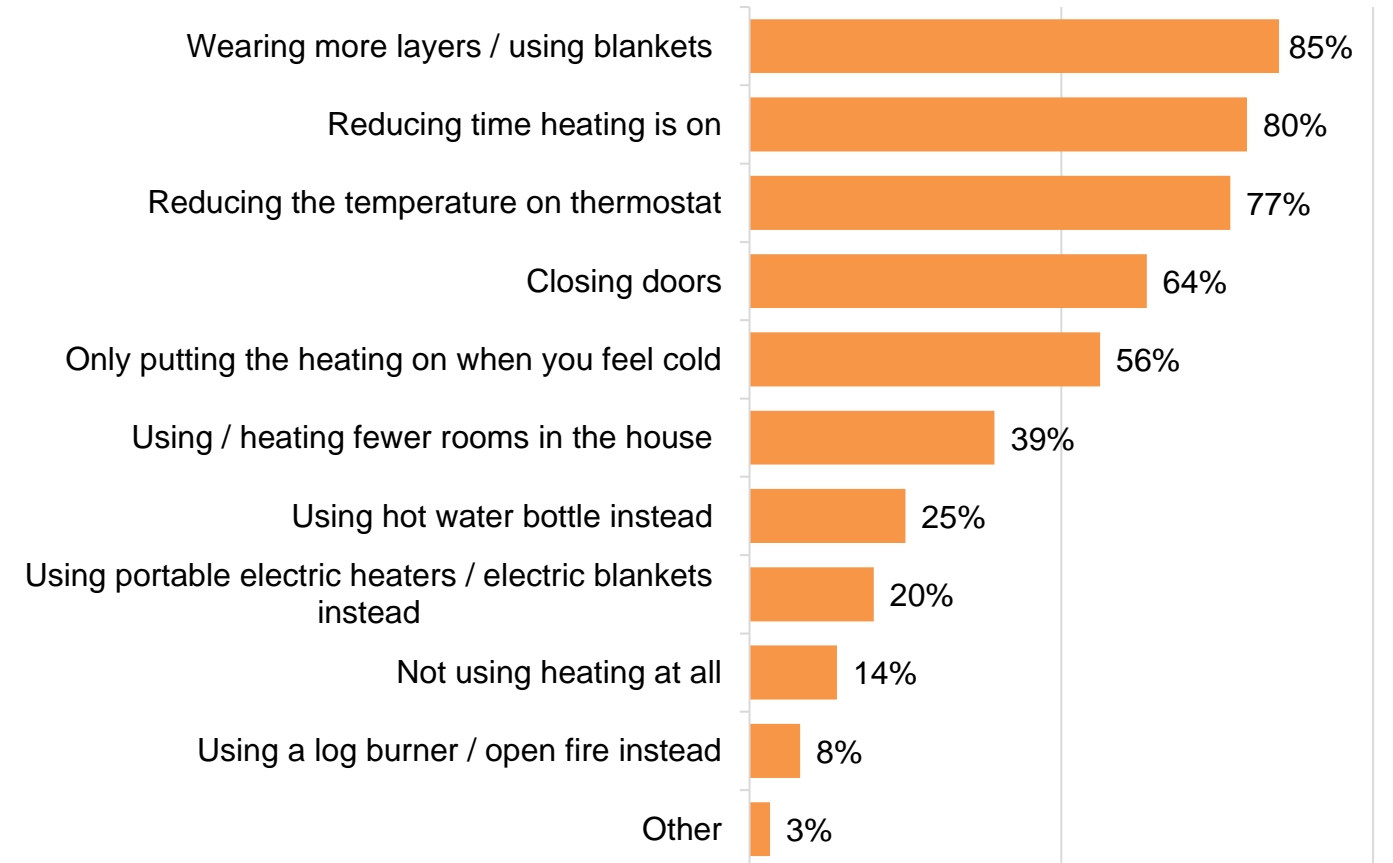
**NB: % figure in brackets shows the proportion of all respondents for whom this question was valid (e.g. 53% of respondents have rent / mortgage costs). The figures in the chart show the % breakdown of those who responded.**



**Of the 73% of all respondents who have made cuts to utilities over the last year: Which of the following have you done?**

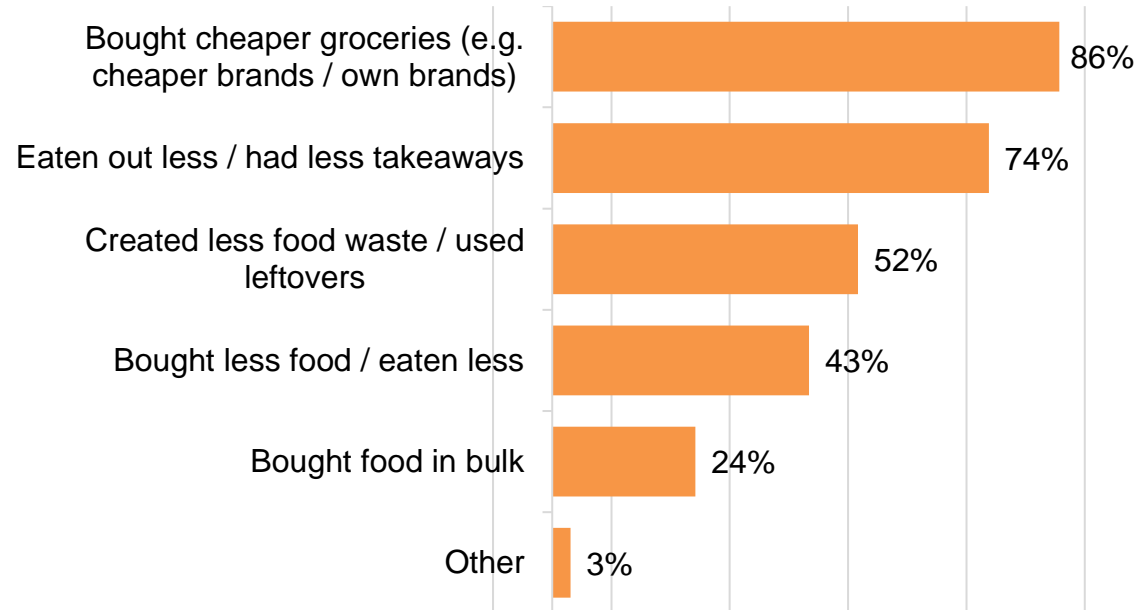


**Of the 70% of all respondents who said they have reduced heating use: Which of the following ways have you done this?**

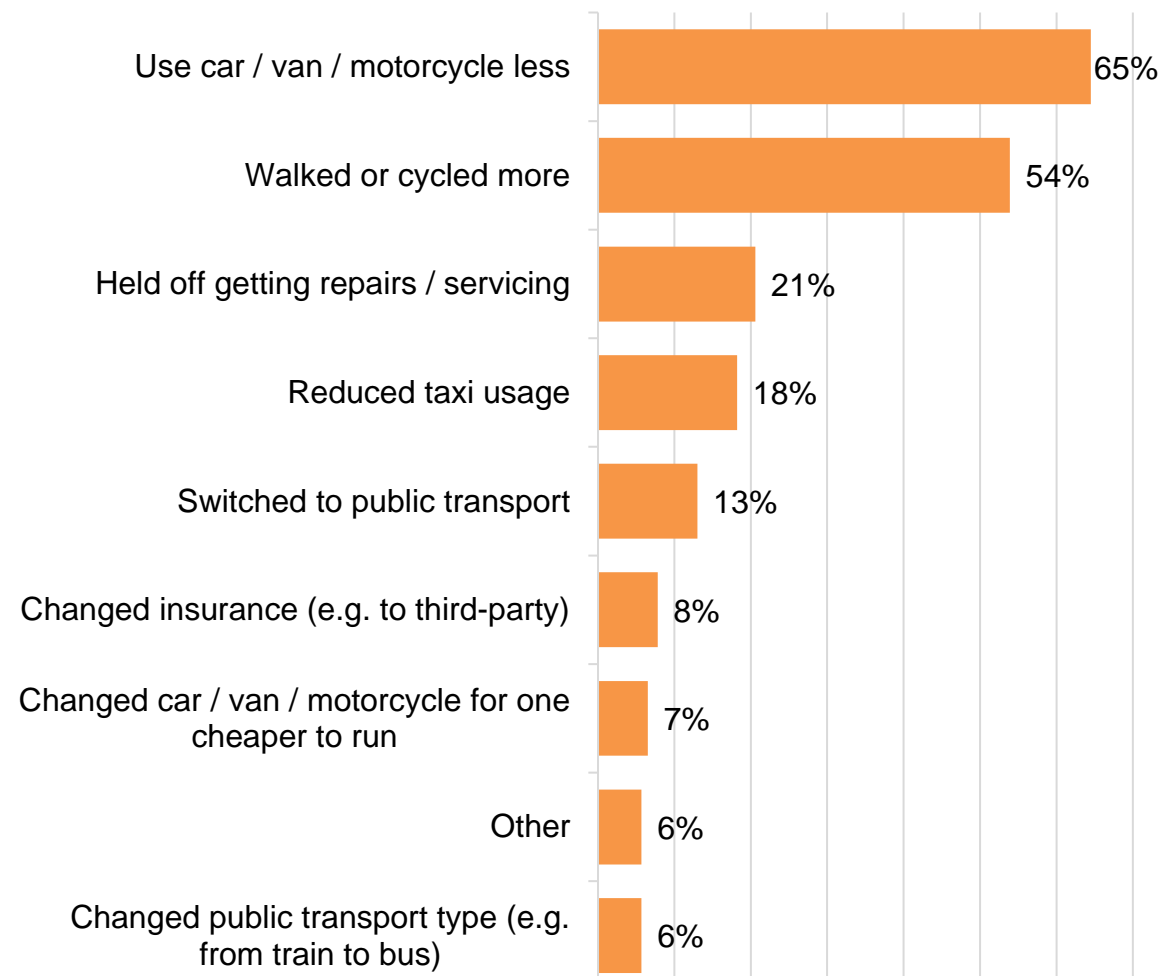


## The Last Year (Continued)

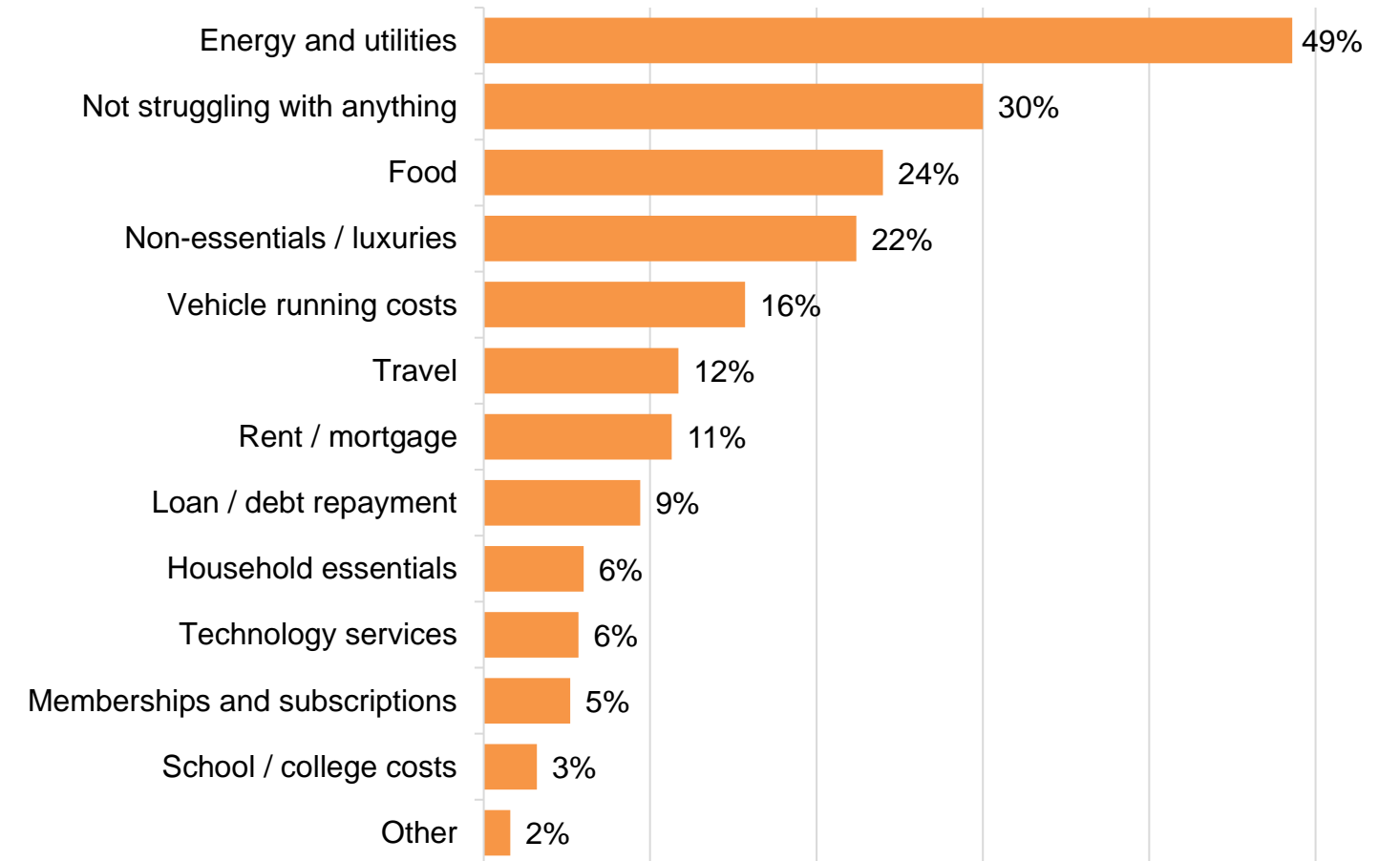
Of the 70% of all respondents who have made cuts to food over the last year: Which of the following have you done?



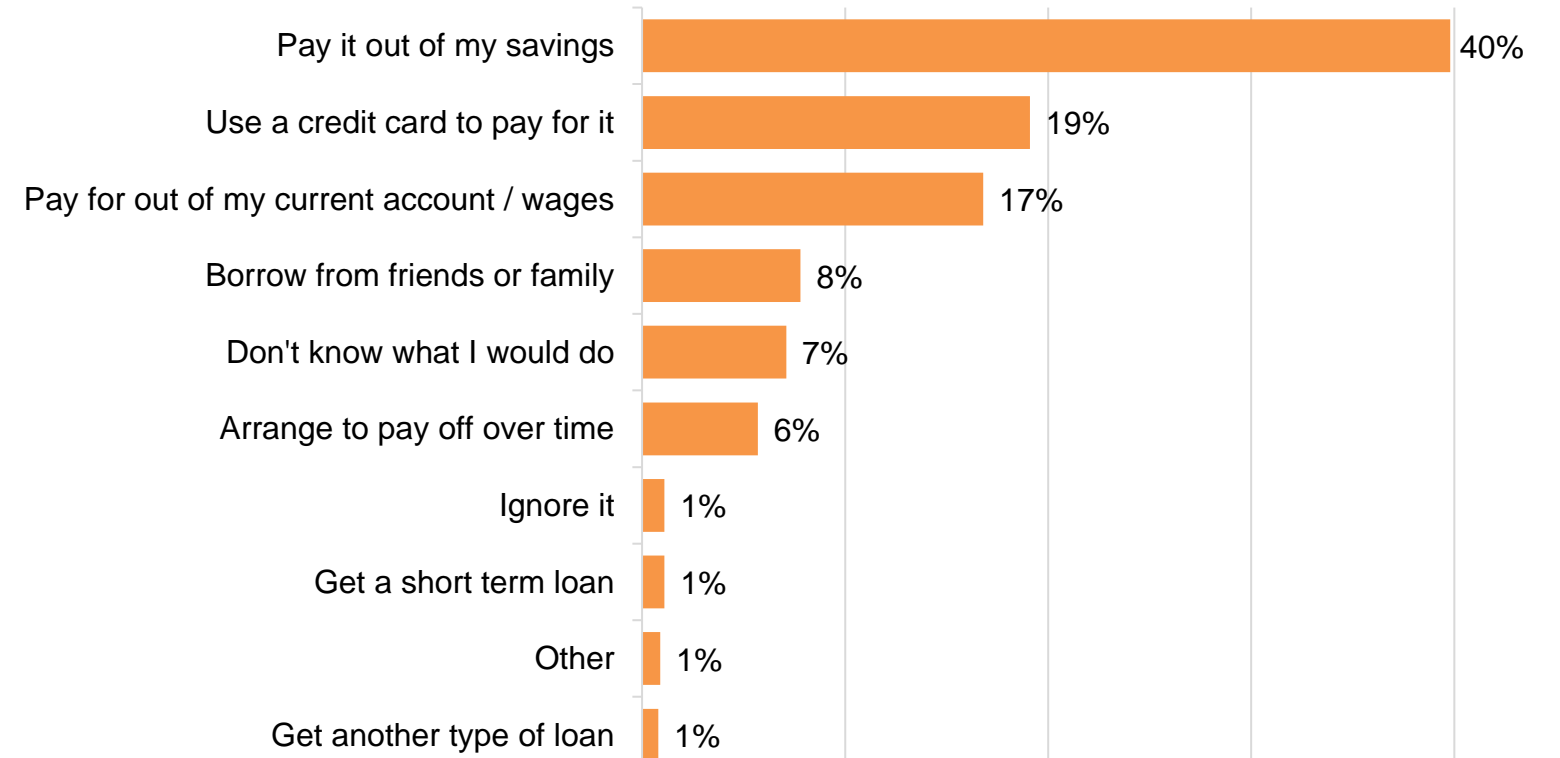
Of the 61% of all respondents who have made cuts to travel / vehicle costs over the last year: Which of the following have you done?



Which of the following are you struggling the most to afford?

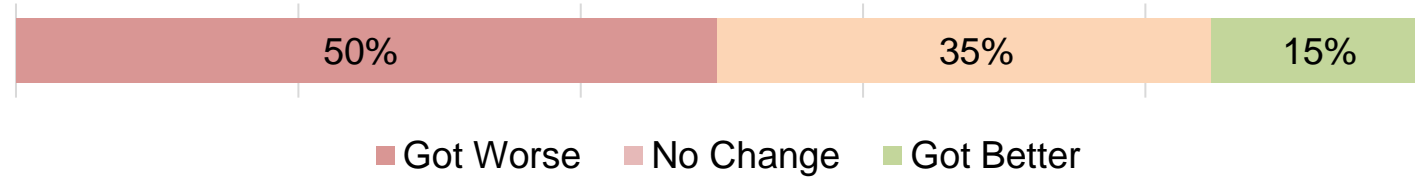


Imagine your household had a sudden financial emergency and you needed £500 quickly - for example, your car needed repairing, or an unexpected bill arrived. What are you most likely to do?

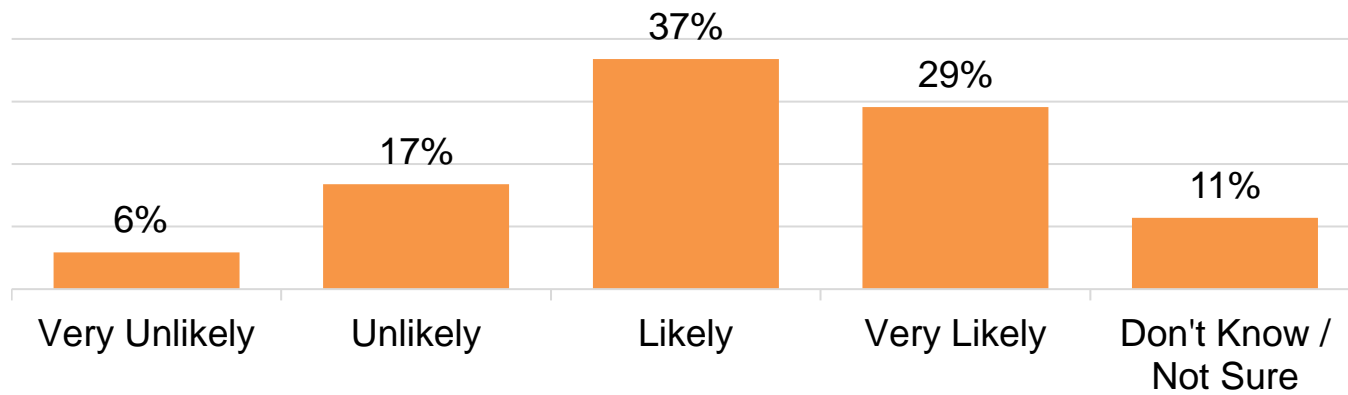


## The Year Ahead

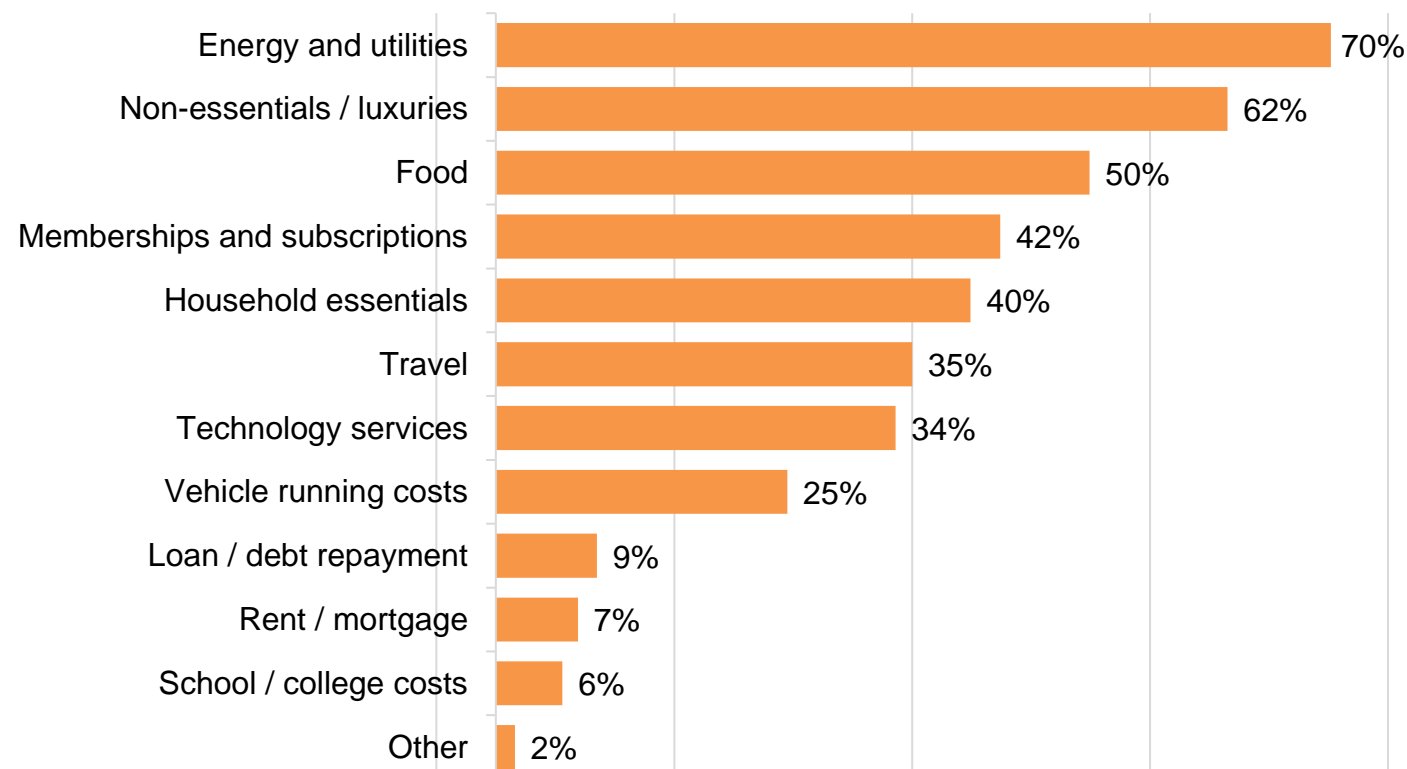
Thinking ahead to this time next year, how do you think your financial situation will change compared to now?



Over the next year, how likely is it that you will have to make cuts / further cuts to the amount you spend / use?

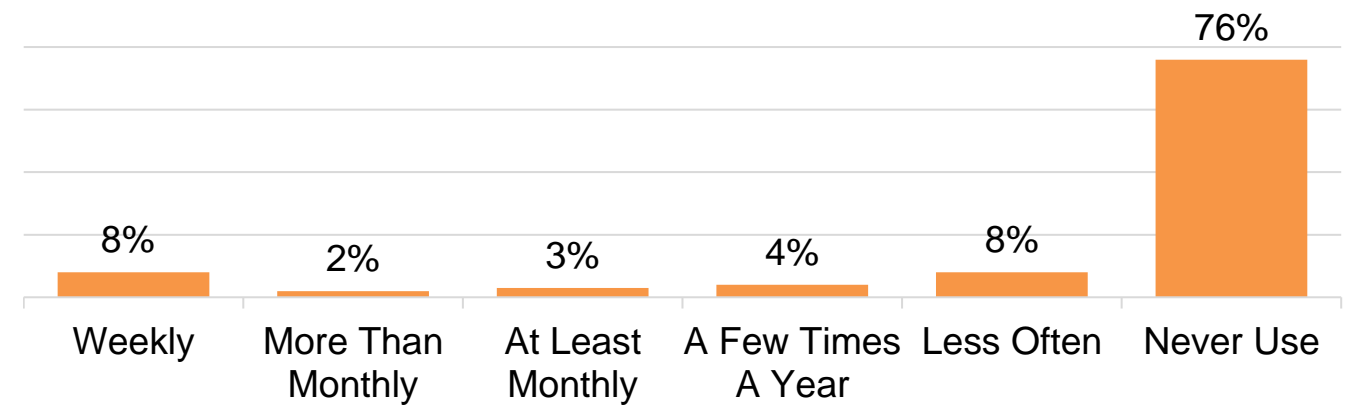


**Of the 66% of all respondents who think further cuts over the next year are likely / very likely: Where do think you will need to make cuts / further cuts?**

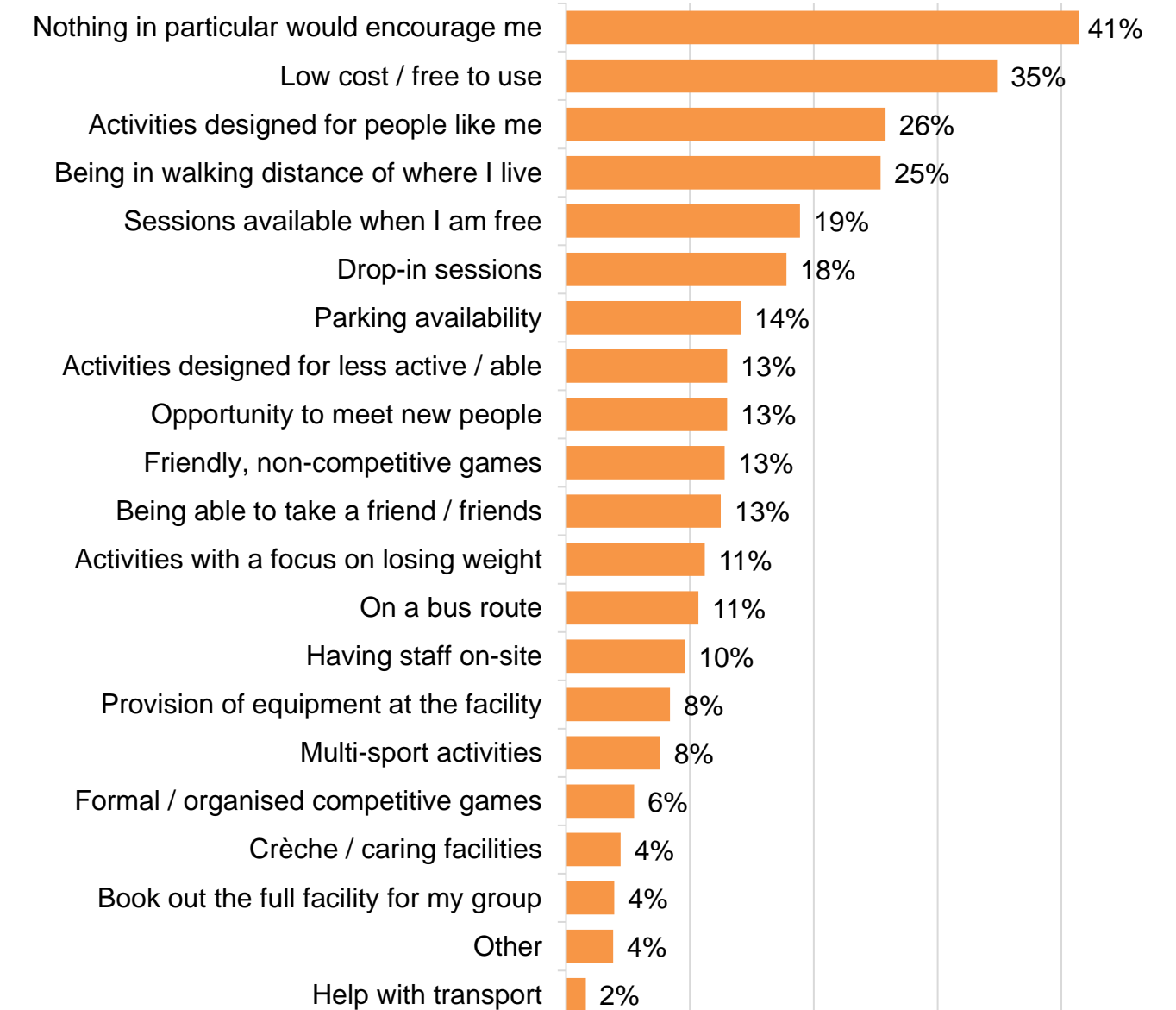


## Outdoor Sports Facilities

How often do you use an outdoor sports facility?

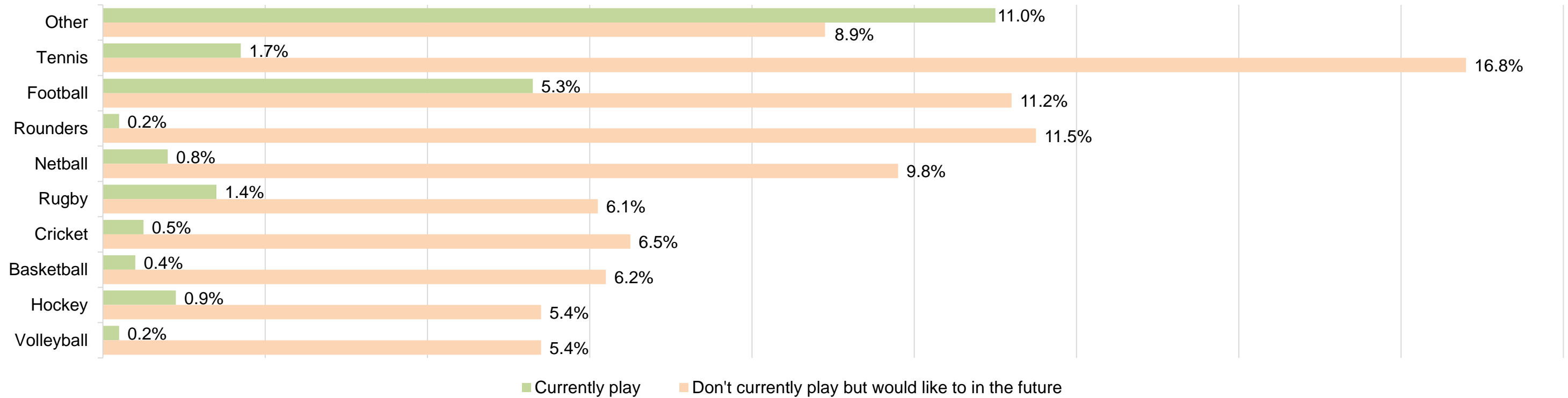


What would encourage you to use outdoor sports facilities in the future??

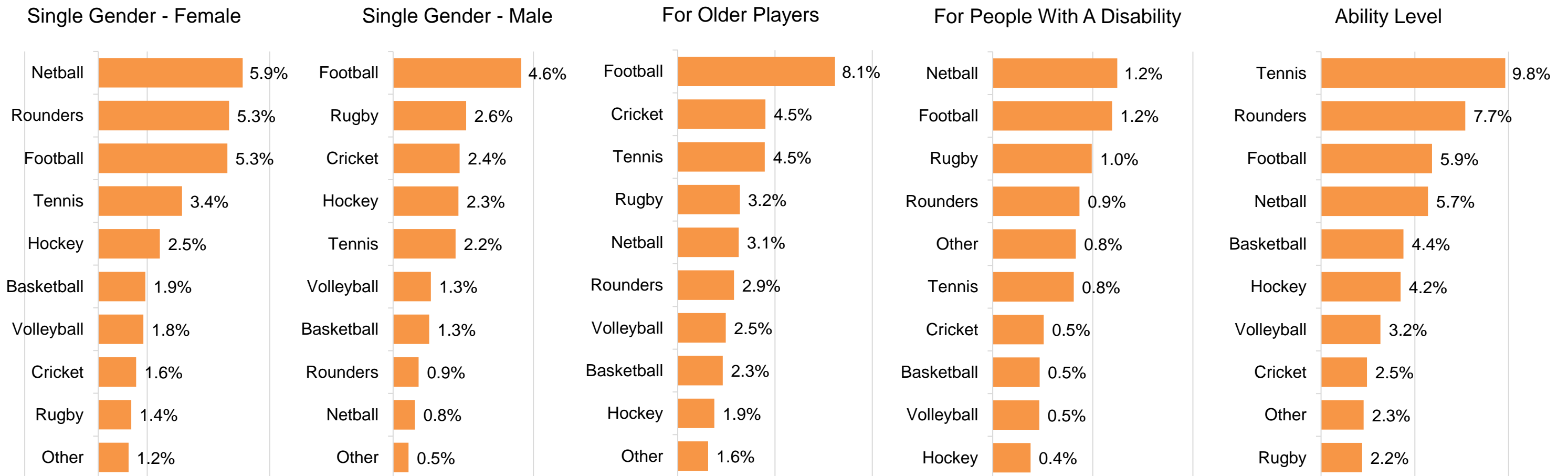


## Outdoor Sports Facilities (Continued)

Which of the following sports do you currently play at all and which would you like to play in the future?

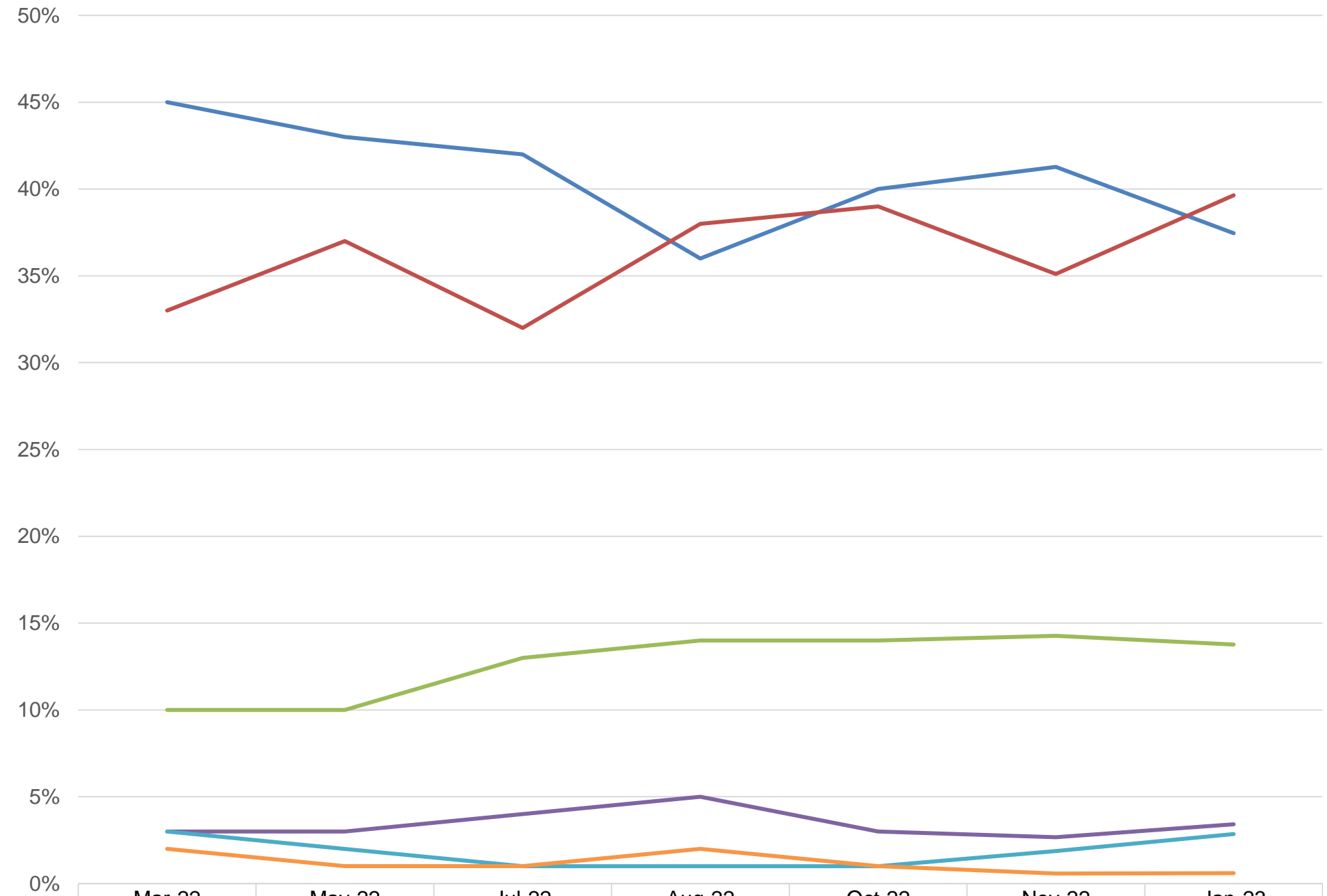
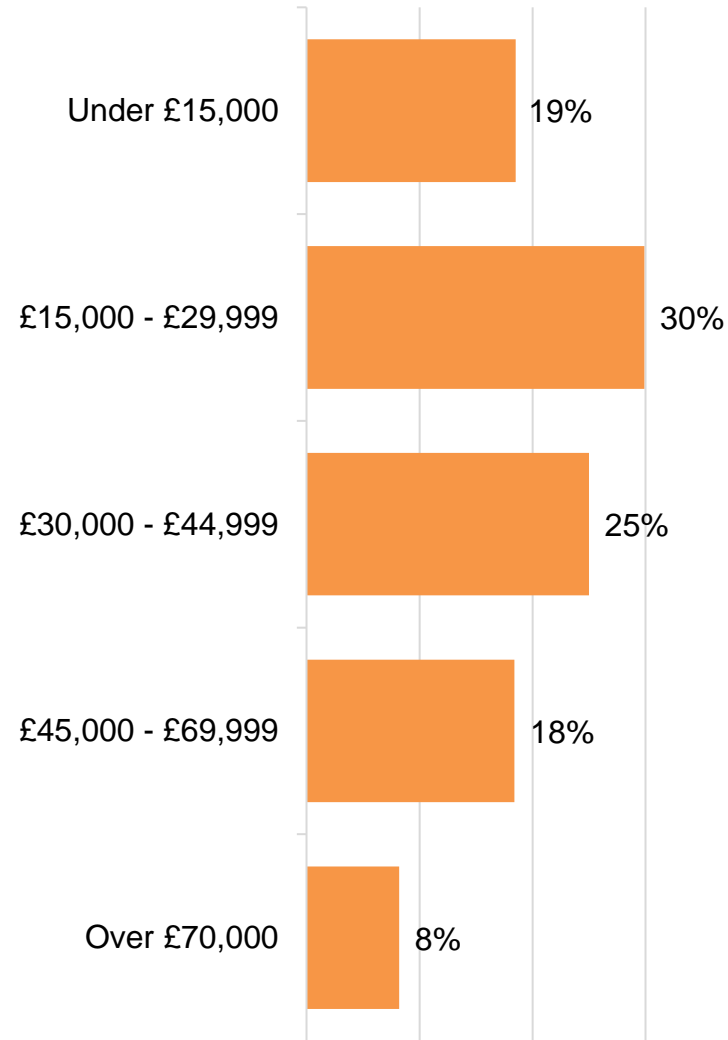


Are you interested in alternative versions of any of these sports?



# Financial Stability Tracker

Household income (Jan 2023)



	Mar-22	May-22	Jul-22	Aug-22	Oct-22	Nov-22	Jan-23
— Keeping up with bills / credit commitments without any difficulties	45%	43%	42%	36%	40%	41%	37%
— Keeping up with bills / credit commitments, but it is a struggle from time to time	33%	37%	32%	38%	39%	35%	40%
— Keeping up with bills / credit commitments, but it is a constant struggle	10%	10%	13%	14%	14%	14%	14%
— Falling behind with some bills / credit commitments	3%	3%	4%	5%	3%	3%	3%
— Having real financial problems, have fallen behind with many bills / credit commitments	3%	2%	1%	1%	1%	2%	3%
— Don't have any bills / credit commitments	2%	1%	1%	2%	1%	1%	1%