

Trussell Hunger in the UK

**Wave 3 Technical report
October 2026**



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1 Introduction

Background

Hunger in the UK is a landmark research study conducted by Trussell¹, in partnership with Ipsos UK, to understand the scale and nature of food insecurity across the UK.

The study explores:

- How common food insecurity and use of food banks and other forms of emergency food support are.
- Which groups of people are most likely to experience food insecurity and need support from charitable food provision.
- What factors are driving food insecurity and the need for support from charitable food provision.
- How people are managing rising living costs, including the trade-offs they are making to afford essentials such as food and heating.
- The impact of financial pressures, perceptions of living standards and the role of government in improving living standards.

The study was first carried out in 2022 (Wave 1) and repeated in 2024 (Wave 2). Previous iterations of the study involved both quantitative and qualitative research, including a survey among people referred to food banks, a general population survey and follow-up qualitative in-depth interviews with people experiencing food insecurity. The current findings are based on a large-scale general population survey (UK adults aged 18 and over). With minimal identified changes between Waves 1 and 2, Trussell are delaying the update of the evidence base amongst people referred to food banks.

As in previous years, the survey measures food insecurity using the US Adult Food Security Survey Module². The questionnaire followed the standard United States Department of Agriculture (USDA) item set and scoring approach, with the minor adaption to include a "Prefer not to say" response option³. The survey also examines a wide range of issues related to financial hardship, including health, caring responsibilities, housing, debt and arrears, and experiences of support. The

¹ Trussell, *What we do: Ending hunger together*, <https://www.trussell.org.uk/our-work/what-we-do>

² USDA, (2012), *U.S Adult Food Security Survey Module: Three-stage design, with screeners*, <https://www.ers.usda.gov/media/6424/us-adult-food-security-survey-module.pdf>

³ For information on the questionnaire, please see Chapter 2 of this report or contact Trussell for further details.

research provides evidence on the prevalence of hunger and hardship across the UK and how these experiences intersect with broader challenges.

There were some modifications made to the design of the general population survey this year. In 2024, the sample included boosts for sexuality (those who identified as lesbian, gay or bisexual) and ethnicity (those who were Black, Asian and other ethnic groups). In 2026, the sample incorporated two boosts for private and social renters but did not include the boosts for sexuality or ethnicity. The questionnaire was also amended to reflect evolving research priorities and public debate. Please refer to Chapter 2 of this report for more details about changes to the survey questions in Wave 3.

Summary of approach

1.1 The design

The overall objective of the research is to explore the life experiences and socio-demographics of people experiencing hardship and food insecurity. The study also explores the wider impacts of financial pressures, including the trade-offs people make to meet essential living costs, the effects of financial pressures on health and relationships, and public perceptions of living standards.

The design of *Hunger in the UK* builds on Trussell's earlier *State of Hunger*⁴ studies undertaken in 2019 and 2021. Ipsos used a self-completion survey methodology and fielded the survey on Ipsos's UK KnowledgePanel. This approach was selected to provide high-quality, nationally representative data.

The UK KnowledgePanel⁵ is Ipsos's in-house random probability online panel. It provides a cost-effective and high-quality sample using a single mode of data collection. The panel has been designed specifically to provide a reliable source of nationally representative data. Panellists are recruited through a random probability, unclustered, address-based sampling approach. This means every household in the UK has a known chance of being selected to join the panel. Invitation letters are sent to randomly selected addresses drawn from the Postcode Address File (PAF), and selected individuals can join by completing either an online or paper registration form. Households without internet access are provided with a tablet and internet connection, enabling the panel to be representative of the UK population, including those who are offline.⁶

The survey was designed to provide robust data on experiences of hunger and hardship across the UK, while also supporting analysis within individual nations and key demographic groups. To do

⁴ Trussell, (2021), *State of Hunger*, <https://www.trussell.org.uk/news-and-research/publications/report/state-of-hunger>

⁵ Ipsos, *UK Knowledge Panel*, <https://www.ipsos.com/en-uk/uk-knowledgepanel>

⁶ Studies completed on UK KnowledgePanel are fully representative of the UK population including the 4% of households who are considered 'offline'.

this, Ipsos recommended achieving c.5,300 completed surveys across the UK. This included a boost to achieve at least 600 completed surveys in Wales, Scotland and Northern Ireland, respectively, to allow for analysis across the UK and by individual nations and regions within the UK. Further sample boosts were used to maximise the number of private renters (participants who rent a flat or house from a private landlord) and social renters (participants who rent a flat or house from a council or housing association), with the aim to achieve at least 600 completed surveys by private renters and 800 completed surveys by social renters. Ipsos drew a stratified random sample from all panel members aged 18+.

As in previous years, Ipsos also recommended undertaking the survey across three data collection points, each lasting a week, between late May and late July 2026. In total, 12,028 panel members were invited to take part in the survey, with 5,614 completed surveys received by the end of the fieldwork period. Please see Chapter 4 Data collection for further information on response rates per wave.

2 Questionnaire development

Design

The questionnaire was designed to explore the prevalence and nature of food insecurity and financial hardship among the UK adult population. Building on previous years of *Hunger in the UK* (2022 and 2024), the questionnaire retained key trend measures to enable tracking over time while also introducing new questions to reflect the evolving social and economic context.

The content and nature of the questions were informed by Trussell's research priorities, findings from previous *Hunger in the UK* and *State of Hunger* studies, and emerging policy and public debates relating to living standards, the cost of living, financial hardship and food insecurity across the UK. There was a focus on understanding the wider impacts of financial hardship, including the trade-offs households are making to meet essential costs, the effects of financial pressures on health and relationships, outlooks for the future, and perceptions of government action to improve living standards.

The questionnaire included established measures of food insecurity, questions on food bank use and other forms of emergency food support, alongside questions covering household composition, employment, health and wellbeing, housing, finances, sources of support and demographic characteristics.

2.1 Overview of survey content

Error! Reference source not found. summarises the content of the survey. As far as possible the questionnaire was adapted to be relevant for Northern Ireland, Scotland, Wales, and England. For example, sources of financial support reflected what was available in each nation e.g. Discretionary Assistance Fund in Wales, the Scottish Welfare Fund in Scotland etc.

Care was taken to ensure that sensitive questions, including those relating to financial hardship and adverse life experiences, were worded appropriately and included a clear “Prefer not to say” option.

Table 2.1 Questionnaire content in order of questions

Household composition, activities and employment
Children in household (number and ages)
Adults in the household
Whether guardian or parent of child in household
Household living arrangements (relationship between adults in household)
Care giver (inside or outside the home)
Hours spent giving unpaid care

Recipient of care (child/adult)
Impact of caring experience on health, relationships and ability to afford cost of living
Hours spent working per week
Satisfaction with time spent working
Main activity / employment status (paid employment, type of contract)
Job/ employment entitlement
Reasons for not working
Use of childcare
Impact of cost of living on decisions to have children
Health and wellbeing
Long term physical or mental health conditions (including experienced by other members in the household)
Health conditions/ illnesses experiencing and impact of health on work, education, looking after the home and time with friends/ family
Types of mental health support accessed
Ease of accessing mental health support and experiences of support
Adverse health experiences in the last 12 months
Support from friends, family, community
Life events and housing
Adverse housing experiences in the last 12 months
Adverse life events in the last 12 months (e.g. relationship breakdown, debt)
Adverse economic events in the last 5 years and the last 12 months (e.g. job loss, pay cut)
Current housing situation and whether on waiting list for social or council housing
Impact of housing situation on wellbeing
Experience of homelessness
Experience of moving into social housing and impact on affordability and security of housing
Access to facilities in local area
Finance
Sources of income
Income from benefits
Income from benefits (WALES ONLY)
How long participant has claimed benefits
Additional amounts in Universal Credit payments
Benefit reductions or deductions

Extent to which rental costs are covered by benefit payments
Current financial situation (including struggling to pay household bills)
Borrowing money or getting credit
Sources of support and cost of living
Ease of managing finances over seasons
Ability to afford heating bills and manage finances over last winter period
Trade offs to manage cost of living and essentials in the last 6 months (e.g. unable to dress appropriately for the weather, unable to afford basic toiletries)
Ability to afford costs related to children (e.g. cost of school uniform, school materials) and costs of returning to school
Experience of hardship in the last 3 months
Perceptions of how well or badly UK government is addressing living standards
Expectations for future living standards and changes in financial security over the last 12 months
Impact of financial pressures on sleep, employment, relationships and health
Actions taken in anticipation of increases to cost of living and confidence in managing further increases
Attitudes towards government responsibility, wealth inequality and the role of the social security system
Perceived scale and nature of hunger and hardship in the UK and views on causes
Confidence in dealing with professionals and support organisations
Unpaid support provided to family, friends and the wider community
Sources of support and advice if facing financial problems
Food insecurity
US Adult Food Security Module
Received support or advice before receiving the parcel from the food bank in the previous 3 months
Length of time struggling to afford food
Number of times received a food parcel in the last 12 months
Number of times used food pantry / social supermarket in last 12 months
Number of times used soup kitchen in last 12 months
Demographics
Gender
Trans history
Sexual orientation

Lived in Care as a child
Child with SEND needs (special educational needs and/or disabilities)

2.2 Changes to survey content compared with Wave 2

While the survey retained core measures of food bank use, financial hardship and food insecurity to support trend analysis, some changes were made to the questionnaires compared to the 2024 wave. These changes were made to add greater depth to existing questions and to reflect emerging research priorities, providing a broader understanding of the consequences of financial hardship and the cost-of-living pressures. Where evidence from existing research was considered sufficiently well established (from Wave 1 and 2, or through external research), questions were streamlined or removed.

Questions added:

The questionnaire covered the following new topics in 2026:

- Who participants provide unpaid care for.
- The impact of caring responsibilities on health, relationships and finances.
- Workplace arrangements for working flexibly.
- Childcare use.
- A question asking whether participants are delaying or deciding against having children due to financial pressures.
- Types of health conditions participants experience, access to health support, impact of health on work and relationships, and health related adverse life events.
- Housing insecurity, affordability of household expenses and experiences of homelessness.
- Trade-offs households make in response to financial pressures and rising living costs.
- Additional costs and trade-offs associated with raising children.
- The impacts of financial circumstances on participants' health, wellbeing, sleep, relationships and home life.
- Confidence in managing future cost-of-living pressures and their financial resilience.
- Affordability of essential goods and services, including heating, healthcare, transport and other household necessities.

- Perceptions of current and future living standards, hunger and hardship in the UK, and attitudes towards government responsibility, inequality and the social security system.
- Confidence in dealing with services and organisations, support provided to others, and sources of help that participants would turn to during financial difficulties.
- Access to community facilities and infrastructure such as green spaces, libraries and shops.

There were several questions included only in individual data collection points in 2026 which were designed to capture experiences relevant to the specific period in which fieldwork was conducted, including seasonal and other contextual factors.

Questions removed:

The following questions were removed from the survey in 2026:

- Questions exploring average number of working hours and experience of casual working hours.
- Questions to capture the Short Warwick-Edinburgh Mental Wellbeing Scale (SWEMWBS).
- Questions exploring access to appliances in accommodation.
- Questions capturing income and savings.
- Questions exploring reasons for benefit deductions and experiences of sanctions.
- Questions exploring rent and mortgage costs and affordability.
- Questions exploring experiences of hardship in the last month.
- Question on receiving food parcel in the last month.
- Questions exploring reasons for not accessing food aid in the last 12 months.
- Demographic questions on pregnancy, serving in the armed forces, asylum status and immigration status.

Questions amended

Several existing questions were amended to improve clarity and accuracy and to better reflect research priorities.

These amendments included:

- Inclusion of a 'none of these' option at employment entitlement question.

- Update to reasons for not working, including option related to affordability of work (e.g. travel to interviews or appropriate equipment) and clarifying reasons related to unpaid caring responsibilities.
- Amendments to how questions were asked about whether participants and others in their household have health conditions.
- Updates to the question on informal support networks, including support from place of worship and faith communities.
- Expansion of adverse life experiences questions over the last 12 months.
- Changing wording to ask about experience of homelessness over lifetime instead of in the last 12 months.
- Introduction of separate housing tenure categories for homeowners with a mortgage and homeowners who own their property outright.
- Expansion of experiences of hardship and trade off questions.

3 Sampling

Design of general population survey

As the UK KnowledgePanel is a random probability survey panel, it does not use a quota approach when conducting surveys. Instead, invite samples are stratified to account for any profile skews within the panel and to support a representative achieved sample. For each data collection point of the survey, the issued invite sample comprised three component samples: a nationally representative sample, a boost sample of private renters and a boost sample of social renters. All three samples were stratified by country and education level.

Since the panel's inception in summer 2020, Ipsos has conducted regular survey waves each month, providing extensive evidence on expected response rates and fieldwork performance. This provided a reliable guide when drawing the sample for the general population survey.

Table 3.1 shows the number of panel members invited across the three waves, and the fieldwork period of each wave.

Table 3.1 Number of panel members invited

	Fieldwork period	Panel members invited (total including core and boost samples)
Wave 1	28/05 – 03/06	3,715
Wave 2	25/06 – 01/07	4,042
Wave 3	23/07 – 29/07	4,271
Total	-	12,028

Panellists in Scotland, Wales, Northern Ireland, private renters and social renters were over-sampled in order to reach the target of 600 completed surveys in each of the three nations and boosts of 600 private renters and 800 social renters. Please see Chapter 4 for a breakdown of the number of invites sent and response rates. Chapter 5 can be referred to for details about how survey data are weighted.

4 Data collection

Recruitment of panel members

Panelists are recruited via a random probability unclustered address-based sampling method. Letters are sent to selected addresses in the UK (using the Postcode Address File) inviting them to become members of the panel. Invited members are able to sign up to the panel by completing a short online questionnaire or by returning a paper form. Up to two members of the household are able to sign up to the panel.

Accessibility

The general population survey was designed using a mobile-first approach, recognising that many participants complete surveys using smartphones or tablets. The questionnaire was also compatible with screen-reader software to support participants with accessibility requirements.

Response rates

Table 4.1 shows the number of panelists invited to take part in the survey and response rates for each data collection point (mini wave) of the survey. Around 47% of panel members invited to take part in the survey did so, and this is broadly in line with the response rate in 2024. For the social and private renter boosts, panel members were invited based on information already held on participants (a master variable from KnowledgePanel). Tenure was also confirmed during the survey in a separate question. Response rates for renters in the table below are based on the master variable from KnowledgePanel.

Table 4.1 Response rates

Wave 1 – Fieldwork period: 28/05 – 03/06	Panel members invited	Number of completed surveys achieved	Response rate (%)
England	2,153	987	45.8%
Scotland	675	288	42.7%
Wales	432	210	48.6%
Northern Ireland	455	207	45.5%
Private renters	444	296	66.6%
Social renters	684	384	56.1%
Total	3,715	1,692	45.5%
Wave 2 – Fieldwork period: 25/06 – 01/07	Panel members invited	Number of completed surveys achieved	Response rate (%)
England	2,249	1,039	46.2%
Scotland	804	365	45.4%
Wales	484	242	50.0%

Northern Ireland	505	229	45.3%
Private renters	584	211	36.1%
Social renters	761	313	41.1%
Total	4,042	1875	46.4%
Wave 3 – Fieldwork period: 23/07 – 29/07	Panel members invited	Number of completed surveys achieved	Response rate (%)
England	2,364	1,098	46.4%
Scotland	867	428	49.4%
Wales	492	252	51.2%
Northern Ireland	548	269	49.1%
Private renters	698	252	36.1%
Social renters	754	328	43.5%
Total	4,271	2,047	47.9%

Table 4.2 provides a breakdown of overall number of panel members invited to take part in the survey and response rates by UK nations. Response rates ranged from 46.1% in Scotland to 50.0% in Wales.

Table 4.2 Number of panel members invited and response rates by UK nations

UK nations	Number of panel members invited	Number of completed surveys	Response rate (%)
England	6,766	3,124	46.2%
Scotland	2,346	1,081	46.1%
Wales	1,408	704	50.0%
Northern Ireland	1,508	705	46.8%
Total	12,028	5,164	46.7%

Table 4.3 provides a breakdown of overall number of panel members invited to take part in the survey and response rates by the two tenure boosts.

Table 4.3 Number of panel members invited and response rates by tenure

Renter boost	Number of panel members invited	Number of completed surveys	Response rate (%)
Private renters	1,726	759	43.9%
Social renters	2,199	1,025	46.6%

'Thank you' payments

Panel members receive KnowledgePanel points for each survey they complete. Points are accumulated and can be redeemed for high street shopping vouchers once the equivalent of £5

has been accrued. Panel members who completed the survey received the equivalent of £1.50 worth of KnowledgePanel points for completing the survey. Certain panellists who are more difficult to reach were rewarded double points (e.g. 16-24 year olds).

5 Weighting and data validation

Weighting

Ipsos employed a design weight to correct for unequal probabilities of selection of household members, accounting for variation in household sizes.

Calibration weights were also applied using the latest population statistics relevant to the surveyed population to correct for imbalances in the achieved sample. For UK-level analyses, calibration weighting was carried out across the United Kingdom as a whole. For country-level analyses, England, Scotland, Wales and Northern Ireland were weighted separately.

The calibration weights were applied in two stages:

- The first set of variables comprised an interlocked variable of gender by age and region.
- The second set comprised education, ethnicity, Index of Multiple Deprivation (quintiles), number of adults in the household and sexuality.

Separate weighting schemes were produced for different analytical purposes. A set of weights was created for the full achieved sample, including respondents recruited through the tenure boosts weighted back to their correct population proportions. These weights were used for analysis of tenure-based subgroups. A separate set of weights was also created for the core sample, excluding the tenure boosts. These weights were used for UK-level and nation-level analyses, as the core sample more closely reflects the sample design used in previous waves of Hunger in the UK and therefore provides greater comparability over time.

In addition, separate UK-level weights were produced for data collection points 1 and 3. These weights were used for the analysis of questions included only in those specific mini-waves.

Data checks

The survey incorporated automated routing and validation checks to improve data quality and minimise respondent error. These checks ensured participants were only asked questions relevant to their circumstances and helped prevent inconsistent or invalid responses. Prior to fieldwork, the survey script underwent quality assurance testing against the final questionnaire specification to verify that question wording, routing and validation rules had been implemented correctly. Following data collection, the dataset underwent further quality assurance checks, including verifying questionnaire routing functioned as intended and reviews of response completeness.

Coding

A codeframe was created and coding applied for each of the following questions: `nojbreason_c`, `help_seek_openend_c` and `help_seek_closed_rank96_c`. Coding is the process of analysing the content of each response based on a system where unique summary 'codes' are applied to specific

words or phrases contained in the text of the response. The application of these summary codes and sub-codes to the content of the responses allows systematic analysis of the data. In addition, responses provided to relevant "Other (please specify)" options were reviewed and, where the response aligned with an existing answer option, coded to the corresponding code within the questionnaire.

Ipsos used a web-based system called Ascribe to manage the coding of all the text in the responses. Ascribe is a system which has been used on numerous large-scale consultation projects. Responses were uploaded into the Ascribe system, where members of the Ipsos coding team worked systematically through them, either back-coding responses to existing codes in the question or applying new codes. After this, the coded data was appended to the datasets.

Derived variables

Derived variables were created as per the specification provided by Trussell, with syntax updated and amended from Wave 1 create these. Some derived variables were created to combine the original categories from a question into broader categories. These derivations can be identified in the dataset by the "_comb" suffix.

Other derived variables were more complex and required using responses from multiple variables. These derivations can be identified in the dataset by the "_dv" suffix. For illustrative purposes, derivations of particular interest are described below:

- Working members in a household: Derived variables were created to establish whether, i) anyone in the household was working, ii) multiple people in the household were working, and iii) the respondent was working. A case was categorised as having someone in the household working if; the respondent described their main activity as being in work (either full-time employee; part time employee; self-employed or freelance; or on maternity or paternity leave) and/or answered that they were in paid work (either yes, one paid job; or yes, more than one paid job), and/or that another member of the household was in work (either working full-time as an employee; working part-time as an employee; or self-employed or freelance). A case was categorised as having multiple people in the household working if all of those conditions were true.
- Any caring responsibilities: A derived variable was created to identify whether participants had any caring responsibilities. The variable was based on responses indicating whether the respondent provided unpaid care for someone they lived with (caring1_c) and/or someone they did not live with (caring2_c). Participants were coded as having caring responsibilities if they indicated that they provided care to either group.
- Charitable food provision: Derived variables were created to establish whether participants or their household had in the last 12 months: i) received a food parcel from a food bank or other emergency food provider ii) used a food pantry or social supermarket and iii) received meals from a soup kitchen or similar service. Participants were then coded as having

received charitable food aid if they reported accessing any of these forms of support in the previous 12 months.

- Food insecurity: The full ten-item adult HFSSM scale was used to measure household food security. A derived variable was created to give a food security status to each household. Participants were assigned one point for every answer of “Often true” or “Sometimes true” at foodinsecurity1_c, foodinsecurity2_c, and foodinsecurity3_c, and every answer of “Yes” at foodinsecurity4_c, foodinsecurity6_c, foodinsecurity7_c, foodinsecurity8_c and foodinsecurity9_c, and every answer of “Almost every month” or “Some months but not every month” at foodinsecurity5_c and foodinsecurity10_c. These points were summed to create a score, and food security status was assigned as follows:
 - 0 – “High” food security
 - 1-2 – “Marginal” food security
 - 3-5 – “Low” food security
 - 6+ – “Very low” food security.

This year, an additional category was introduced to account for participants with high levels of missing data on the HFSSM items. Participants who provided a response of “Prefer not to say” or “Don’t know” to three or more of the seven food insecurity questions with these answer codes (foodinsecurity4_c to foodinsecurity10_c) were coded as “Missing” (-99) and were not assigned a food security status as there was insufficient data to assign them a score.

Cross checks were carried out to ensure the logic used in the syntax to create the derivations was valid. Some derived variables were based on one question (for instance age) and these were checked by running tabulations on SPSS from the question they were derived, to check that the codes fed into the groups on the cross-breaks.

Data protection

All who took part in the research were provided with information about the study and access to a study privacy notice. A copy of the food bank survey privacy notice used for the food bank survey is included in the appendices of this report. A copy of the study privacy notice UK KnowledgePanel members receive is included [here](#). KnowledgePanel members are provided with information about how their data is collected, processed and stored.

All personal and identifiable information (PII) received by Ipsos was held securely and in line with the requirements of the UK GDPR and Data Protection Act (2018). Access to personal data was restricted to authorised members of the research team (e.g. access to postcode for appending the Community Needs Index decile variable to survey data). Data was held on a secure drive and files were encrypted with a strong password only known to the research team. Ipsos is certified to the

international information security standard ISO 27001 and applies established information security and data protection procedures across its research activities.

Trussell were not provided with any personal data from Ipsos – only anonymised survey data was provided in the format of SPSS datafiles.

6 Appendices

Key documents have been included as appendices in the technical report. Please contact Trussell with any further queries on resources used in the research.

Privacy policy (KnowledgePanel)

This Privacy Policy explains who we are, the personal data we collect, how we use it, who we share it with, and what your legal rights are in relation to this survey.

About Ipsos UK

IPSOS (Market Research) Ltd is a specialist research agency, commonly known as "Ipsos UK". Ipsos UK is part of the Ipsos worldwide group of companies, and a member of the Market Research Society. We abide by the Market Research Society Code of Conduct and associated regulations and guidelines.

What personal data does Ipsos UK have on you?

Your address has been randomly selected from the Royal Mail's list of addresses in the UK. Ipsos UK does not know, prior to receiving any communication from you, who lives at the addresses we have selected, and we rely on your cooperation in order to conduct the study.

We collect personal data that you provide:

- in the Offline Registration Form that you may complete and return to us;
- in the telephone interview you may decide to take part in;
- in the Online Registration Survey that you are required to complete if you want to become a member of the KnowledgePanel.

Once you have become a member of the KnowledgePanel, we also collect personal data:

- when you voluntarily complete any surveys or research studies that we invite you to participate in;
- if you provide feedback or require support from ourselves or our partners with the Survey Device, surveys or your membership.

If the registration survey fails and you do not become a member of the KnowledgePanel, we will retain this information for a limited amount of time in order to prevent fraud. Please see further information on how long we will keep this information below in this policy.

In some instances, we may ask you to provide certain sensitive personal data, for example revealing your racial or ethnic origin, political opinions, religious or philosophical beliefs, trade-

union membership or data concerning your health. You do not have to answer these questions and such questions will always include a "prefer not to say" option.

Why are we collecting personal data?

The primary purpose for collecting information from you is to conduct market research. When you join the KnowledgePanel, we enter into a contract with you, which is subject to this Privacy Policy as the KnowledgePanel UK Agreement.

In order to fulfil this contract, we need to collect, process and profile the information requested during the recruitment process for becoming a KnowledgePanel member. Information may be subsequently collected and added to your profile as in accordance with this Privacy Policy and processed using automated means. This information will also be required for us to send you any rewards and to contact you concerning any surveys.

What is the legal basis for processing your personal data?

For the purposes of the UK General Data Protection Regulation (UK GDPR), Ipsos UK is the Data Controller for this survey. This means Ipsos UK is responsible for deciding the purpose and legal basis for processing data from the survey. Ipsos UK is also the Data Processor. The legal basis for processing your personal data is '**consent**', based on you agreeing to take part in the survey.

Once you have given consent, you can withdraw it at any point by contacting Ipsos UK. The contact details are listed below in this policy.

You can read more about the UK GDPR and how it applies [here](#).

How will Ipsos UK use your personal data, including survey responses you provide?

Responding to any survey is entirely voluntary and any answers are given with your consent. Ipsos UK will keep your personal data and responses in strict confidence in accordance with this Privacy Policy. Ipsos UK will use your personal data and responses solely for research purposes. You will not be identifiable in any published results. Your personal data will not be shared with anyone outside Ipsos UK nor the organisations we work with in conducting this research unless you expressly give consent.

Your personal data may be shared with other organisations for the purpose of running the study:

- In order to send you your reward voucher, your email address will be shared with Virtual Incentives, our third-party incentives supplier. Your email address will only be used by Virtual Incentives for this purpose. You can read Virtual Incentives' Privacy Policy by following this link <https://www.virtualincentives.com/privacy-policy>.
- If you request a Survey Device, your personal information will be shared with TEK Express who will provide you with the Device, technical support and will set up an email account

enabling you to complete surveys as a member of the KnowledgePanel UK. You can read TEK Express' Privacy Policy by following this link <https://www.tekexpress.co.uk/privacy-policy>.

Online surveys will be hosted on Ipsos servers only.

Ipsos UK reserve the right to share your personal data with other organisations as and when required for the strict purpose of running the study. We will use the information you provide to:

- Fulfil our contract with you;
- Keep a record of all Panellists;
- Send you invitations to participate in surveys that are relevant to you based on the information you provided in response to our registration survey or as may be updated at a later stage;
- Send you electronic communications, including SMS messages, to your mobile phone number (if you have one) to inform you that you have been invited to complete a survey;
- Append existing personal information about you to your responses to any surveys you participate in, such as geographical location, ethnicity, occupation categories etc. for the purposes of analysing the responses and producing anonymous, statistical research results;
- Enter you into any prize draws that you are eligible to take part in or, where invited to do so, have asked to be entered;
- With your consent, pass your individual survey responses, together with your personal information, to the client who commissioned the survey or other third party organisations acting on our client's or on Ipsos UK's behalf. This is for research purposes only, including appending external data, such as matching Energy Performance Certificate (EPC) ratings with home addresses;
- With your consent, pass your information on to other Ipsos group subsidiary companies so that they may invite you to participate in research studies they are carrying out and that may be relevant to you;
- Send you email newsletters, announcements and other communications relevant to you as a member of KnowledgePanel UK;
- Where you agree to take part in a product test, to arrange for such product to be sent to you; and

- Potentially invite other members of your household to participate in a survey. If we wish to invite any children aged 15 or younger, we will always require prior consent from either a parent or legal guardian, who is legally responsible for the child, before inviting the child to take part in the research.

Use of Cookies and similar code

By joining KnowledgePanel UK and taking part in our research, you agree to our and our partners' use of cookies and similar technologies (collectively known as "Cookies") and the collection of information from your PC/Laptop/Tablet/Smartphone or Survey Device or other computing device you may use whilst taking part in our online research activities as outlined below.

Our KnowledgePanel UK website and online surveys collect information using 'cookies' and functionally similar technologies. Cookies are small files stored on your computer. Specifically, in respect of cookies, further details of what cookies are can be found by visiting www.aboutcookies.org.

We also use digital fingerprint technology, also known as "Machine Identification", to gather certain information about your computer, hardware and software, for example, your IP address, the display settings of your monitor, the type of browser used, the type of operating system, etc. This information is only used for quality control and to ensure you get the best quality experience when completing surveys (e.g. allowing us to adapt the way questions are displayed to your screen size).

Where will your personal data be held & processed?

All of your personal data used and collected for this study will be stored securely in data centres and servers within the United Kingdom and the European Union, and will only be seen by those researchers and staff from Ipsos UK and sub-contractors who need to see it for the purpose of conducting the study.

How will Ipsos UK ensure your personal information is secure?

Ipsos UK takes its information security responsibilities seriously and applies precautions to protect your information from loss, theft or misuse. These include appropriate physical security of offices, controlled and limited access to computer systems, and regular internal and external audits of information security controls and working practices. Ipsos UK is accredited to the International Standard for Information Security, ISO 27001. We employ strict supplier approval processes, to ensure they will meet our quality, compliance and data security requirements.

How long will Ipsos UK retain your personal data and identifiable responses?

Ipsos UK will only retain your data in a way that can identify you for as long as is necessary to support the research project and findings.

If your registration to KnowledgePanel UK does not go ahead, we will retain your personal information for one year after the registration process ended. We are taking this measure in order to avoid fraudulent attempts to join KnowledgePanel UK.

If you become a member of KnowledgePanel UK, we will retain your personal information for a maximum period of one year after your membership has ended. We are taking this measure in order to avoid fraudulent attempts to join KnowledgePanel UK.

If you become a member of KnowledgePanel UK and miss 8 surveys consecutively (that you have been invited to), then you will not be invited to complete new surveys, unless you contact us to express interest in continuing to participate. KnowledgePanel UK will notify you if inactivity reaches this threshold. For a maximum period of one year, you will still be able to access your account and claim outstanding points by converting them into vouchers (a minimum of 500 points is required in order to obtain a £5 voucher). We will also retain your personal information for a period of one year, after which your membership will be ended.

We may delete personal information collected as part of regular surveys you complete as a KnowledgePanel UK member after a shorter period of time.

Notification of material change

We reserve the right to change, add to, or remove portions from this privacy notice at any time. However, if any material change is made to this privacy notice, we will notify you of that change. Your continued use of KnowledgePanel UK sites and services after such changes demonstrates your consent to any changes.

We will always display the most up-to-date notice on this website. It is important that you read this page regularly to ensure you are aware of any changes.

Your rights

You have the right to access your personal data within the limited period that Ipsos UK holds it. You have the right to withdraw your consent and to object to our processing of your personal data at any time, and the right to rectify any incorrect or out-of-date personal data about you which we may hold. If you want to exercise your rights, please use the following contact details:

Contact Ipsos UK about your rights

Email: surveys@kpanel.co.uk (with "KnowledgePanel UK privacy policy" in the email subject line)

Post:

KnowledgePanel UK

Data Protection Officer

Compliance Department

Ipsos UK

3 Thomas More Square

London E1W 1YW

United Kingdom

If you have a complaint, we would appreciate the opportunity to resolve any issues first. Please use the contact details above. You are, however, always entitled to lodge a complaint with the Information Commissioner's Office at www.ico.org.uk.

Weighting targets (Full sample)

Weighting targets for England 18+

Age and Gender

Source: ONS Mid Year Population estimates 2022

	Male	Female	<i>In another way</i>	<i>PNTS</i>
18-24	5.29%	5.10%	0.15%	0.07%
25-34	8.24%	8.61%	0.15%	0.15%
35-44	8.01%	8.48%	0.34%	0.02%
45-54	7.90%	8.15%	0.02%	0.05%
55-64	7.77%	8.04%	0.00%	0.10%
65-74	5.76%	6.22%	0.00%	0.10%
75+	4.89%	6.36%	0.05%	0.00%

Region

Source: ONS Mid Year Population estimates 2022

North East	4.8%
North West	13.1%
Yorkshire And The Humber	9.7%
East Midlands	8.7%
West Midlands	10.4%
East of England	11.2%
London	15.4%
South East	16.4%
South West	10.3%

IMD Quintiles

Source: ONS Mid Year Population estimates 2022

1	20.00%
2	20.00%
3	20.00%
4	20.00%
5	20.00%

Education

Source: Census 2023

Level 4+	34.51%
Below Lvl4	64.49%
<i>Prefer not to say/Not Stated</i>	1.00%

Ethnicity

Source: Annual Population Survey October 2022 – September 2023

White	81.65%
Non-White	15.23%
<i>Prefer not to say/Not Stated</i>	3.13%

Adults in household

Source: TS003 – Household composition, Census 2021

One adult	20.97%
Two or more adults	79.03%

Tenure

Source: Census 2021

Owned/mortgage	63.03%
Social rented	14.89%
Private rented	17.65%
Other	3.01%
<i>Prefer not to say/Not Stated</i>	1.43%

Sexuality

Source: Annual Population Survey October 2022 – September 2023

Straight or heterosexual	93.03%
Other	4.47%
<i>Prefer not to say/Not Stated</i>	2.50%

Weighting targets for Wales 18+

Age and Gender

Source: ONS Mid Year Population estimates 2022

	Male	Female	<i>In another way</i>	<i>PNTS</i>
18-34	12.64%	12.53%	0.52%	0.69%
35-44	7.11%	7.51%	0.00%	0.26%
45-54	7.43%	7.81%	0.00%	0.00%
55-64	8.20%	8.62%	0.00%	0.09%
65-74	6.69%	7.12%	0.00%	0.17%
75+	5.50%	7.03%	0.09%	0.00%

IMD Quintiles

Source: ONS Mid Year Population estimates 2022

1	20.00%
2	20.00%
3	20.00%
4	20.00%
5	20.00%

Education

Source: Census 2023

Level 4+	32.06%
Below Lvl4	67.03%
Prefer not to say/Not Stated	0.91%

Ethnicity

Source: Annual Population Survey October 2022 – September 2023

White	94.67%
Non-White	4.18%
<i>Prefer not to say/Not Stated</i>	1.15%

Adults in household

Source: TS003 Household composition, Census 2021

One adult	23.11%
Two or more adults	76.89%

Tenure

Source: Census 2021

Owned/mortgage	67.97%
Social rented	14.08%
Private rented	13.30%
Other	2.56%
<i>Prefer not to say/Not Stated</i>	2.10%

Sexuality

Source: Annual Population Survey October 2022 – September 2023

Straight or heterosexual	93.01%
Other	4.85%
<i>Prefer not to say/Not Stated</i>	2.14%

Weighting targets for Scotland 18+

Age and Gender

Source: ONS Mid Year Population estimates 2022

	Male	Female	<i>In another way</i>	<i>PNTS</i>
18-34	12.63%	13.00%	0.58%	0.55%
35-44	7.35%	7.76%	0.23%	0.06%
45-54	7.64%	8.13%	0.17%	0.17%
55-64	8.37%	8.88%	0.00%	0.17%
65-74	6.34%	6.88%	0.00%	0.00%
75+	4.67%	6.31%	0.12%	0.00%

Region

Source: ONS Mid Year Population estimates 2019

Eastern	38.9%
Highlands and Islands	9.1%
North Eastern	8.9%
South Western	43.1%

IMD Quintiles

Source: ONS Mid Year Population estimates 2019

1	20.00%
2	20.00%
3	20.00%
4	20.00%
5	20.00%

Education

Source: Census 2023

Level 4+	32.65%
Below Lvl4	65.57%
<i>Prefer not to say/Not Stated</i>	1.78%

Ethnicity

Source: Annual Population Survey October 2022 – September 2023

White	92.41%
Non-White	5.29%
<i>Prefer not to say/Not Stated</i>	2.30%

Adults in household

Source: ONS Mid Year Population estimates 2022

One adult	22.05%
Two or more adults	77.95%

Tenure

Source: Census 2022

Owned/mortgage	66.12%
Social rented	19.19%
Private rented	11.81%
Other	2.46%
<i>Prefer not to say/Not Stated</i>	0.42%

Sexuality

Source: Annual Population Survey October 2022 – September 2023

Straight or heterosexual	91.97%
Other	5.09%
<i>Prefer not to say/Not Stated</i>	2.94%

Weighting targets for Northern Ireland 18+

Age and Gender

Source: ONS Mid Year Population estimates 2022

	Male	Female	<i>In another way</i>	<i>PNTS</i>
18-34	13.20%	13.02%	0.17%	0.00%
35-44	8.26%	8.83%	0.21%	0.17%
45-54	8.17%	8.49%	0.09%	0.00%
55-64	8.14%	8.48%	0.00%	0.09%
65-74	5.92%	6.14%	0.00%	0.13%
75+	4.51%	6.00%	0.00%	0.00%

Region

Source: ONS Mid Year Population estimates 2022

Belfast	15.5%
East	24.5%
North	15.7%
Outer Belfast	21.8%
West and South	22.5%

IMD Quintiles

Source: ONS Mid Year Population estimates 2022

1	19.95%
2	20.02%
3	19.89%
4	20.02%
5	20.13%

Education

Source: Census 2023

Level 4+	32.90%
Below Lvl4	66.47%
<i>Prefer not to say/Not Stated</i>	0.63%

Ethnicity

Source: Annual Population Survey October 2022 – September 2023

White	96.53%
Non-White	3.27%
<i>Prefer not to say/Not Stated</i>	0.20%

Adults in household

Source: NISRA census 2021 HH counts

One adult	22.83%
Two or more adults	77.18%

Religion

Protestant	44.50%
Catholic	43.25%
Neither	8.51%
DK/PNTS	3.74%

Tenure

Source: Census 2021

Owned/mortgage	68.77%
Social rented	11.92%
Private rented	13.88%
Other	4.43%
<i>Prefer not to say/Not Stated</i>	1.00%

Sexuality

Source: Annual Population Survey October 2022 – September 2023

Straight or heterosexual	92.40%
Other	3.39%
<i>Prefer not to say/Not Stated</i>	4.21%

Weighting targets (Core sample)

Weighting targets for England 18+

Age and Gender

Source: ONS Mid Year Population estimates 2022

	Male	Female	<i>In another way</i>	<i>PNTS</i>
18-24	5.29%	5.10%	0.15%	0.07%
25-34	8.24%	8.61%	0.15%	0.15%
35-44	8.01%	8.48%	0.34%	0.02%
45-54	7.90%	8.15%	0.02%	0.05%
55-64	7.77%	8.04%	0.00%	0.10%
65-74	5.76%	6.22%	0.00%	0.10%
75+	4.89%	6.36%	0.05%	0.00%

Region

Source: ONS Mid Year Population estimates 2022

North East	4.8%
North West	13.1%
Yorkshire And The Humber	9.7%
East Midlands	8.7%
West Midlands	10.4%
East of England	11.2%
London	15.4%
South East	16.4%
South West	10.3%

IMD Quintiles

Source: ONS Mid Year Population estimates 2022

1	20.00%
2	20.00%
3	20.00%
4	20.00%
5	20.00%

Education

Census 2023

Level 4+	34.51%
Below Lvl4	64.49%
<i>Prefer not to say/Not Stated</i>	1.00%

Ethnicity

Source: Annual Population Survey October 2022 – September 2023

White	81.76%
Non-White	15.25%
<i>Prefer not to say/Not Stated</i>	3.00%

Adults in household

Source: TS003 Household composition, Census 2021

One adult	20.97%
Two or more adults	79.03%

Sexuality

Source: Annual Population Survey October 2022 – September 2023

Straight or heterosexual	93.12%
Other	4.48%
<i>Prefer not to say/Not Stated</i>	2.40%

Weighting targets for Wales 18+

Age and Gender

Source: ONS Mid Year Population estimates 2022

	Male	Female	<i>In another way</i>	<i>PNTS</i>
18-34	12.71%	12.61%	0.37%	0.28%
35-44	7.15%	7.56%	0.00%	0.28%
45-54	7.48%	7.86%	0.00%	0.00%
55-64	8.25%	8.67%	0.00%	0.09%
65-74	6.73%	7.16%	0.00%	0.19%
75+	5.54%	7.07%	0.00%	0.00%

IMD Quintiles

Source: ONS Mid Year Population estimates 2022

1	20.00%
2	20.00%
3	20.00%
4	20.00%
5	20.00%

Education

Source: Census 2023

Level 4+	32.03%
Below Lvl4	66.97%
<i>Prefer not to say/Not Stated</i>	1.00%

Ethnicity

Source: Annual Population Survey October 2022 – September 2023

White	95.34%
Non-White	4.21%
<i>Prefer not to say/Not Stated</i>	0.45%

Adults in household

Source: TS003 – Household composition, Census 2021

One adult	23.11%
Two or more adults	76.89%

Sexuality

Source: Annual Population Survey October 2022 – September 2023

Straight or heterosexual	93.03%
Other	4.85%
<i>Prefer not to say/Not Stated</i>	2.13%

Weighting targets for Scotland 18+

Age and Gender

Source: ONS Mid Year Population estimates 2022

	Male	Female	<i>In another way</i>	<i>PNTS</i>
18-44	20.04%	20.83%	0.35%	0.48%
45-54	7.66%	8.15%	0.18%	0.26%
55-64	8.40%	8.91%	0.00%	0.26%
65-74	6.36%	6.91%	0.00%	0.00%
75+	4.68%	6.34%	0.18%	0.00%

Region

Source: ONS Mid Year Population estimates 2019

Eastern	38.9%
Highlands and Islands	9.1%
North Eastern	8.9%
South Western	43.1%

IMD Quintiles

Source: ONS Mid Year Population estimates 2019

1	20.00%
2	20.00%
3	20.00%
4	20.00%
5	20.00%

Education

Source: Census 2023

Level 4+	32.78%
Below Lvl4	65.82%
<i>Prefer not to say/Not Stated</i>	1.40%

Ethnicity

Source: Annual Population Survey October 2022 – September 2023

White	92.17%
Non-White	5.28%
<i>Prefer not to say/Not Stated</i>	2.55%

Adults in household

Source: ONS Mid Year Population estimates 2022

One adult	22.05%
Two or more adults	77.95%

Sexuality

Source: Annual Population Survey October 2022 – September 2023

Straight or heterosexual	92.33%
Other	5.11%
<i>Prefer not to say/Not Stated</i>	2.57%
Source	Annual Population Survey Oct 2022-Sep 2023

Weighting targets for Northern Ireland 18+

Age and Gender

Source: ONS Mid Year Population estimates 2022

	Male	Female	<i>In another way</i>	PNTS
18-34	13.19%	13.01%	0.18%	0.00%
35-44	8.25%	8.83%	0.23%	0.18%
45-54	8.17%	8.49%	0.09%	0.00%
55-64	8.14%	8.48%	0.00%	0.09%
65-74	5.92%	6.14%	0.00%	0.14%
75+	4.50%	6.00%	0.00%	0.00%

Region

Source: ONS Mid Year Population estimates 2022

Belfast	15.5%
East	24.5%
North	15.7%
Outer Belfast	21.8%
West and South	22.5%

IMD Quintiles

Source: ONS Mid Year Population estimates 2022

1	19.95%
2	20.02%
3	19.89%
4	20.02%
5	20.13%

Education

Source: Census 2023

Level 4+	32.93%
Below Lvl4	66.54%
<i>Prefer not to say/Not Stated</i>	0.53%

Ethnicity

Source: Annual Population Survey October 2022 – September 2023

White	96.51%
Non-White	3.27%
<i>Prefer not to say/Not Stated</i>	0.22%

Adults in household

Source: NISRA census 2021 HH counts

One adult	22.83%
Two or more adults	77.18%

Religion

Protestant	44.68%
Catholic	43.43%
Neither	8.54%
DK/PNTS	3.35%

Sexuality

Source: Annual Population Survey October 2022 – September 2023

Straight or heterosexual	92.77%
Other	3.40%
<i>Prefer not to say/Not Stated</i>	3.84%

Weighting targets (Wave 1 only)

Weighting targets for UK 18+

Age and Gender

Source: ONS Mid Year Population estimates 2022

	Male	Female	<i>In another way</i>	<i>PNTS</i>
18-34	13.37%	13.55%	0.29%	0.37%
35-44	7.90%	8.37%	0.25%	0.12%
45-54	7.84%	8.12%	0.00%	0.16%
55-64	7.83%	8.13%	0.00%	0.16%
65-74	5.84%	6.30%	0.00%	0.08%
75+	4.88%	6.36%	0.08%	0.00%

Region

Source: ONS Mid Year Population estimates 2022

North East	4.0%
North West	11.1%
Yorkshire And The Humber	8.2%
East Midlands	7.3%
West Midlands	8.8%
East Of England	9.4%
London	13.0%
South East	13.8%
South West	8.7%
Wales	4.7%
Scotland	8.3%
Northern Ireland	2.8%

IMD Quintiles

Source: ONS Mid Year Population estimates 2022

1	20.00%
2	20.00%
3	20.00%
4	20.00%
5	20.00%

Education

Source: Census 2023

Level 4+	34.01%
Below Level 4	64.41%
<i>Prefer not to say/Not Stated</i>	1.59%

Ethnicity

Source: Annual Population Survey October 2022 – September 2023

White	83.10%
Non-White	13.49%
<i>Prefer not to say/Not Stated</i>	3.41%

Adults in household

Source: TS003 Household composition, Census 2021

One adult	21.21%
Two or more adults	78.79%

Weighting targets (Wave 3 only)

Weighting targets for UK 18+

Age and Gender

Source: ONS Mid Year Population estimates 2022

	Male	Female	<i>In another way</i>	<i>PNTS</i>
18-24	5.27%	5.09%	0.11%	0.11%
25-34	8.13%	8.50%	0.07%	0.20%
35-44	7.92%	8.39%	0.26%	0.07%
45-54	7.87%	8.15%	0.11%	0.04%
55-64	7.85%	8.16%	0.00%	0.11%
65-74	5.86%	6.32%	0.00%	0.15%
75+	4.89%	6.38%	0.00%	0.00%

Region

Source: ONS Mid Year Population estimates 2022

North East	4.0%
North West	11.1%
Yorkshire And The Humber	8.2%
East Midlands	7.3%
West Midlands	8.8%
East Of England	9.4%
London	13.0%
South East	13.8%
South West	8.7%
Wales	4.7%
Scotland	8.3%
Northern Ireland	2.8%

IMD Quintiles

Source: ONS Mid Year Population estimates 2022

1	20.00%
2	20.00%
3	20.00%
4	20.00%
5	20.00%

Education

Source: Census 2023

Level 4+	34.29%
Below Level 4	64.96%
<i>Prefer not to say/Not Stated</i>	0.75%

Ethnicity

Source: Annual Population Survey October 2022 – September 2023

White	84.06%
Non-White	13.65%
<i>Prefer not to say/Not Stated</i>	2.30%

Adults in household

Source: TS003 Household composition, Census 2021

One adult	21.21%
Two or more adults	78.79%

Our standards and accreditations

Ipsos' standards and accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Our focus on quality and continuous improvement means we have embedded a "right first time" approach throughout our organisation.



ISO 20252

This is the international specific standard for market, opinion and social research, including insights and data analytics. Ipsos UK was the first company in the world to gain this accreditation.



Market Research Society (MRS) Company Partnership

By being an MRS Company Partner, Ipsos UK endorse and support the core MRS brand values of professionalism, research excellence and business effectiveness, and commit to comply with the MRS Code of Conduct throughout the organisation & we were the first company to sign our organisation up to the requirements & self-regulation of the MRS Code; more than 350 companies have followed our lead.



ISO 9001

International general company standard with a focus on continual improvement through quality management systems. In 1994 we became one of the early adopters of the ISO 9001 business standard.



ISO 27001

International standard for information security designed to ensure the selection of adequate and proportionate security controls. Ipsos UK was the first research company in the UK to be awarded this in August 2008.



The UK General Data Protection Regulation (UK GDPR) and the UK Data Protection Act 2018 (DPA)

Ipsos UK is required to comply with the UK General Data Protection Regulation (GDPR) and the UK Data Protection Act (DPA). These cover the processing of personal data and the protection of privacy.



HMG Cyber Essentials

Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet. This is a government-backed, key deliverable of the UK's National Cyber Security Programme. Ipsos UK was assessed and validated for certification in 2016.



Fair Data

Ipsos UK is signed up as a "Fair Data" company by agreeing to adhere to twelve core principles. The principles support and complement other standards such as ISOs, and the requirements of data protection legislation.

For more information

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<http://twitter.com/ipsosUK>

About Ipsos Public Affairs

Ipsos Public Affairs works closely with national governments, local public services and the not-for-profit sector. Its c.200 research staff focus on public service and policy issues. Each has expertise in a particular part of the public sector, ensuring we have a detailed understanding of specific sectors and policy challenges. Combined with our methods and communications expertise, this helps ensure that our research makes a difference for decision makers and communities.