

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
			A	B	C	D	E	F	G	H	I	J

In the last 12 months, have you...

Q4\_1. Had more than one day when you didn't eat at all, or had only one meal, because you couldn't afford to buy enough food?

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Yes, I have	56%	57%	55%	51%	55%	57%	62%	51%	63%	51%	53%	59%	55%
No, I haven't	39%	37%	40%	40%	39%	38%	35%	43%	35%	45%	40%	37%	40%
Don't know/can't remember	4%	4%	3%	7%	4%	3%	1%	3%	1%	-	6%	2%	2%
Prefer not to say	1%	2%	1%	2%	1%	1%	1%	3%	2%	4%	1%	1%	3%

Q4\_2. Not been able to dress appropriately for the weather because you didn't have and were unable to afford suitable shoes or clothes?

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Yes, I have	45%	45%	46%	41%	49%	49%	48%	43%	33%	14%	45%	48%	37%
No, I haven't	49%	48%	50%	49%	46%	46%	49%	53%	60%	71%	48%	47%	57%
Don't know/can't remember	3%	5%	2%	6%	3%	3%	2%	2%	4%	11%	5%	3%	3%
Prefer not to say	2%	2%	2%	4%	1%	1%	2%	3%	4%	4%	3%	1%	3%

Q4\_4. Not been able to afford to heat your home on more than four days across the month?

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Yes, I have	57%	59%	55%	44%	53%	58%	65%	69%	70%	63%	49%	60%	69%
No, I haven't	38%	36%	39%	46%	41%	38%	32%	26%	27%	34%	43%	36%	27%
Don't know/can't remember	4%	4%	4%	8%	4%	3%	2%	2%	2%	-	6%	3%	2%
Prefer not to say	1%	1%	2%	1%	2%	1%	1%	3%	1%	3%	2%	1%	3%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Social Grade		Region														
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland		
			M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA

In the last 12 months, have you...

Q4\_1. Had more than one day when you didn't eat at all, or had only one meal, because you couldn't afford to buy enough food?

Unweighted base	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
Base: All living in hygiene poverty	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
Yes, I have	56%	52%	60%	55% M	61%	65% U	56%	58%	58%	51%	55%	57%	56%	55%	55%	57% *
No, I haven't	39%	43%	35%	42% *	35%	35%	40%	39%	38%	37%	44%	40%	38%	40%	42%	38% *
Don't know/can't remember	4%	4%	3%	- *	2%	-	3% V	3% V	4% Q.V*	9%	-	2% V	4% Q.V	4% V*	2% V	5% Q.V*
Prefer not to say	1%	1%	2%	3% S*	2%	1%	2%	-	1% *	3%	1%	1%	2%	1%	1%	-

Q4\_2. Not been able to dress appropriately for the weather because you didn't have and were unable to afford suitable shoes or clothes?

Unweighted base	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
Base: All living in hygiene poverty	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
Yes, I have	45%	44%	46%	58% R.S.U.X*	48%	49%	39%	34%	44%	41%	49%	46%	44%	60%	46%	52% S*
No, I haven't	49%	51%	47%	42% *	48%	50%	54% Y	58% O.X.Y	56% Y*	47%	47%	51%	50%	38%	46%	47% *
Don't know/can't remember	3%	3%	4%	- *	2%	1%	2%	5% T	- *	7% P.Q.T.V.W.X	2%	2%	4%	1%	7% P.Q.T.V.W.Y.A	- *
Prefer not to say	2%	1%	3%	- *	2%	1%	5% T.Z	3%	- *	4%	2%	2%	2%	1%	-	2% *

Q4\_4. Not been able to afford to heat your home on more than four days across the month?

Unweighted base	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
Base: All living in hygiene poverty	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
Yes, I have	57%	55%	59%	63% R.S.U.X	65%	59%	52%	49%	60% P.W	50%	58%	67% R.S.U.X.Z	57% U	56% *	53% R.S.U.X.Z*	71% *
No, I haven't	38%	40%	35%	35% *	30%	36%	40%	44% P.W	36% *	41% P.W	37%	30%	37%	40%	44% P.W	29% *
Don't know/can't remember	4%	3%	5%	1% *	4%	3%	4%	6% W	4% *	7% W.Z	3%	1%	5% W	1%	1% *	- *
Prefer not to say	1%	2%	1%	- *	1%	2%	4% X	1%	- *	1%	2%	1%	1%	3%	2%	- *

Hygiene Bank - Hygiene Poverty 2024

**Fieldwork Dates: 21st February - 8th March 2024**

YouGov

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

**In the last 12 months, have you..**

**Q4\_1. Had more than one day when you didn't eat at all, or had only one meal, because you couldn't afford to buy enough food?**

**Q4\_2. Not been able to dress appropriately for the weather because you didn't have and were unable to afford suitable shoes or clothes?**

**Q4\_4. Not been able to afford to heat your home on more than four days across the month?**

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
<b>Base: All living in hygiene poverty</b>	<b>1517</b>	<b>1186</b>	<b>277</b>	<b>703</b>	<b>364</b>	<b>144</b>	<b>121</b>	<b>427</b>	<b>1019</b>	<b>314</b>	<b>454</b>	<b>619</b>	<b>90</b>
Yes, I have	57%	58%	53%	59% AF,AG	61% AF,AG	46%	45%	54%	59%	67% AK,AL,AM	58% AM	53%	44% *
No, I haven't	38%	37%	37%	35%	36%	50% AD,AE	53% AD,AE	40%	36%	30%	38%	40%	48% AJ
Don't know/can't remember	4%	3%	9% AB	5%	2%	2%	2%	4%	4%	1%	3%	5%	6% AJ
Prefer not to say	1%	1%	2%	1%	1%	2%	-	3% AI	1%	1%	1%	2%	2% *

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	

In the last 12 months, have you...

Q4\_1. Had more than one day when you didn't eat at all, or had only one meal, because you couldn't afford to buy enough food?

Unweighted base	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base: All living in hygiene poverty	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Yes, I have	56%	66%	65%	65%	47%	53%	48%	59%	61%	68%	65%	63%	56%	56%	69%	52%
AQ	AQ	AQ	AQ	AQ			*			AR.AS	AR.AS	*			BB	
No, I haven't	39%	29%	31%	30%	48%	41%	48%	39%	33%	30%	31%	28%	33%	40%	29%	42%
AN, AO, AP					AN, AO, AP	AU, AV, AW*						*			BA	
Don't know/can't remember	4%	4%	3%	3%	4%	5%	2%	1%	5%	0%	2%	9%	9%	2%	2%	4%
AT, AV						*			AV		AZ*				BA	
Prefer not to say	1%	2%	1%	1%	2%	1%	2%	1%	2%	2%	2%	-	1%	2%	1%	2%
						*						*				

Q4\_2. Not been able to dress appropriately for the weather because you didn't have and were unable to afford suitable shoes or clothes?

Unweighted base	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base: All living in hygiene poverty	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Yes, I have	45%	55%	48%	51%	40%	43%	45%	34%	51%	54%	53%	60%	51%	44%	58%	41%
AQ	AQ	AQ	AQ	AQ		AT	*		AT	AR.AT	AR.AT	AZ*			BB	
No, I haven't	49%	41%	46%	43%	54%	51%	51%	59%	45%	41%	43%	32%	38%	51%	37%	53%
AN, AO, AP					AN, AO, AP	AU, AV, AW	*					*			AX, AY	
Don't know/can't remember	3%	2%	4%	3%	4%	4%	1%	5%	2%	3%	3%	5%	8%	2%	5%	3%
Prefer not to say	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%	3%	3%	2%	1%	3%
						*						*				

Q4\_4. Not been able to afford to heat your home on more than four days across the month?

Unweighted base	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base: All living in hygiene poverty	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Yes, I have	57%	68%	56%	62%	51%	56%	38%	68%	60%	67%	64%	52%	54%	58%	63%	55%
AO, AP, AQ				AO, AQ	AQ	AS	*	AR.AS	AS	AR.AS	AR.AS	*			BB	
No, I haven't	38%	27%	38%	32%	43%	39%	57%	31%	30%	29%	30%	40%	37%	38%	31%	40%
AN, AP				AN, AP	AN, AP	AV, AW	*	R.AT, AU, AV, AW*				*			AZ	
Don't know/can't remember	4%	3%	5%	4%	4%	4%	4%	1%	8%	2%	5%	5%	7%	3%	5%	4%
AR, AT, AV							*					*			AZ	
Prefer not to say	1%	2%	1%	1%	2%	1%	2%	1%	1%	2%	2%	3%	2%	1%	1%	2%
						*						*				

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age										
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+	
	A	B	C	D	E	F	G	H	I	J	K	L	
<b>Q4_5. Not been able to afford to light your home on more than four days across the month?</b>													
Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Yes, I have	25%	29%	22%	23%	24%	26%	25%	27%	25%	45%	24%	25%	27%
No, I haven't	69%	63%	73%	66%	68%	71%	71%	66%	68%	55%	67%	71%	66%
Don't know/can't remember	5%	7%	4%	10%	7%	2%	3%	2%	5%	-	8%	3%	3%
Prefer not to say	1%	2%	1%	1%	2%	1%	1%	5%	3%	-	1%	1%	4%
								C.D.E.F.J.K		**			C.E.F.J.K
<b>Q4_8. Had to choose between paying for food and bills (electricity, gas, etc) and buying toiletries and/or cleaning products?</b>													
Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Yes, I have	69%	66%	71%	50%	70%	74%	76%	81%	71%	61%	60%	75%	76%
No, I haven't	25%	28%	23%	37%	26%	22%	21%	15%	25%	31%	31%	22%	20%
Don't know/can't remember	4%	5%	4%	11%	3%	3%	2%	2%	2%	-	7%	2%	2%
Prefer not to say	2%	2%	1%	2%	1%	1%	1%	2%	3%	8%	2%	1%	3%
										**			K
<b>Q4_6. Slept rough (e.g. on the streets, at a shelter, etc) for at least one night?</b>													
Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Yes, I have	7%	11%	3%	14%	7%	5%	3%	3%	1%	-	11%	4%	2%
No, I haven't	90%	85%	93%	77%	88%	94%	95%	94%	97%	100%	82%	95%	96%
Don't know/can't remember	3%	3%	3%	7%	4%	0%	1%	1%	1%	-	6%	1%	1%
Prefer not to say	1%	1%	1%	2%	1%	0%	1%	1%	1%	-	2%	0%	1%
										**			
<b>Q4_7. Received support from a food bank?</b>													
Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Yes, I have	20%	24%	17%	19%	17%	23%	22%	18%	19%	10%	18%	23%	18%
No, I haven't	75%	71%	79%	74%	78%	74%	76%	72%	76%	90%	76%	75%	75%
Don't know/can't remember	2%	2%	2%	6%	3%	1%	-	2%	1%	-	5%	1%	2%
Prefer not to say	2%	2%	2%	1%	2%	2%	2%	8%	3%	-	1%	2%	6%
								C.D.E.F.J.K		**			C.D.E.F.J.K

Hygiene Bank - Hygiene Poverty 2024

**Fieldwork Dates: 21st February - 8th March 2024**

YouGov

Total	Social Grade		Region														
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland		
	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA		

**Q4\_5. Not been able to afford to light your home on more than four days across the month?**

1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
e	25%	23%	26%	25%	25%	22%	23%	28%	30%	27%	23%	23%	25%	26%	20%
y	*	*	*	*	*	*	*	*	*	*	*	*	*	*	22%
e	69%	71%	67%	70%	70%	73%	71%	64%	66%	62%	74%	74%	68%	69%	71%
t	*	*	*	*	*	U	*	*	*	U	U	U	*	*	*
er	5%	5%	5%	4%	3%	2%	4%	8%	5%	10%	3%	1%	6%	2%	4%
y	1%	1%	2%	1%	1%	2%	2%	0%	-	1%	1%	2%	1%	2%	2%
	*	*	*	*	*	*	*	*	*	*	*	*	5%	5%	*
													S.T.U.V.X		*

**Q4\_8. Had to choose between paying for food and bills (electricity, gas, etc) and buying toiletries and/or cleaning products?**

**Q4\_6. Slept rough (e.g. on the streets, at a shelter, etc) for at least one night?**

e	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
e	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
e	7%	7%	6%	-	8%	7%	1%	7%	7%	12%	5%	3%	7%	5%	3%	7%
e	*	O.R.	R	O.R.	R	O.R.	O.R.	O.R.*	O.R.V.W.X.Z	O.R.W.	*	O.R.W.	*	*	*	*
t	90%	89%	90%	97%	90%	92%	96%	85%	91%	81%	95%	95%	89%	92%	90%	93%
er	S.U.*	U	U	S.U.X	U	S.U.X	S.U.X	U*	U*	S.U.X	S.U.X	S.U.X	U	U*	U	U*
er	3%	3%	3%	-	2%	1%	-	6%	1%	6%	-	1%	3%	3%	5%	-
y	*	Q.R.V.W.X	*	P.Q.R.V.W.X	*	P.Q.R.V.W.X	*	R.V	V*	R.V	*	V*	R.V	*	*	*
y	1%	1%	1%	3%	0%	-	3%	2%	-	1%	-	1%	1%	-	1%	-
y	V*	V.X	V.X	V.X	V.X	V.X	V.X	V.X	V.X	V.X	V.X	V.X	V.X	*	*	*

#### Q4.7 Received support from a food bank?

1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
20%	17%	22%	25%	24%	21%	14%	20%	29%	19%	22%	17%	21%	25%	17%	9%
M	AA*	R:AA					R.W.X.Z.AA*		AA			AA*		*	
75%	79%	72%	75%	73%	78%	80%	75%	70%	73%	74%	78%	75%	72%	80%	85%
N	*						*					*	*		T*
2%	2%	3%	-	0%	1%	4%	4%	1%	*	5%	1%	1%	3%	-	2%
			*					*	P.V.X				*		*
2%	2%	2%	-	2%	1%	2%	2%	-	2%	3%	4%	2%	3%	1%	4%
			*					*					*		*

Hygiene Bank - Hygiene Poverty 2024

**Fieldwork Dates: 21st February - 8th March 2024**

YouGov

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

**Q4\_5. Not been able to afford to light your home on more than four days across the month?**

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
<b>Base: All living in hygiene poverty</b>	<b>1517</b>	<b>1186</b>	<b>277</b>	<b>703</b>	<b>364</b>	<b>144</b>	<b>121</b>	<b>427</b>	<b>1019</b>	<b>314</b>	<b>454</b>	<b>619</b>	<b>90</b>
Yes, I have	25%	24%	31%	28%	23%	24%	13%	27%	24%	27%	21%	25%	35% AK*
			AB	AG	AG	AG					AK		
No, I haven't	69%	71%	58%	64%	72%	74%	85%	68%	70%	69%	74%	67%	59% +
			AC	AD	AD	AD	AD,AE,AF				AL,AM		
Don't know/can't remember	5%	4%	10% AB	7% AF	4%	1%	2%	4%	5%	2%	4%	6% AJ	5% +
Prefer not to say	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	1% +

**Q4\_8. Had to choose between paying for food and bills (electricity, gas, etc) and buying toiletries and/or cleaning products?**

**Q4\_6. Slept rough (e.g. on the streets, at a shelter, etc) for at least one night?**

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90
Yes, I have	7%	5%	15%	9%	5%	5%	3%	7%	6%	5%	4%	7%	23% AJ.AK.AL <sup>+</sup>
			AB	AE.AG									
No, I haven't	90%	93%	75%	86%	93%	92%	96%	89%	91%	93% AL.AM	93% AL.AM	87% AM	76% +
			AC	AD			AD						
Don't know/can't remember	3%	1%	8% AB	4%	2%	3%	1%	3%	2%	1%	1%	5% AJ.AK	2% +
Prefer not to say	1%	1%	2%	1%	0%	1%	-	0%	1%	1%	1%	1%	- *

**Q4 7. Received support from a food bank?**

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90
Yes, I have	20%	20%	20%	27%	17%	9%	10%	21%	20%	26%	15%	21%	18%
				AE,AF,AG	AF					AK		AK	*
No, I haven't	75%	76%	71%	69%	80%	90%	88%	76%	76%	72%	81%	74%	78%
				AD	AD,AE	AD,AE	AD,AE			AJ,AL		AJ,AL	*
Don't know/can't remember	2%	1%	8%	3%	2%	-	-	2%	2%	1%	2%	4%	2%
			AB	AF							AJ		*
Prefer not to say	2%	2%	2%	1%	2%	2%	1%	2%	2%	2%	3%	2%	2%
											*		

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

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Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	
<b>Q4_5. Not been able to afford to light your home on more than four days across the month?</b>																
Unweighted base	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base: All living in hygiene poverty	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Yes, I have	25%	34%	25%	29%	20%	24%	17%	28%	31%	26%	29%	47%	38%	22%	31%	23%
	AO,AP,AQ	AO,AQ				*		AS		AS	AS	AZ*	AZ		BB	
No, I haven't	69%	59%	69%	64%	74%	70%	78%	67%	60%	68%	65%	40%	49%	73%	63%	71%
	AN,AP	AN	AN,AP	AN	AN,AP	AU,AW*						*		AX,AY	BA	
Don't know/can't remember	5%	5%	5%	5%	5%	6%	3%	4%	7%	4%	5%	9%	11%	4%	4%	6%
						*						AZ*	AZ			
Prefer not to say	1%	2%	1%	2%	1%	1%	1%	1%	2%	2%	2%	4%	2%	1%	2%	1%
<b>Q4_8. Had to choose between paying for food and bills (electricity, gas, etc) and buying toiletries and/or cleaning products?</b>																
Unweighted base	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base: All living in hygiene poverty	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Yes, I have	69%	81%	68%	74%	64%	66%	57%	74%	72%	82%	78%	70%	63%	70%	79%	65%
	AO,AP,AQ	AO,AQ				*	AS	AS	AS	AR,AS,AW	AR,AS	*		AY	BB	
No, I haven't	25%	16%	27%	21%	30%	28%	38%	23%	21%	14%	17%	21%	27%	25%	17%	28%
	AN,AP	AN	AN,AP	AN	AN,AP	AV,AW	AT,AU,AV,AW*	AV				*		BA		
Don't know/can't remember	4%	2%	5%	3%	5%	5%	2%	1%	6%	2%	4%	8%	9%	3%	3%	5%
						*						AZ*	AZ			
Prefer not to say	2%	1%	1%	1%	2%	1%	4%	2%	1%	2%	1%	1%	1%	2%	1%	2%
<b>Q4_6. Slept rough (e.g. on the streets, at a shelter, etc) for at least one night?</b>																
Unweighted base	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base: All living in hygiene poverty	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Yes, I have	7%	8%	6%	7%	6%	8%	4%	2%	9%	3%	6%	54%	26%	10%	5%	
						AT,AV	*		AT		AV	AY,AZ*	AZ	BB		
No, I haven't	90%	87%	91%	89%	91%	88%	92%	96%	86%	94%	91%	33%	61%	96%	86%	91%
						AN	AN	AR,AU		AR,AU,AW		*	AX	AX,AY	BA	
Don't know/can't remember	3%	4%	3%	3%	2%	3%	3%	1%	3%	2%	2%	13%	10%	1%	2%	3%
						*						AZ*	AZ			
Prefer not to say	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	1%	-	3%	0%	1%	1%
<b>Q4_7. Received support from a food bank?</b>																
Unweighted base	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base: All living in hygiene poverty	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Yes, I have	20%	30%	23%	27%	13%	17%	18%	14%	30%	30%	30%	42%	30%	18%	35%	14%
	AQ	AQ	AQ	AQ		*		AR,AT	AR,AS,AT	AR,AS,AT		AY,AZ*	AZ	BB		
No, I haven't	75%	65%	73%	69%	83%	78%	80%	86%	65%	66%	66%	48%	61%	79%	61%	81%
	AN,AP	AN	AN,AO,AP	AN	AU,AV,AW	AU,AV,AW*	AU,AV,AW*	AR,AU,AV,AW				*	AX	AX,AY	BA	
Don't know/can't remember	2%	2%	2%	2%	3%	3%	2%	-	3%	0%	2%	7%	8%	1%	2%	2%
						*						AZ*	AZ			
Prefer not to say	2%	4%	2%	3%	1%	2%	-	-	3%	4%	3%	2%	2%	2%	2%	2%

Hygiene Bank - Hygiene Poverty 2024

**Fieldwork Dates: 21st February - 8th March 2024**

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Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
	A	B	C	D	E	F	G	H	I	J	K	L

**Q4 9. Received support from a hygiene bank?**

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
<b>Base: All living in hygiene poverty</b>	<b>1517</b>	<b>667</b>	<b>850</b>	<b>319</b>	<b>303</b>	<b>410</b>	<b>258</b>	<b>128</b>	<b>81</b>	<b>18</b>	<b>622</b>	<b>667</b>	<b>228</b>
Yes, I have	8%	10%	6%	15%	8%	8%	3%	1%	1%	-	12%	6%	1%
	B			D.E.F.G.H.K.L	F.G.H.L	F.G.H.K.L				**	D.F.G.H.K.L	F.G.H.L	
No, I haven't	87%	85%	90%	74%	86%	90%	95%	93%	97%	100%	80%	92%	95%
	A			C.J	C.J	C.D.E.J.K	C.J	C.D.E.J	C.D.E.J	**	C	C.D.E.J	C.D.E.J
Don't know/can't remember	3%	3%	3%	7%	4%	1%	1%	1%	-	-	6%	1%	1%
	E.F.G.H.K.L			E.F.K.L						**	E.F.G.H.K.L		
Prefer not to say	2%	3%	2%	4%	1%	1%	1%	5%	2%	-	3%	1%	4%
	K							D.E.F.K		**	E.F.K		

**Q1. In the last 12 months, which, if any, of the following toiletries and hygiene items have you or your household gone without because you couldn't afford to buy them? Please select all that apply.**

**Please select all that apply**

Hygiene Bank - Hygiene Poverty 2024

**Fieldwork Dates: 21st February - 8th March 2024**



Total	Social Grade		Region												
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland
	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA

**Q4 9. Received support from a hygiene bank?**

Unweighted base	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
Base: All living in hygiene poverty	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
Yes, I have	8%	8%	7%	5%	5%	6%	3%	4%	10%	15%	5%	2%	8%	11%	7%	5%
				*					W*	P.Q.R.S.V.W.X.Z			W	R.W*		*
No, I haven't	87%	89%	86%	93%	88%	91%	95%	85%	88%	77%	93%	97%	87%	88%	87%	92%
				U*	U	U	S.U.X.Z	U*	U*	S.U.X	P.S.T.U.X.Y.Z	U	U*	U	U*	U*
Don't know/can't remember	3%	2%	4%	-	6%	2%	1%	6%	3%	5%	-	-	3%	-	3%	2%
				*	R.V.W.X.Y	V	R.V.W.X.Y	V*	V.W				V.W	*	V.W	*
Prefer not to say	2%	1%	3%	2%	1%	1%	1%	4%	-	3%	2%	1%	2%	1%	3%	2%
				*				P	*				*	*	*	*

**Q1. In the last 12 months, which, if any, of the following toiletries and hygiene items have you or your household gone without because you couldn't afford to buy them? Please select all that apply.**

Please select all that apply

Hygiene Bank - Hygiene Poverty 2024

**Fieldwork Dates: 21st February - 8th March 2024**

YouGov

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

**Q4 9. Received support from a hygiene bank?**

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
<b>Base: All living in hygiene poverty</b>	<b>1517</b>	<b>1186</b>	<b>277</b>	<b>703</b>	<b>364</b>	<b>144</b>	<b>121</b>	<b>427</b>	<b>1019</b>	<b>314</b>	<b>454</b>	<b>619</b>	<b>90</b>
Yes, I have	8%	6%	14%	10%	7%	4%	8%	11%	6%	3%	6%	10%	14%
			AB	AF				AI				AJ.AK	AJ.AK*
No, I haven't	87%	91%	74%	84%	90%	94%	91%	87%	89%	94%	91%	85%	81%
		AC		AD		AD				AL.AM	AL.AM		*
Don't know/can't remember	3%	1%	9%	4%	3%	1%	1%	2%	2%	1%	2%	4%	3%
		AB										AJ.AK	*
Prefer not to say	2%	2%	4%	3%	1%	0%	-	1%	3%	2%	2%	2%	2%
								AH					*

**Q1. In the last 12 months, which, if any, of the following toiletries and hygiene items have you or your household gone without because you couldn't afford to buy them? Please select all that apply.**

**Please select all that apply**

Hygiene Bank - Hygiene Poverty 2024

**Fieldwork Dates: 21st February - 8th March 2024**



Total	Disability status				Employment status					Housing status - last 3 months			Receives universal credit		
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/Not working	Most at risk	At risk (at all)	Not at risk	Yes	No
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB

**Q4 9. Received support from a hygiene bank?**

Unweighted base	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
<b>Base: All living in hygiene poverty</b>	<b>1517</b>	<b>391</b>	<b>368</b>	<b>759</b>	<b>715</b>	<b>850</b>	<b>142</b>	<b>99</b>	<b>138</b>	<b>175</b>	<b>312</b>	<b>88</b>	<b>280</b>	<b>1237</b>	<b>409</b>	<b>1108</b>
Yes, I have	8%	11%	6%	8%	7%	8%	8%	3%	7%	5%	6%	36%	21%	5%	13%	6%
		AO,AP,AQ		AO		AT	*					AY,AZ*	AZ		BB	
No, I haven't	87%	84%	90%	87%	89%	87%	86%	97%	87%	90%	89%	48%	69%	92%	82%	90%
		AN,AP	AN	AN	AN		*	AR,AS,AU,AV,AW				*	AX	AX,AY	BA	
Don't know/can't remember	3%	3%	2%	2%	3%	3%	3%	-	2%	2%	2%	13%	8%	2%	4%	3%
						AT	*					AZ*	AZ			
Prefer not to say	2%	3%	2%	2%	2%	1%	3%	-	4%	3%	3%	3%	2%	2%	2%	2%
							*					*				

**Q1. In the last 12 months, which, if any, of the following toiletries and hygiene items have you or your household gone without because you couldn't afford to buy them? Please select all that apply.**

**Please select all that apply**

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

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Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
	A	B	C	D	E	F	G	H	I	J	K	L

**Q1a. You said you or your household had gone without basic toiletries or hygiene items because you couldn't afford to buy them in the last 12 months. What items did you stop buying first?**

Unweighted base	1204	530	674	129	190	375	252	140	97	21	319	627	258
Base: All who have gone without more than one toiletries or hygiene items	1185	530	655	216	229	327	211	111	75	17	444	539	202
Laundry detergent or household cleaning products	21%	19%	23%	20%	21%	19%	25%	25%	20%	12%	21%	22%	22%
Toilet roll	9%	11%	7%	9%	14%	F.G.H.K.L	10%	6%	6%	4%	12%	12%	F.H.L
B									*	**			
Toothpaste, toothbrushes or essential dental products	10%	13%	7%	8%	10%		9%	8%	14%	11%	13%	9%	9%
B									*	**			
Nappies or baby wipes	3%	4%	3%	5%	3%		5%	1%	2%	3%	-	4%	3%
F									*	**			
Period protection products (e.g. period pads or tampons)	8%	4%	12%	12%	13%	F.G.H.L	8%	5%	4%	-	-	13%	7%
A									*	**			
Soap or shower gel	9%	11%	8%	7%	12%	H	11%	8%	9%	4%	5%	9%	10%
H									*	**			
Shampoo and/or conditioner	17%	22%	14%	16%	18%		17%	16%	22%	15%	20%	17%	16%
B									*	**			
Basic haircare items such as hairbrushes/combs	15%	16%	14%	16%	14%		12%	16%	16%	19%	13%	15%	14%
*									*	**			
Deodorant	22%	26%	18%	20%	19%		23%	21%	24%	25%	45%	19%	22%
B									*	**			
Razors or shaving foam/gel	37%	35%	38%	22%	37%	C.H.J	45%	46%	35%	24%	22%	29%	45%
C.G.H.J.L									*	**			30%
Hand sanitiser	24%	27%	22%	26%	23%		21%	23%	30%	29%	38%	25%	22%
E									*	**			30%
Don't know/can't recall	4%	4%	3%	6%	2%		3%	4%	2%	5%	-	4%	4%
*									*	**			3%
Prefer not to say	2%	2%	1%	4%	3%	E.F.K.L	-	1%	1%	1%	-	4%	0%
E.F.K.L									*	**			1%
Not applicable – I stopped buying these items at the same time	3%	2%	3%	2%	2%		3%	2%	3%	7%	4%	2%	3%
										D.F.J.K*	**		5%

**Q2. You said you or your household had gone without basic toiletries or hygiene items because you couldn't afford to buy them in the last 12 months. When did this most recently happen?**

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
In the last month	24%	24%	25%	23%	22%	27%	27%	28%	13%	36%	22%	27%	23%
				H		H	H	H.L		**	H	H	H
2-3 months ago	33%	31%	34%	30%	35%	35%	31%	33%	35%	23%	33%	33%	33%
										**			
4-6 months ago	21%	21%	21%	24%	21%	20%	20%	18%	29%	19%	23%	20%	22%
									G.K.L	**			
7-12 months ago	18%	20%	16%	18%	17%	16%	19%	21%	21%	21%	17%	17%	21%
										**			
Prefer not to say	4%	4%	3%	5%	6%	2%	4%	-	3%	-	5%	3%	1%
				G.L	E.G.K.L	E.G.L			G.L	**	E.G.K.L	E.G	G
Net: Last 3 months	57%	55%	60%	54%	56%	62%	57%	61%	47%	59%	55%	60%	56%
				H.J				H		**	H	H	H

Hygiene Bank - Hygiene Poverty 2024

**Fieldwork Dates: 21st February - 8th March 2024**



Total	Social Grade		Region												
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland
	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA

**Q1a. You said you or your household had gone without basic toiletries or hygiene items because you couldn't afford to buy them in the last 12 months. What items did you stop buying first?**

Unweighted base	1204	580	624	45	126	96	103	117	75	168	157	116	1003	68	87	46
<b>Base: All who have gone without more than one toiletries or hygiene items</b>	<b>1185</b>	<b>511</b>	<b>674</b>	<b>40</b>	<b>115</b>	<b>88</b>	<b>91</b>	<b>102</b>	<b>66</b>	<b>263</b>	<b>128</b>	<b>98</b>	<b>991</b>	<b>73</b>	<b>71</b>	<b>49</b>
Laundry detergent or household cleaning products	21%	20%	22%	19%	23%	28%	12%	21%	25%	20%	18%	23%	21%	28%	20%	25%*
Toilet roll	9%	9%	9%	8%	8%	10%	8%	5%	12%	8%	4%	10%	8%	4%	4%	4%
Toothpaste, toothbrushes or essential dental products	10%	9%	10%	6%	12%	9%	7%	10%	16%	11%	6%	6%	10%	11%	8%	10%*
Nappies or baby wipes	3%	4%	3%	-	4%	7%	2%	2%	2%	5%	4%	1%	3%	-	4%	4%*
Period protection products (e.g. period pads or tampons)	8%	8%	8%	6%	7%	12%	9%	11%	8%	11%	5%	6%	9%	8%	3%	6%*
Soap or shower gel	9%	8%	10%	13%	10%	11%	6%	13%	3%	10%	5%	10%	9%	10%	9%	12%*
Shampoo and/or conditioner	17%	16%	18%	20%	21%	17%	15%	17%	16%	16%	17%	13%	17%	29%	15%	10%*
Basic haircare items such as hairbrushes/combs	15%	17%	13%	12%	12%	11%	14%	20%	18%	18%	15%	10%	15%	14%	12%	14%*
Deodorant	22%	23%	21%	22%	26%	31%	20%	23%	22%	19%	19%	18%	22%	22%	18%	23%*
Razors or shaving foam/gel	37%	37%	36%	44%	39%	38%	38%	38%	34%	29%	40%	41%	36%	34%	39%	42%*
Hand sanitiser	24%	26%	23%	14%	24%	25%	29%	31%	20%	21%	26%	30%	25%	23%	26%	21%*
Don't know/can't recall	4%	3%	4%	2%	4%	1%	3%	3%	6%	4%	2%	7%	4%	-	4%	2%*
Prefer not to say	2%	2%	2%	-	1%	-	1%	3%	3%	3%	1%	-	2%	-	2%	4%*
Not applicable – I stopped buying these items at the same time	3%	1%	4%	-	4%	2%	1%	6%	2%	2%	3%	5%	3%	1%	6%	3%

Q2. You said you or your household had gone without basic toiletries or hygiene items because you couldn't afford to buy them in the last 12 months. When did this most recently happen?

e	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
y	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
h	24%	24%	25%	30%*	22%	33%	25%	23%	26%*	23%	24%	24%	25%	22%*	29%	20%*
o	33%	33%	33%	38%*	28%	31%	46%	32%	42%	25%	38%	35%	33%	35%	36%	30%
o	21%	21%	21%	23%*	22%	21%	14%	22%	17%*	27%	21%	25%	22%	15%	14%	23%*
o	18%	19%	17%	10%*	22%	12%	12%	18%	15%*	21%	17%	12%	17%	28%	17%	16%*
y	4%	3%	4%	-*	6%	3%	3%	5%	-*	5%	1%	4%	3%	-*	4%	11%
s	57%	57%	58%	67% P.U.*	50%	64% P.U.	70% P.S.U.X.AA	54% P.S.U.X.AA*	68% P.S.U.X.AA*	48%	62% P.U.	59% P.U.	57% P.U.	57% P.U.	65% P.U.	49% P.U.

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024



Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

**Q1a. You said you or your household had gone without basic toiletries or hygiene items because you couldn't afford to buy them in the last 12 months. What items did you stop buying first?**

Unweighted base	1204	1018	146	522	313	126	81	346	811	295	370	451	57
Base: All who have gone without more than one toiletries or hygiene items	1185	950	189	556	285	114	77	331	799	263	351	471	68
Laundry detergent or household cleaning products	21%	22%	20%	24% AF	23%	15%	14% *	24%	21%	27% AL	20%	20%	23% *
Toilet roll	9%	8%	14% AB	10%	8%	10%	12% *	12% AI	8%	8%	8%	10%	16% *
Toothpaste, toothbrushes or essential dental products	10%	9%	12%	10%	9%	6%	10% *	9%	9%	9%	8%	10%	9% *
Nappies or baby wipes	3%	3%	6%	4%	3%	2%	9% AD,AE,AF*	6% AI	2%	1%	2%	6%	3% AJ,AK
Period protection products (e.g. period pads or tampons)	8%	7%	12% AB	9%	8%	8%	8% *	10%	7%	4%	7%	11% AJ,AK	7% *
Soap or shower gel	9%	8%	10%	12% AF	9%	3%	4% *	9%	9%	9%	8%	10%	7% *
Shampoo and/or conditioner	17%	16%	22%	18%	17%	14%	16% *	17%	17%	18%	17%	17%	21% *
Basic haircare items such as hairbrushes/combs	15%	16%	12%	16%	13%	15%	13% *	14%	15%	12%	16%	15%	10% *
Deodorant	22%	20%	26%	23%	22%	18%	17% *	23%	21%	26% AK	18%	22%	23% *
Razors or shaving foam/gel	37%	40% AC	21%	32%	43% AD	36%	44% AD*	38%	36%	39%	39%	34%	29% *
Hand sanitiser	24%	25%	23%	25%	22%	26%	24% *	24%	25%	23%	23%	26%	32% *
Don't know/can't recall	4%	3%	6%	4%	2%	2%	3% *	1%	3%	4%	3%	4%	- *
Prefer not to say	2%	1%	4% AB	2%	1%	1%	1% *	2%	1%	1%	1%	2%	2% *
Not applicable – I stopped buying these items at the same time	3%	3%	2%	3% AE	1%	4% AE	- *	2%	3%	3%	4%	2%	4% *

**Q2. You said you or your household had gone without basic toiletries or hygiene items because you couldn't afford to buy them in the last 12 months. When did this most recently happen?**

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90
In the last month	24%	26%	18% AC	26%	22%	24%	24%	25%	25%	29%	24%	23%	29% *
2-3 months ago	33%	34%	28%	31%	37%	36%	36%	35%	32%	29%	33%	35%	33% *
4-6 months ago	21%	21%	24%	22%	20%	18%	22%	22%	21%	21%	21%	21%	25% *
7-12 months ago	18%	16%	24% AB	18%	18%	19%	15%	16%	18%	20%	17%	17%	13% *
Prefer not to say	4%	3%	7% AB	3%	2%	3%	2%	2%	4%	2%	5%	4%	- *
Net: Last 3 months	57%	60% AC	45%	57%	60%	60%	60%	60%	57%	57%	57%	58%	61% *

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	

Q1a. You said you or your household had gone without basic toiletries or hygiene items because you couldn't afford to buy them in the last 12 months. What items did you stop buying first?

Unweighted base	1204	353	302	655	518	663	64	113	105	167	272	54	180	1024	343	861
Base: All who have gone without more than one toiletries or hygiene items	1185	327	289	616	537	651	99	87	117	147	264	71	219	966	352	833
Laundry detergent or household cleaning products	21%	30%	21%	26%	17%	21%	12%	22%	21%	24%	23%	30%	24%	21%	26%	20%
Toilet roll	9%	9%	9%	9%	9%	11%	5%	4%	11%	8%	9%	26%	19%	7%	14%	7%
AO.AQ						AT	*		*	AS		AZ*	AZ		BB	
Toothpaste, toothbrushes or essential dental products	10%	13%	9%	11%	8%	10%	5%	12%	11%	7%	9%	36%	19%	8%	11%	9%
AQ						*	*		*			AZ	AZ		AZ	
Nappies or baby wipes	3%	2%	2%	2%	4%	4%	4%	2%	1%	2%	2%	15%	9%	2%	1%	4%
AW						*	*		*			AZ*	AZ		BA	
Period protection products (e.g. period pads or tampons)	8%	10%	7%	9%	8%	8%	15%	1%	6%	7%	7%	19%	14%	7%	10%	7%
AT						AT	*		*	AT		AZ*	AZ		AZ	
Soap or shower gel	9%	11%	8%	9%	8%	10%	4%	8%	13%	5%	9%	16%	12%	8%	10%	9%
AS						*	*					*				
Shampoo and/or conditioner	17%	20%	16%	18%	15%	18%	12%	19%	20%	10%	15%	32%	26%	15%	18%	17%
AV						*	*		*			AZ*	AZ		AZ	
Basic haircare items such as hairbrushes/combs	15%	15%	16%	15%	14%	16%	11%	17%	11%	13%	12%	28%	24%	13%	14%	15%
AO						*	*		*			AZ*	AZ		AZ	
Deodorant	22%	24%	20%	22%	20%	22%	14%	28%	28%	17%	22%	36%	27%	20%	23%	21%
AS						*	*					AT				
Razors or shaving foam/gel	37%	42%	38%	40%	33%	37%	28%	27%	36%	47%	42%	25%	29%	38%	38%	36%
AQ						*	*					AR	AS	AT	AY	
Hand sanitiser	24%	25%	29%	27%	22%	25%	22%	32%	28%	19%	23%	31%	27%	24%	25%	24%
AV						*	*					*				
Don't know/can't recall	4%	3%	2%	2%	5%	3%	6%	2%	5%	5%	5%	6%	4%	3%	4%	3%
AO						*	*					*				
Prefer not to say	2%	1%	1%	1%	2%	2%	7%	1%	-	1%	1%	4%	2%	2%	0%	2%
AN						AR	AU	AV	AW			*			BA	
Not applicable – I stopped buying these items at the same time	3%	2%	3%	3%	3%	2%	3%	4%	4%	4%	4%	-	-	4%	3%	3%
*						*	*					*				

Q2. You said you or your household had gone without basic toiletries or hygiene items because you couldn't afford to buy them in the last 12 months. When did this most recently happen?

Unweighted base	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base: All living in hygiene poverty	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
In the last month	24%	32%	23%	27%	21%	24%	25%	20%	18%	34%	27%	23%	22%	25%	30%	22%
AO							*					*			BB	
2-3 months ago	33%	29%	35%	32%	35%	34%	33%	39%	30%	30%	30%	32%	28%	34%	33%	33%
AQ						*	*					*				
4-6 months ago	21%	21%	21%	21%	22%	21%	22%	21%	27%	19%	23%	28%	26%	20%	19%	22%
AO						*	*					*				
7-12 months ago	18%	16%	18%	17%	18%	18%	17%	19%	15%	14%	14%	15%	20%	17%	14%	19%
AQ						*	*					*			BA	
Prefer not to say	4%	2%	2%	2%	5%	4%	2%	1%	9%	2%	5%	3%	4%	4%	3%	4%
AN						*	*					*				
Net: Last 3 months	57%	61%	59%	60%	56%	58%	58%	59%	49%	65%	58%	55%	50%	59%	64%	55%
*						*	*					*				

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
	A	B	C	D	E	F	G	H	I	J	K	L

Q3. How many times in the last 12 months have you or your household gone without basic toiletries or hygiene items because you couldn't afford them?

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Just once	17%	16%	18%	30%	15%	14%	12%	9%	13%	30% **	23%	14%	12%
Two to three times	41%	42%	41%	38%	45%	44%	37%	39%	47%	39% **	42%	41%	42%
Four to five times	20%	20%	20%	16%	21%	20%	22%	28%	18%	6% **	18%	21%	23%
Six to ten times	9%	8%	10%	7%	8%	10%	11%	10%	10%	11% **	8%	10%	10%
More than ten times	8%	9%	7%	4%	5%	9% C.J	14% C.D.E.J.K	13% C.D.J	9%	11% **	5%	11% C.D.E.J	11% C.D.J
Prefer not to say	4%	4%	4%	5%	5%	4% C.J	3% C.D.E.J	2%	3%	3% **	5%	4%	3%
Net: More than once	79%	80%	78%	66%	79% C.J	82% C.J	84% C.D.E.J	89% C.D.E.J	84% C.J	67% **	72% C	83% C.J	85% C.J

Q5. Which, if any, of the following areas of your life have been negatively impacted by going without basic toiletries or hygiene items in the last 12 months? Please select all that apply.

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Your mental health	68%	63%	73%	53%	71%	73%	77% C.H.J	77% C.H.J.L	58%	42% **	62% C	75% C.H.J.L	68% C.H
Your social life	45%	48%	43%	39%	44%	46%	49% C.J	52% C.J	49%	37% **	41%	47% C.J	50% C.J
Your physical health	34%	39%	31%	34%	31%	33%	38%	38%	41%	27% **	33%	35%	38%
Your financial situation	29%	32%	27%	19%	30% C.J	33% C.J	29% C	42% C.D.E.F.J.K	33% C	30% **	24%	31% C.J	38% C.F.J.K
Your family life	25%	27%	24%	17%	25% C	30% C.J	27% C	29% C	27%	13% **	21%	29% C.J	27% C
Hobbies	18%	19%	17%	20%	17%	20%	16%	18%	13%	15% **	18%	19%	16%
Your career/working life	17%	19%	16%	15% H	20% H.L	21% H.L	17% H.L	17% H.L	4%	3% **	18% H.L	19% H	11%
Your education/training	8%	9%	7%	15% E.F.G.H.K.L	9% G.H.K.L	6% H.L	5% L	3% H.L	1%	3% **	12% E.F.G.H.K.L	6% H.L	2%
None of these	6%	6%	6%	10% D.E	3%	5%	7%	7%	6%	18% **	7% D	6%	8% D
Don't know	2%	2%	3%	1%	2%	2%	1%	4%	11% C.D.E.F.G.J.K	- **	2%	2%	6% C.D.E.F.J.K
Prefer not to say	3%	4%	3%	4%	6% E.F.G.K.L	2%	2%	1%	3%	7% **	5% E.G.K	2%	2%
Net: Some impact	88%	88%	88%	85%	89% H	91% H.L	90% H	88%	81%	74% **	87%	90% H.L	85%

Hygiene Bank - Hygiene Poverty 2024

**Fieldwork Dates: 21st February - 8th March 2024**



Total	Social Grade		Region													
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland	
	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	

**Q3. How many times in the last 12 months have you or your household gone without basic toiletries or hygiene items because you couldn't afford them?**

Unweighted base	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
<b>Base: All living in hygiene poverty</b>	<b>1517</b>	<b>667</b>	<b>850</b>	<b>50</b>	<b>147</b>	<b>113</b>	<b>114</b>	<b>135</b>	<b>86</b>	<b>344</b>	<b>159</b>	<b>126</b>	<b>1274</b>	<b>88</b>	<b>96</b>	<b>59</b>
Just once	17%	16%	18%	19%	16%	16%	15%	21%	13%	21%	14%	14%	17%	14%	18%	13%
				*					*					*		*
Two to three times	41%	42%	41%	47%	45%	40%	48%	41%	42%	37%	41%	46%	42%	35%	42%	45%
				*					*					*		*
Four to five times	20%	21%	19%	22%	12%	22%	19%	15%	24%	21%	23%	22%	20%	24%	19%	18%
				*					P*	P	P	P	P	P*		*
Six to ten times	9%	10%	9%	6%	13%	11%	10%	8%	9%	8%	11%	8%	9%	12%	4%	9%
				*	Z				*					*		*
More than ten times	8%	8%	9%	6%	7%	8%	5%	9%	12%	7%	9%	6%	8%	10%	14%	8%
				*					*					*		
Prefer not to say	4%	2%	5%	-	6%	3%	3%	6%	-	6%	2%	3%	4%	4%	3%	6%
				M	T			T.V	*	T			T	*	T*	
<b>Net: More than once</b>	<b>79%</b>	<b>81%</b>	<b>77%</b>	<b>81%</b>	<b>78%</b>	<b>81%</b>	<b>82%</b>	<b>73%</b>	<b>87%</b>	<b>73%</b>	<b>84%</b>	<b>83%</b>	<b>79%</b>	<b>81%</b>	<b>79%</b>	<b>81%</b>
				*					S.U.X*		S.U.X		U	*		*

**Q5. Which, if any, of the following areas of your life have been negatively impacted by going without basic toiletries or hygiene items in the last 12 months? Please select all that apply.**

Unweighted base	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
<b>Base: All living in hygiene poverty</b>	<b>1517</b>	<b>667</b>	<b>850</b>	<b>50</b>	<b>147</b>	<b>113</b>	<b>114</b>	<b>135</b>	<b>86</b>	<b>344</b>	<b>159</b>	<b>126</b>	<b>1274</b>	<b>88</b>	<b>96</b>	<b>59</b>
Your mental health	68%	68%	69%	78% U*	72% U	74% U	72% U	65% U*	70% S.U.X.Z	57% U	76% U	69% U.Z*	68% U	77% U.Z*	64% U	74% U*
Your social life	45%	48%	43%	50% *	47%	51% S	47%	37% *	48% *	46% 40%	46% 40%	46% 45%	45% S	43% *	51% S	41% *
Your physical health	34%	34%	35%	41% S*	34%	44% R.S.U.X	31%	25% S*	39% S*	31%	38% S	33%	34% S	44% S*	34%	28% *
Your financial situation	29%	31%	28%	23% *	32% R	31% R	20%	26% R*	33% R	31%	30% R	28%	29% R	32% *	27%	38% R*
Your family life	25%	27%	24%	18% *	20%	35% O.P.S.U.X.AA	24%	22% *	31% *	25%	28%	24%	25%	28%	29%	18% *
Hobbies	18%	19%	17%	21% *	19%	18%	16%	14%	15% *	18%	20%	26% R.S.T.X.AA	19%	15% *	19%	13% *
Your career/working life	17%	20% N	15%	18% *	18%	23% S	14%	11%	21% S*	17%	15%	16% *	17%	24% S*	21% S	15% *
Your education/training	8%	8%	8%	6% *	6%	15% P.S.T.V.W.X.Y.A	11% S.V.W	3% *	5% S.V.W	12%	5%	4%	8% S	6% *	11% S.W	3% *
None of these	6%	5%	8% M	7% *	7%	3%	4%	6%	7% *	7%	6%	7%	6%	6% *	9%	8% *
Don't know	2%	2%	3%	- *	2%	1%	3%	5% U.Z	2% *	1%	2%	5% U.X.Z	2%	2% *	-	4% *
Prefer not to say	3%	3%	3%	- *	2%	3%	7% V.X	6% *	1% *	3%	2%	3%	3%	4% *	2%	5% *
<b>Net: Some impact</b>	<b>88%</b>	<b>91% N</b>	<b>86%</b>	<b>93% *</b>	<b>89%</b>	<b>93% S</b>	<b>86%</b>	<b>84%</b>	<b>90% *</b>	<b>89%</b>	<b>90%</b>	<b>85%</b>	<b>88%</b>	<b>88%</b>	<b>88%</b>	<b>84% *</b>

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

Q3. How many times in the last 12 months have you or your household gone without basic toiletries or hygiene items because you couldn't afford them?

Unweighted base			1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty			1517	1186	277	703	364	144	121	427	1019	314	454	619	90
Just once	17%	16%	20%	18%	15%	19%	17%	15%	18%	13%	19%	17%	21%	*	
Two to three times	41%	43%	37%	39%	44%	46%	51%	44%	41%	43%	38%	43%	41%	*	
Four to five times	20%	20%	19%	20%	21%	19%	20%	22%	19%	18%	21%	20%	17%	*	
Six to ten times	9%	9%	10%	10%	11%	8%	7%	9%	9%	12%	10%	8%	7%	*	
More than ten times	8%	8%	9%	10%	8%	6%	1%	9%	8%	10%	8%	7%	9%	*	
Prefer not to say	4%	4%	5%	4%	2%	2%	4%	2%	4%	3%	4%	4%	5%	*	
Net: More than once	79%	80%	75%	79%	83%	79%	79%	83%	78%	84%	77%	79%	74%	*	

Q5. Which, if any, of the following areas of your life have been negatively impacted by going without basic toiletries or hygiene items in the last 12 months? Please select all that apply.

Unweighted base			1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty			1517	1186	277	703	364	144	121	427	1019	314	454	619	90
Your mental health	68%	74%	48%	66%	73%	71%	65%	67%	70%	75%	73%	64%	48%	*	
Your social life	45%	45%	45%	46%	44%	46%	42%	43%	47%	52%	44%	43%	37%	*	
Your physical health	34%	35%	33%	38%	31%	33%	27%	32%	36%	38%	34%	32%	37%	*	
Your financial situation	29%	29%	30%	28%	34%	31%	24%	30%	29%	31%	32%	27%	22%	*	
Your family life	25%	26%	25%	24%	28%	27%	28%	33%	22%	19%	21%	32%	26%	*	
Hobbies	18%	17%	19%	20%	18%	16%	16%	16%	19%	20%	17%	18%	14%	*	
Your career/working life	17%	17%	17%	14%	20%	21%	21%	16%	17%	19%	17%	17%	9%	*	
Your education/training	8%	6%	13%	AB	10%	8%	5%	6%	8%	8%	7%	5%	9%	18%	AJ,AK,AL*
None of these	6%	6%	8%	7%	6%	5%	7%	6%	7%	6%	5%	7%	13%	AK*	
Don't know	2%	2%	3%	2%	1%	2%	2%	2%	3%	3%	3%	2%	-	*	
Prefer not to say	3%	3%	5%	3%	2%	4%	3%	2%	3%	3%	3%	3%	-	*	
Net: Some impact	88%	89%	85%	88%	90%	89%	88%	91%	88%	89%	89%	88%	87%	*	

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

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Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	

Q3. How many times in the last 12 months have you or your household gone without basic toiletries or hygiene items because you couldn't afford them?

Unweighted base																
Base: All living in hygiene poverty																
Just once	17%	11%	16%	14%	21%	17%	35%	17%	14%	10%	12%	10%	10%	19%	11%	19%
					AN,AP	AV,AW	R,AT,AU,AV,AW*					*		AY	BA	
Two to three times	41%	35%	42%	39%	44%	45%	44%	43%	33%	36%	35%	42%	40%	42%	42%	41%
					AN,AP	AU,AV,AW	*					*				
Four to five times	20%	25%	22%	24%	16%	20%	10%	17%	17%	25%	22%	28%	27%	18%	25%	18%
					AQ	AS	*			AS	AS	*		AZ	BB	
Six to ten times	9%	12%	8%	10%	8%	9%	3%	10%	11%	9%	10%	11%	13%	8%	9%	9%
					AQ	*	AS	AS	AS	AS	AS	*		AZ		
More than ten times	8%	12%	9%	10%	7%	6%	4%	11%	11%	15%	13%	8%	6%	9%	8%	8%
					AQ	*	AR,AS		AR,AS	AR,AS	AR,AS	*				
Prefer not to say	4%	4%	3%	3%	5%	3%	4%	2%	13%	5%	8%	1%	3%	4%	5%	4%
						*	AR,AS,AT,AV,AW		AR,AT,AV	AR,AT,AV	*					
Net: More than once	79%	85%	81%	83%	75%	81%	61%	81%	72%	86%	80%	89%	87%	77%	84%	77%
					AQ	AS	*	AS	AS,AU,AW	AS,AU	AZ	AZ*	AZ	BB		

Q5. Which, if any, of the following areas of your life have been negatively impacted by going without basic toiletries or hygiene items in the last 12 months? Please select all that apply.

Unweighted base																
Base: All living in hygiene poverty																
Your mental health	68%	80%	71%	75%	62%	66%	63%	59%	71%	81%	77%	53%	52%	72%	76%	66%
		AO,AP,AQ	AQ	AO,AQ		*			AR,AS,AT,AU	AR,AS,AT		*		AX,AY	BB	
Your social life	45%	49%	51%	50%	41%	44%	38%	49%	47%	51%	50%	52%	49%	44%	49%	44%
		AQ	AQ	AQ		*	AS	AS	AS	AS	AS	*				
Your physical health	34%	49%	39%	44%	24%	32%	24%	41%	41%	44%	42%	51%	40%	33%	38%	33%
		AO,AP,AQ	AQ	AO,AQ		*	AS	AS	AR,AS	AR,AS	AR,AS	*				
Your financial situation	29%	33%	29%	31%	29%	30%	25%	35%	30%	27%	29%	34%	33%	29%	30%	29%
						*						*				
Your family life	25%	34%	26%	30%	20%	27%	7%	28%	23%	31%	28%	37%	32%	24%	30%	23%
		AO,AQ	AQ	AQ		*	AS	AS	AS	AS	AS	*	AZ	BB		
Hobbies	18%	19%	22%	20%	16%	17%	18%	17%	27%	14%	20%	22%	23%	17%	18%	18%
		AQ	AQ	AQ		*	AR,AV		AR,AV		AV	*	AZ			
Your career/working life	17%	18%	18%	18%	16%	22%	10%	4%	14%	7%	10%	30%	27%	15%	16%	18%
					AS,AT,AV,AW	*	AT	AT	AT,AV	AT	AT	*	AZ			
Your education/training	8%	7%	10%	9%	7%	8%	17%	3%	5%	5%	5%	27%	20%	5%	9%	7%
						AT	R,AT,AU,AV,AW*					*	AZ			
None of these	6%	3%	5%	4%	9%	5%	16%	8%	7%	6%	6%	1%	3%	7%	4%	7%
		AN,AO,AP		AO,AP		*	AR,AV,AW*					*	AY	BA		
Don't know	2%	3%	2%	2%	2%	2%	1%	8%	1%	2%	2%	-	-	3%	1%	3%
						*	AR,AS,AU,AV,AW					*	AY			
Prefer not to say	3%	2%	1%	2%	4%	3%	2%	3%	3%	4%	3%	1%	1%	3%	1%	4%
		AO,AP				*	AR,AS,AT,AV,AW					*		BA		
Net: Some impact	88%	92%	91%	91%	85%	90%	81%	81%	89%	89%	89%	98%	96%	86%	94%	86%
		AQ	AQ	AQ		*	AS,AT	*				AZ*	AZ	BB		

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age										
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+	
	A	B	C	D	E	F	G	H	I	J	K	L	

Q6. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your physical health in the last 12 months? Please select all that apply.

Unweighted base	527	256	271	66	81	153	117	61	43	6	147	270	110
Base: All living in hygiene poverty who say it has had an impact on their physical health	522	257	264	108	94	135	98	48	33	5	202	233	86
Trouble sleeping	68%	72%	64%	53%	62%	70%	80%	79%	74%	67%	57%	74%	76%
	B			*	*	C.J	C.D.J	C.D.J*	C*	**		C.D.J	C.D.J
Skin irritations e.g. infections, rashes, dandruff	58%	58%	58%	61%	50%	59%	59%	62%	60%	67%	56%	59%	62%
	*	*	*	*	*		*	*	*	**			
Poor oral health e.g. tooth decay, bleeding gums	53%	54%	52%	40%	51%	57%	61%	62%	47%	56%	45%	59%	56%
	*	*	*	*	*	C.J	C.J	C.J*	*	**		C.J	C
Lack of exercise	49%	53%	44%	44%	50%	57%	46%	43%	36%	68%	47%	53%	42%
	*	*	*	*	*		*	*	*	**			
Head lice	4%	7%	1%	8%	5%	2%	-	4%	5%	-	6%	1%	4%
	B			F.K*	F*			F*	F*	**			F
Other	5%	3%	7%	-	4%	4%	7%	11%	15%	-	2%	5%	12%
	*	*	*	*	*		C.J	C.J*	C.D.E.J.K*	**		C	C.E.J.K
Don't know	4%	3%	5%	4%	7%	4%	1%	2%	2%	-	5%	3%	2%
	*	*	*	*	F*		*	*	*	**			
Prefer not to say	2%	1%	4%	3%	4%	3%	1%	2%	-	17%	3%	2%	2%
	A		*	*	*		*	*	*	**			

Q6\_rb. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your physical health in the last 12 months? Please select all that apply.

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Trouble sleeping	23%	28%	20%	18%	19%	23%	30%	30%	30%	18%	19%	26%	29%
	B			*	*		C.D.E.J.K	C.D.J	C.D.J	**		C.D.J	C.D.J
Skin irritations e.g. infections, rashes, dandruff	20%	22%	18%	21%	15%	19%	23%	24%	25%	18%	18%	21%	23%
	*	*	*	*	*		D	D	D	**			D
Poor oral health e.g. tooth decay, bleeding gums	18%	21%	16%	14%	16%	19%	23%	24%	19%	15%	15%	20%	21%
	B			*	*		C.D.J	C.J	C.J	**		C.J	C.J
Lack of exercise	17%	20%	14%	15%	16%	19%	18%	16%	15%	18%	15%	18%	16%
	B		*	*	*		*	*	*	**			
Head lice	1%	3%	0%	3%	1%	1%	-	2%	2%	-	2%	0%	2%
	B			F.K				F	F	**			F
Other	2%	1%	2%	-	1%	1%	3%	4%	6%	-	1%	2%	5%
	*	*	*	*	*		C.J	C.D.E.J	C.D.E.J.K	**		C	C.D.E.J.K
Don't know	1%	1%	1%	1%	2%	1%	0%	1%	1%	-	2%	1%	1%
	*	*	*	*	*		*	*	*	**			
Prefer not to say	1%	0%	1%	1%	1%	1%	0%	1%	-	4%	1%	1%	1%
	*	*	*	*	*		*	*	*	**			
Not applicable	66%	61%	69%	A	66%	69%	67%	62%	62%	59%	73%	67%	62%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

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Total	Social Grade		Region														
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland		
			M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA

Q6. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your physical health in the last 12 months? Please select all that apply.

	Unweighted base	527	253	274	23	54	54	39	41	36	69	73	47	436	36	39	16
Base: All living in hygiene poverty who say it has had an impact on their physical health		522	224	298	21	50	49	35	34	33	108	61	42	434	39	33	16
Trouble sleeping		68%	68%	68%	88%	63%	75%	73%	75%	59%	58%	73%	62%	67%	75%	68%	74%
					**	*	*	*	*	*	*	*	*	*	*	*	**
Skin irritations e.g. infections, rashes, dandruff		58%	56%	59%	70%	58%	57%	53%	56%	50%	55%	66%	50%	57%	69%	61%	60%
					**	*	*	*	*	*	*	*	*	*	*	*	**
Poor oral health e.g. tooth decay, bleeding gums		53%	49%	56%	55%	52%	45%	63%	70%	55%	48%	59%	42%	53%	55%	53%	50%
					**	*	*	*	*	*	*	*	*	*	*	*	**
Lack of exercise		49%	52%	46%	45%	47%	53%	57%	52%	41%	56%	45%	39%	50%	49%	41%	36%
					**	*	*	*	*	*	*	*	*	*	*	*	**
Head lice		4%	2%	5%	4%	-	9%	2%	4%	2%	6%	-	4%	4%	3%	6%	-
					**	*	*	*	*	*	*	*	*	*	*	*	**
Other		5%	4%	6%	4%	6%	7%	2%	3%	5%	9%	5%	4%	6%	3%	4%	-
					**	*	*	*	*	*	*	*	*	*	*	*	**
Don't know		4%	4%	4%	4%	5%	2%	2%	2%	16%	2%	-	6%	4%	3%	4%	7%
					**	*	*	*	*	*	*	*	*	*	*	*	**
Prefer not to say		2%	2%	2%	-	2%	3%	3%	-	2%	4%	5%	2%	3%	-	-	-
					**	*	*	*	*	*	*	*	*	*	*	*	**

Q6\_rb. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your physical health in the last 12 months? Please select all that apply.

	Unweighted base	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55	
Base: All living in hygiene poverty		1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59	
Trouble sleeping		23%	23%	24%	36%	21%	33%	23%	19%	23%	18%	28%	21%	23%	33%	23%	21%	
						P.S.U.W.X*	P.S.U.W.X			*		U			S.U*		*	
Skin irritations e.g. infections, rashes, dandruff		20%	19%	21%	29%	20%	25%	16%	14%	19%	17%	25%	17%	19%	30%	21%	17%	
					S*	S				*		S.X			R.S.U.W.X*		*	
Poor oral health e.g. tooth decay, bleeding gums		18%	17%	20%	23%	18%	20%	20%	18%	21%	15%	23%	14%	18%	24%	18%	14%	
					*					*					*		*	
Lack of exercise		17%	17%	16%	19%	*	16%	23%	18%	13%	16%	18%	17%	13%	17%	21%	14%	
					S.W.AA					*					*		*	
Head lice		1%	1%	2%	2%	-	4%	1%	1%	1%	2%	-	1%	1%	1%	2%	-	
					*	P.V.X				*					*	*	*	
Other		2%	1%	2%	2%	*	2%	3%	1%	1%	2%	*	3%	2%	1%	2%	1%	
					*					*					*	*	*	
Don't know		1%	1%	1%	2%	*	2%	1%	1%	1%	6%	1%	-	2%	1%	1%	2%	
					*						Q.R.S.U.V.X*				*	*	*	
Prefer not to say		1%	1%	1%	-	*	1%	1%	-	1%	1%	*	2%	1%	1%	-	*	
					*						Q.O.T.V.X.Y				*	*	*	
Not applicable		66%	66%	65%	59%	*	66%	56%	69%	Q	75%	61%	69%	62%	67%	66%	56%	72%

Hygiene Bank - Hygiene Poverty 2024

**Fieldwork Dates: 21st February - 8th March 2024**

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Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

**Q6. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your physical health in the last 12 months? Please select all that apply.**

ne	527	441	69	250	123	53	36	139	373	135	163	188	28
nh	522	413	91	266	114	48	33	137	366	121	154	198	33
g	68%	71%	54%	69%	70%	63%	56%	69%	68%	73%	69%	67%	54% **
ff	58%	59%	54% * + AG	64%	52%	50%	38% * +	50%	62% AH	60%	60%	56%	56% **
s	53%	57% AC	39% * +	51%	53%	50% * +	42% * +	57%	53%	57%	56%	52%	43% **
e	49%	48%	53% * +	51%	42%	46% * +	54% * +	50%	47%	51%	43%	51%	47% **
e	4%	4%	5% * +	5%	4%	4% * +	2% * +	1%	5% AH	3%	2%	6%	- **
er	5%	5%	6% * +	7%	3%	4% * +	- * +	3%	5%	8%	4%	4%	- **
W	4%	3%	7% * +	2%	8% AD	7% AD*	4% * +	6%	3%	2%	5%	4%	3% **
y	2%	2%	2% * +	1%	2%	2% * +	12% AD, AE*	1%	2%	3%	2%	2%	5% **

**Q6\_rb.** Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your physical health in the last 12 months? Please select all that apply.

e	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
y	1517	1186	277	703	364	144	121	427	1019	314	454	619	90
g	23%	25%	18%	26%	22%	21%	15%	22%	24%	28%	24%	21%	20%
f	AC	AG								AL		*	
s	20%	21%	17%	24%	17%	17%	10%	16%	22%	23%	21%	18%	21%
e	AE.AG								AH				
e	18%	20%	13%	19%	17%	17%	11%	18%	19%	22%	19%	17%	16%
e	AC	AG											*
er	17%	17%	17%	19%	13%	15%	14%	16%	17%	20%	15%	16%	17%
er	AE												*
W	1%	1%	2%	2%	1%	1%	1%	0%	2%	1%	1%	2%	-
y									AH				*
y	2%	2%	2%	2%	1%	1%	-	1%	2%	3%	2%	1%	-
y	1%	1%	2%	1%	2%	2%	1%	2%	1%	1%	2%	1%	1%
e	AD												*
e	1%	1%	1%	1%	1%	1%	3%	0%	1%	1%	1%	1%	2%
e							AD.AE						*
e	66%	65%	67%	62%	69%	67%	73%	68%	64%	62%	66%	68%	63%
e	AD				AD		AD						*

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	

Q6. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your physical health in the last 12 months? Please select all that apply.

Unweighted base	527	204	142	346	167	268	24	51	52	84	136	33	93	434	149	378
Base: All living in hygiene poverty who say it has had an impact on their physical health	522	193	143	335	172	271	35	40	56	76	133	45	112	409	156	365
Trouble sleeping	68%	76%	65%	71%	61%	65%	42%	78%	71%	73%	72%	55%	64%	69%	69%	67%
	AO,AQ	AQ	AQ	AQ		**	*	*	*	*		**	*			
Skin irritations e.g. infections, rashes, dandruff	58%	63%	62%	63%	49%	52%	60%	59%	69%	61%	64%	55%	54%	59%	59%	58%
	AO,AP,AQ	AQ	AQ	AQ		**	*	*	*	*	AR*	**	*			
Poor oral health e.g. tooth decay, bleeding gums	53%	63%	47%	56%	49%	49%	44%	47%	53%	69%	62%	49%	53%	53%	58%	51%
	AO,AP,AQ	AO	AO	AO		**	*	*	*	*	AR,AT*	**	*			
Lack of exercise	49%	49%	53%	51%	45%	48%	50%	39%	53%	50%	51%	67%	58%	46%	49%	48%
						**	*	*	*	*		**	*			
Head lice	4%	1%	4%	3%	6%	4%	8%	7%	2%	1%	2%	14%	8%	3%	1%	5%
					AN	**	AW*	*	*	*		**	AZ*		BA	
Other	5%	9%	5%	7%	1%	4%	-	11%	5%	7%	6%	-	2%	6%	7%	5%
		AQ	AQ	AQ		**	AR*	*	*	*		**	*			
Don't know	4%	1%	4%	2%	7%	5%	5%	-	2%	3%	2%	3%	2%	4%	3%	4%
				AN,AP		**	*	*	*	*		**	*			
Prefer not to say	2%	2%	4%	3%	1%	3%	4%	2%	3%	2%	2%	4%	3%	2%	2%	2%

Q6\_rb. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your physical health in the last 12 months? Please select all that apply.

Unweighted base	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121	
Base: All living in hygiene poverty	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108	
Trouble sleeping	23%	37%	25%	32%	15%	21%	10%	32%	29%	32%	31%	28%	26%	23%	26%	22%	
	AO,AP,AQ	AQ	AO,AQ	AQ	AQ	AS	*	AR,AS	AR,AS	AR,AS	AR,AS	*					
Skin irritations e.g. infections, rashes, dandruff	20%	31%	24%	28%	12%	17%	15%	24%	28%	27%	27%	28%	22%	20%	22%	19%	
	AO,AQ	AQ	AQ	AQ	AQ	*	AR	AR,AS	AR,AS	AR,AS	AR,AS	*					
Poor oral health e.g. tooth decay, bleeding gums	18%	31%	18%	25%	12%	15%	11%	19%	22%	30%	26%	25%	21%	18%	22%	17%	
	AO,AP,AQ	AQ	AO,AQ	AQ	AQ	*	AS	AR,AS,AT	AR,AS	AR,AS	AR,AS	*			BB		
Lack of exercise	17%	24%	21%	22%	11%	15%	12%	16%	22%	22%	22%	34%	23%	15%	19%	16%	
	AQ	AQ	AQ	AQ	AQ	*	AR	AR,AS	AR,AS	AR,AS	AR,AS	*			AZ		
Head lice	1%	1%	2%	1%	2%	1%	2%	3%	1%	0%	1%	7%	3%	1%	0%	2%	
						*	*					AZ*	AZ				
Other	2%	5%	2%	3%	0%	1%	-	4%	2%	3%	2%	-	*	1%	2%	1%	
	AO,AQ	AQ	AQ	AQ	AQ	*	AR,AS					*			3%	1%	
Don't know	1%	0%	1%	1%	2%	2%	1%	-	1%	1%	1%	1%	1%	1%	1%	1%	
						*	*					*					
Prefer not to say	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	
				AQ	AQ	*	*					*					
Not applicable	66%	51%	61%	AN,AP	56%	AN	76%	AN,AO,AP	68%	76%	AV,AW	AT,AU,AV,AW*	59%	59%	56%	58%	49%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age										
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+	
	A	B	C	D	E	F	G	H	I	J	K	L	
<b>Q7. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your mental health in the last 12 months? Please select all that apply.</b>													
<b>Unweighted base</b>	1071	439	632	103	184	347	239	126	61	11	287	586	198
<b>Base: All living in hygiene poverty who say it has had an impact on their mental health</b>	1037	420	616	169	217	300	198	99	47	8	385	497	154
It made me feel embarrassed	73%	73%	74%	71%	70%	77% L	76%	71%	69%	44% **	70%	77%	69%
It made me feel depressed	68%	72%	66%	56% *	60%	71% C.D.J	77% C.D.J	78% C.J*	73%	74% **	58%	73% C.D.J	76% C.D.J
It increased my stress	68%	66%	69%	58% *	68%	73% C.J	70% C	71%	63%	52% **	63%	72% C.J	67%
It made me feel ashamed	68%	64%	70%	64% A	63%	69%	71%	75% D.J	64%	55% **	64%	70%	70%
It made me feel anxious	60%	55%	63% A	57% *	54%	61%	63%	64%	66% *	63% **	55%	61%	64% D
It made me feel angry and resentful	49%	48%	50%	41% *	47%	54% C.J	47%	59%	51% *	53% **	44%	51%	56% C.J
It made me feel isolated	41%	41%	40%	27% *	41% C.J	45% C.J	43% C	51% C.J	38% *	8% **	35%	44%	45% C.J
It made me feel lonely	33%	35%	31%	21% *	34% C.J	37% C.J	32% C	37% *	33% **	28% **	29%	35%	35% C
It made me feel tired	28%	29%	27%	27% *	29%	27%	27%	32%	23% *	8% **	28%	27%	28%
Other	2%	1%	2%	- *	-	3% D.J	3% D.J	1% J	8% C.D.E.G.J.K*	- **	-	3% D.J	3% C.D.J
Don't know	0%	0%	-	- *	-	-	-	-	3% C.D.E.F.J.K*	- **	-	-	1% K
Prefer not to say	1%	0%	1%	1% *	1%	0%	0%	-	- *	- **	1%	0%	-
<b>Net: Anxious/depressed</b>	82%	82%	82%	82% *	77%	82%	85%	90%	84% *	74% **	79%	83%	87% D.J
<b>Net: Lonely/isolated</b>	47%	49%	47%	34% *	50% C.J	51% C	48% C	57% C.J	44% *	36% **	43%	49%	52% C
<b>Net: Ashamed/embarrassed</b>	82%	81%	83%	81% *	78%	84%	86% D	82%	79% *	55% **	79%	85%	79% D.J

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Social Grade		Region														
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland		
			M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA
Q7. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your mental health in the last 12 months? Please select all that apply.																	
Unweighted base	1071	527	544	45	114	92	94	102	69	130	146	101	893	62	74	42	
Base: All living in hygiene poverty who say it has had an impact on their mental health	1037	454	583	39	105	84	82	87	60	198	121	88	864	68	61	44	
It made me feel embarrassed	73%	73%	73%	85% Q, U*	77% U	67% +	73% +	70%	76% +	65% +	77% U	79% U*	73% U	74% +	77% +	80% +	
It made me feel depressed	68%	66%	70%	61% +	70% U	75% U*	73% U*	78% O.U.X.Z*	71% U*	54% U*	79% O.U.X.Z	72% U*	69% U	66% +	63% +	67% +	
It increased my stress	68%	69%	67%	59% +	64% U*	79% O.P.U.V.X.Y*	74% +	72% +	71% +	63% U*	66% U	70% 70%	68% +	64% +	65% +	77% +	
It made me feel ashamed	68%	66%	69%	71% U*	73% U	73% U*	70% U*	66% U*	74% U*	52% U*	72% U	75% U	67% U	64% +	74% U*	74% U*	
It made me feel anxious	60%	58%	61%	64% +	55% U*	64% +	57% +	63% +	54% +	56% +	60% 60%	66% 66%	59% 59%	58% 58%	63% 63%	65% 65%	
It made me feel angry and resentful	49%	50%	48%	50% +	49%	57% +	48% +	50% +	46% +	44% +	54% 49%	49% 49%	49% 49%	52% 52%	43% 43%	52% 52%	
It made me feel isolated	41%	40%	41%	44% +	35% +	37% +	37% +	38% +	32% +	41% +	38% +	50% P.S.X	41% +	39% 48% S*	44% 44% +	49% 49% +	
It made me feel lonely	33%	32%	33%	37% +	37% +	33% +	29% +	34% +	36% +	28% +	32% +	30% 30%	32% 32%	41% 41%	28% 28%	36% 36%	
It made me feel tired	28%	25%	30%	37% +	28% +	36% +	32% +	23% +	26% +	27% +	25% 25%	21% 21%	28% 28%	30% 30%	26% 26%	30% 30%	
Other	2%	1%	2%	2% +	1% +	2% +	4% +	1% +	3% +	1% +	2% -	3% +	2% -	4% +	1% +	- +	
Don't know	0%	-	0%	- +	- +	- +	- +	- +	- +	1% +	- +	- +	0% +	- +	- +	- +	
Prefer not to say	1%	0%	1%	- +	- +	- +	- +	- +	2% X*	1% +	- +	- +	0% +	- +	1% +	4% P.V.X*	
Net: Anxious/depressed	82%	81%	83%	81% +	81%	83% +	85% +	90% U*	79% +	76% +	87% U	86% +	82% +	80% +	84% +	78% +	
Net: Lonely/isolated	47%	47%	48%	53% +	46%	42% +	42% +	41% +	48% +	45% +	54% 54%	47% 47%	46% 46%	57% 57%	50% 50%	51% 51%	
Net: Ashamed/embarrassed	82%	80%	84%	90% S.U*	86% U	80% +	83% +	76% +	87% U*	74% +	88% S.U	86% 86%	82% 82%	79% 79%	86% 86%	84% 84%	

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size				
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people	
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	
Q7. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your mental health in the last 12 months? Please select all that apply.													
Unweighted base	1071	935	106	444	298	115	79	305	735	265	343	394	42
Base: All living in hygiene poverty who say it has had an impact on their mental health	1037	872	132	461	267	103	78	287	717	236	333	396	43
It made me feel embarrassed	73%	75%	69%	73%	75%	65%	71%	74%	73%	75%	73%	73%	75%
It made me feel depressed	68%	69%	63%	69%	68%	66%	54%	63%	70%	73%	69%	64%	70%
It increased my stress	68%	70%	58%	67%	71%	60%	65%	66%	69%	71%	71%	63%	70%
It made me feel ashamed	68%	69%	57%	69%	69%	58%	58%	68%	68%	69%	66%	67%	77%
It made me feel anxious	60%	62%	43%	59%	64%	54%	44%	54%	61%	64%	59%	58%	46%
It made me feel angry and resentful	49%	49%	48%	49%	52%	52%	37%	47%	50%	50%	52%	45%	57%
It made me feel isolated	41%	40%	43%	41%	44%	30%	22%	37%	42%	49%	39%	37%	35%
It made me feel lonely	33%	32%	33%	36%	31%	25%	18%	33%	32%	39%	29%	31%	25%
It made me feel tired	28%	28%	26%	30%	30%	22%	11%	28%	27%	26%	28%	29%	22%
Other	2%	2%	1%	2%	1%	2%	2%	1%	2%	3%	2%	1%	1%
Don't know	0%	0%	-	0%	-	-	-	0%	-	0%	-	-	*
Prefer not to say	1%	0%	1%	1%	-	-	2%	-	1%	1%	1%	1%	*
Net: Anxious/depressed	82%	83%	78%	83%	84%	77%	68%	76%	84%	87%	81%	80%	80%
Net: Lonely/isolated	47%	47%	52%	49%	50%	36%	27%	46%	47%	56%	45%	44%	44%
Net: Ashamed/embarrassed	82%	83%	78%	82%	84%	75%	78%	83%	82%	82%	81%	82%	88%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	
Q7. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your mental health in the last 12 months? Please select all that apply.																
Unweighted base	1071	338	275	613	435	590	60	77	92	160	252	37	128	943	311	760
Base: All living in hygiene poverty who say it has had an impact on their mental health	1037	311	261	572	441	565	90	58	97	142	239	47	146	890	309	728
It made me feel embarrassed	73%	78%	72%	76%	71%	72%	67%	67%	74%	82%	79%	65%	71%	74%	78%	71%
		AQ					*	*	*	AR,AS,AT	AR,AT	*			BB	
It made me feel depressed	68%	81%	70%	76%	58%	64%	55%	70%	72%	79%	76%	60%	65%	69%	70%	68%
		AO,AP,AQ				*	*	*	AS*	AR,AS	AR,AS	*				
It increased my stress	68%	75%	69%	72%	62%	67%	61%	66%	67%	72%	70%	54%	64%	69%	66%	69%
		AQ				*	*	*				*				
It made me feel ashamed	68%	73%	70%	72%	62%	67%	49%	58%	78%	77%	78%	51%	63%	68%	73%	65%
		AQ				*	*	*	AR,AS,AT*	AR,AS,AT	AR,AS,AT	*			AX	BB
It made me feel anxious	60%	70%	63%	67%	50%	57%	55%	66%	57%	70%	64%	38%	48%	62%	60%	60%
		AQ				*	*	*	AR,AU			*			AX,AY	
It made me feel angry and resentful	49%	55%	52%	53%	44%	50%	42%	57%	40%	47%	44%	53%	54%	48%	52%	48%
		AQ				*	*	*	AU*			*				
It made me feel isolated	41%	52%	42%	47%	32%	39%	21%	36%	53%	52%	52%	41%	43%	40%	42%	40%
		AO,AP,AQ				AS	*	AS*	AR,AS,AT*	AR,AS,AT	AR,AS,AT	*				
It made me feel lonely	33%	43%	33%	38%	24%	30%	22%	34%	39%	42%	41%	48%	41%	31%	37%	31%
		AO,AQ				*	*	*	AS*	AR,AS	AR,AS	*			AZ	
It made me feel tired	28%	36%	27%	32%	23%	25%	25%	24%	30%	34%	33%	36%	35%	27%	29%	27%
		AO,AQ				*	*	*	AR	AR	AR	*				
Other	2%	4%	2%	3%	1%	1%	1%	4%	3%	3%	3%	-	1%	2%	1%	2%
		AQ				*	*	*				*				
Don't know	0%	-	1%	0%	-	-	-	2%	-	-	-	-	-	0%	-	0%
						*	*	AR,AV,AW*	*			*				
Prefer not to say	1%	1%	0%	1%	0%	0%	2%	-	-	-	-	-	-	1%	-	1%
						*	*					*				
Net: Anxious/depressed	82%	91%	84%	88%	74%	79%	81%	83%	85%	89%	87%	70%	74%	84%	82%	82%
		AO,AP,AQ				*	*	*	AR	AR	AR	*			AX,AY	
Net: Lonely/isolated	47%	59%	50%	55%	38%	45%	31%	46%	56%	59%	58%	60%	54%	46%	49%	47%
		AO,AQ				AS	*	*	AS*	AR,AS	AR,AS	*				
Net: Ashamed/embarrassed	82%	85%	81%	83%	81%	81%	75%	74%	84%	88%	87%	71%	78%	83%	87%	80%
						*	*	*	AS,AT	AS,AT	AS,AT	*			BB	

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
			A	B	C	D	E	F	G	H	I	K

Q7\_rb. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your mental health in the last 12 months? Please select all that apply.

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
It made me feel embarrassed	50%	46%	53%	37%	50%	57%	58%	55%	40%	18%	44%	57%	47%
			A		C.J	C.H.J.L	C.H.J.L			**		C.H.J.L	C
It made me feel depressed	47%	45%	48%	30%	43%	52%	59%	60%	42%	31%	36%	55%	52%
			C.J	C.D.J	C.D.H.J	C.D.H.J.L		C		**		C.D.H.J	C.D.J
It increased my stress	46%	41%	50%	31%	48%	54%	53%	54%	37%	22%	39%	54%	45%
			A	C.H.J	C.H.J.L	C.H.J	C.H.J.L			**	C	C.H.J.L	C
It made me feel ashamed	46%	40%	51%	34%	45%	50%	54%	58%	37%	23%	40%	52%	48%
			A	C.J	C.H.J	C.D.H.J	C.D.H.J.L			**		C.H.J	C.H.J
It made me feel anxious	41%	35%	45%	30%	39%	44%	48%	49%	39%	26%	34%	46%	44%
			A		C.J	C.D.J	C.D.J			**		C.D.J	C.J
It made me feel angry and resentful	34%	30%	36%	21%	34%	39%	36%	45%	30%	22%	27%	38%	38%
			A	C.J	C.J	C.D.H.J.L		C.J		**		C.J	C.J
It made me feel isolated	28%	26%	29%	14%	29%	33%	33%	39%	22%	3%	21%	33%	30%
			C.J	C.H.J	C.H.J	C.D.H.J.L			**	C		C.H.J	C.J
It made me feel lonely	22%	22%	22%	11%	25%	27%	24%	28%	19%	12%	18%	26%	24%
			C.J	C.J	C.J		C.J		**	C		C.J	C
It made me feel tired	19%	18%	20%	14%	21%	20%	21%	25%	13%	3%	18%	20%	19%
					C.H.J.L					**			
Other	1%	1%	2%	-	-	2%	2%	1%	5%	-	-	2%	2%
					C.D.J	C.D.J	C.D.J	J	C.D.J	**		C.D.J	C.D.J
Don't know	0%	0%	-	-	-	-	-	-	-	-	-	1%	K
									2%	C.D.E.F.J.K	**		
Prefer not to say	0%	0%	1%	1%	0%	0%	0%	-	-	-	1%	0%	-
										**			
Not applicable	32%	37%	27%	47%	D.E.F.G.J.K.L	29%	27%	23%	23%	42%	58%	38%	25%
			B				D.E.F.G.K.L		D.E.F.G.K.L	**	D.E.F.G.K		32%
Net: Anxious/depressed	56%	52%	59%	44%	C.J	60%	65%	69%	49%	31%	49%	62%	59%
			A	C.H.J	C.D.H.J	C.D.H.J	C.D.E.H.J.L			**		C.D.H.J	C.H.J
Net: Lonely/isolated	32%	31%	34%	18%	C.J	36%	37%	37%	26%	15%	27%	37%	35%
			C.J	C.H.J	C.J	C.H.J	C.H.J.L			**	C	C.H.J	C.H.J
Net: Ashamed/embarrassed	56%	51%	60%	43%	C.J	55%	62%	66%	63%	46%	23%	49%	63%
			A	C.H.J.L	C.D.H.J.L	C.D.H.J.L	C.H.J.L			**		C.D.H.J.L	C

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024



Total	Social Grade		Region														
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland		
			M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA

Q7\_rb. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your mental health in the last 12 months? Please select all that apply.

Unweighted base	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55	
Base: All living in hygiene poverty	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59	
It made me feel embarrassed	50%	50%	50%	66%	56%	50%	53%	45%	53%	37%	58%	55%	49%	57%	49%	59%	
				S.U.X.Z*	U	U	U		U*		S.U.X	U	U	U*	U*	U*	
It made me feel depressed	47%	45%	48%	47%	50%	56%	53%	51%	49%	31%	60%	50%	47%	51%	40%	50%	
				U*	U	U.Z	U	U	U*		U.X.Z	U	U	U*	U*	U*	
It increased my stress	46%	47%	46%	46%	46%	59%	53%	46%	50%	36%	50%	48%	46%	49%	42%	57%	
				*		P.S.U.X.Z	U		U*		U	U	U	U*	U*	U*	
It made me feel ashamed	46%	45%	47%	56%	52%	54%	51%	43%	52%	30%	55%	52%	46%	50%	47%	54%	
				U*	U	U	U	U	U*		S.U.X	U	U	U*	U	U*	
It made me feel anxious	41%	40%	42%	50%	40%	48%	41%	41%	38%	32%	45%	46%	40%	45%	40%	48%	
				U*				*			U	U	U	U*	U*	U*	
It made me feel angry and resentful	34%	34%	33%	39%	35%	43%	34%	32%	32%	25%	41%	34%	33%	40%	27%	38%	*
				*	U	U.X.Z			*		U.X.Z		U	U*			*
It made me feel isolated	28%	27%	28%	34%	34%	25%	27%	27%	20%	29%	22%	38%	28%	27%	37%	28%	36%
				S*					*		P.S.U.X		S.U*		S.U*		
It made me feel lonely	22%	22%	23%	29%	26%	25%	21%	22%	25%	16%	25%	21%	22%	32%	18%	27%	*
				U*	U				*	U	U.X.Z*		U				*
It made me feel tired	19%	17%	20%	28%	20%	27%	23%	15%	18%	16%	19%	15%	19%	23%	16%	22%	*
				S.U.W*		S.U.W.X			*					*			*
Other	1%	1%	1%	1%	1%	1%	3%	0%	2%	0%	2%	2%	1%	3%	1%	-	*
Don't know	0%	-	0%	-	-	-	-	-	-	0%	-	-	0%	-	-	-	*
Prefer not to say	0%	0%	0%	-	-	-	-	-	1%	0%	-	-	0%	-	1%	3%	P.S.U.W.X*
Not applicable	32%	32%	31%	22%	28%	26%	28%	35%	30%	43%	24%	31%	32%	23%	36%	26%	*
				*				V	*	P.Q.R.T.V.W.X.Y.AA		V	*	V.Y			*
Net: Anxious/depressed	56%	55%	57%	63%	58%	62%	61%	58%	55%	44%	66%	60%	56%	62%	53%	58%	*
				U*	U	U	U	U	*	U.X.Z	U	U	U*	U*			*
Net: Lonely/isolated	32%	32%	33%	42%	33%	31%	30%	27%	34%	26%	41%	33%	31%	44%	32%	38%	*
				S.U*					*	S.U.X		S.U.X*		S.U.X*			*
Net: Ashamed/embarrassed	56%	54%	57%	71%	62%	60%	59%	49%	61%	42%	67%	60%	55%	61%	55%	62%	*
				S.U.X*	S.U	U	U		U*	S.U.X	U	U	U*	U	U*		*

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

Q7\_rb. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your mental health in the last 12 months? Please select all that apply.

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90
It made me feel embarrassed	50%	55%	33%	48%	55%	47%	46%	50%	52%	56%	54%	47%	36%
	AC			AD				AL.AM		AL.AM			*
It made me feel depressed	47%	51%	30%	45%	50%	47%	35%	43%	49%	55%	51%	41%	34%
	AC			AG				AL.AM		AL.AM			*
It increased my stress	46%	51%	27%	44%	52%	43%	42%	45%	48%	53%	52%	40%	34%
	AC			AD.AF				AL.AM		AL.AM			*
It made me feel ashamed	46%	51%	27%	45%	51%	42%	37%	45%	48%	52%	48%	43%	37%
	AC			AG				AL.AM					*
It made me feel anxious	41%	45%	21%	39%	47%	39%	28%	36%	43%	48%	43%	37%	22%
	AC			AD.AG				AH		AL.AM		AM	*
It made me feel angry and resentful	34%	36%	23%	32%	38%	37%	24%	32%	35%	37%	38%	29%	28%
	AC			AD.AG				AL		AL			*
It made me feel isolated	28%	30%	21%	27%	32%	22%	14%	25%	29%	37%	28%	23%	17%
	AC			AG				AK.AL.AM		AM			*
It made me feel lonely	22%	24%	16%	24%	22%	18%	11%	22%	22%	29%	21%	20%	12%
	AC			AG				AK.AL.AM					*
It made me feel tired	19%	20%	12%	20%	22%	16%	7%	19%	19%	20%	21%	18%	11%
	AC			AG									*
Other	1%	1%	0%	1%	1%	1%	1%	1%	2%	2%	2%	1%	1%
								AL					*
Don't know	0%	0%	-	0%	-	-	-	-	0%	-	0%	-	*
Prefer not to say	0%	0%	1%	1%	-	-	1%	-	1%	0%	0%	0%	-
Not applicable	32%	26%	52%	34%	27%	29%	35%	33%	30%	25%	27%	36%	52%
	AB		AE					AJ.AK		AL.AM		AJ.AK.AL*	
Net: Anxious/depressed	56%	61%	37%	54%	62%	55%	44%	51%	59%	65%	60%	51%	39%
	AC			AD.AG				AH		AL.AM			*
Net: Lonely/isolated	32%	34%	25%	32%	36%	26%	18%	31%	33%	42%	33%	28%	21%
	AC			AG				AK.AL.AM					*
Net: Ashamed/embarrassed	56%	61%	37%	54%	61%	54%	51%	56%	58%	62%	60%	52%	42%
	AC			AD.AG				AL.AM		AL.AM			*

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit		
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No		
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB		
Q7_rb. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your mental health in the last 12 months? Please select all that apply.																	
Unweighted base	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121	
Base: All living in hygiene poverty	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108	
It made me feel embarrassed	50%	62%	51%	57%	43%	48%	42%	40%	52%	67%	61%	34%	37%	53%	59%	47%	
	AO,AP,AQ	AQ	AO,AQ				*			AR,AS,AT,AU,AW	AR,AS,AT	*		AX,AY	BB		
It made me feel depressed	47%	64%	50%	57%	36%	43%	35%	41%	51%	64%	59%	32%	34%	50%	53%	44%	
	AO,AP,AQ	AQ	AO,AQ				*	AS	AR,AS,AT,AU,AW	AR,AS,AT	*		AX,AY	BB			
It increased my stress	46%	60%	49%	54%	38%	45%	38%	39%	47%	59%	54%	29%	34%	49%	50%	45%	
	AO,AP,AQ	AQ	AO,AQ				*		AR,AS,AT	AR,AS,AT	*		AX,AY				
It made me feel ashamed	46%	58%	50%	54%	38%	44%	31%	34%	55%	63%	60%	27%	33%	49%	55%	43%	
	AO,AQ	AQ	AQ			AS,AT	*		AR,AS,AT	AR,AS,AT	AR,AS,AT	*		AX,AY	BB		
It made me feel anxious	41%	56%	45%	50%	31%	38%	35%	39%	40%	57%	49%	20%	25%	44%	45%	39%	
	AO,AP,AQ	AQ	AO,AQ				*		AR,AS,AT,AU,AW	AR,AS,AU			AX,AY	BB			
It made me feel angry and resentful	34%	44%	37%	40%	27%	33%	27%	34%	28%	38%	34%	28%	28%	35%	39%	32%	
		AQ	AQ				*					*			BB		
It made me feel isolated	28%	41%	30%	36%	20%	26%	13%	21%	38%	42%	40%	22%	23%	29%	32%	26%	
	AO,AP,AQ	AQ	AO,AQ			AS	*		AR,AS,AT	AR,AS,AT	AR,AS,AT	*		BB			
It made me feel lonely	22%	34%	24%	29%	15%	20%	14%	20%	27%	34%	31%	25%	22%	22%	28%	20%	
	AO,AP,AQ	AQ	AO,AQ				*		AR,AS,AT	AR,AS,AT	AR,AS,AT	*		BB			
It made me feel tired	19%	28%	19%	24%	14%	17%	16%	14%	21%	28%	25%	19%	18%	19%	22%	18%	
	AO,AP,AQ	AQ	AO,AQ				*		AR,AS,AT	AR,AT	*						
Other	1%	3%	1%	2%	0%	1%	1%	2%	2%	2%	2%	-	-	0%	1%	1%	
		AQ				*						*					
Don't know	0%	-	0%	0%	-	-	-	1%	-	-	-	-	-	0%	-	0%	
							*	AR,AW				*					
Prefer not to say	0%	1%	0%	0%	0%	0%	1%	-	-	-	-	-	-	0%	-	0%	
						*						*					
Not applicable	32%	20%	29%	25%	38%	34%	37%	41%	29%	19%	23%	47%	48%	28%	24%	34%	
	AN,AP	AN	AN,AO,AP		AV,AW	AV,AW*	AV,AW	AV,AW	AV			AZ*	AZ		BA		
Net: Anxious/depressed	56%	72%	59%	66%	46%	52%	51%	49%	60%	72%	67%	37%	39%	60%	62%	54%	
	AO,AP,AQ	AQ	AO,AQ			*			AR,AS,AT,AU	AR,AS,AT	AR,AS,AT	*		AX,AY	BB		
Net: Lonely/isolated	32%	47%	35%	41%	23%	30%	20%	27%	39%	48%	44%	32%	28%	33%	37%	31%	
	AO,AP,AQ	AQ	AO,AQ			*			AR,AS,AT	AR,AS,AT	AR,AS,AT	*		BB			
Net: Ashamed/embarrassed	56%	68%	57%	63%	50%	54%	48%	44%	60%	72%	66%	38%	41%	59%	65%	53%	
	AO,AP,AQ	AQ	AO,AQ		AT	*			AR,AS,AT,AU	AR,AS,AT	AR,AS,AT	*		AX,AY	BB		

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
	A	B	C	D	E	F	G	H	I	J	K	L

Q8. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your social life in the last 12 months? Please select all that apply.

Unweighted base

Base: All living in hygiene poverty who say it has had an impact on their social life

Generally, I had less contact with others

I socialised less

I didn't have the energy to socialise

I took part in hobbies and leisure activities less often than I used to

I got invited out by friends/others less often

Other

Don't know

Prefer not to say

Net: Socialised less

701	325	376	74	110	215	152	89	51	10	184	367	150
685	319	366	123	133	189	127	66	40	7	256	316	113
67%	67%	67%	51% * C.J	67% C.J	70% C	69% C.D.F.J.K*	81% C.D.F.J.K*	69% * C.D.J*	89% **	60% C.J	70% C.J	77%
66%	67%	64%	55% * D.J	55% D.J	70% D.J	70% D.J	76% C.D.J*	69% * C.D.J	79% **	57% H	70% H	73% D.J
43%	44%	42%	51% * H	39%	43%	39%	50% * H.L*	36% * H.L*	29% **	45% H	41% H	44%
36%	36%	35%	34% * H	38%	35%	38%	42%	17% * H	20% **	36% H	36% H	32%
15%	20% B	10%	17% * H	18%	13%	15%	13% * C.D.E.J.K	11% * C.D.E.J.K	- * C.D.E.J.K	18% H	14% H	11%
2%	3%	2%	1% * A	2%	1%	3%	5% * C.D.J	5% * C.D.J	12% **	1% C.D.J	2% C.D.J	6% E.J.K
2%	1%	4%	6% K.L*	2%	2%	2%	1% * C.D.J	- * C.D.J	- * C.D.J	4% H	2% H	1%
2%	1%	2%	3% * A	1%	3%	1%	1% * C.D.J	2% * C.D.J	- * C.D.J	2% H	2% H	1%
92%	94%	90%	87% * C.J	92%	93%	94%	94% * C.J	97% * C.J	100% **	89% C.J	93% C.J	95% C.J

Q8\_rb. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your social life in the last 12 months? Please select all that apply.

Unweighted base

Base: All living in hygiene poverty

Generally, I had less contact with others

I socialised less

I didn't have the energy to socialise

I took part in hobbies and leisure activities less often than I used to

I got invited out by friends/others less often

Other

Don't know

Prefer not to say

Not applicable

Net: Socialised less

1517	657	860	191	252	470	310	163	107	24	443	780	294
1517	667	850	319	303	410	258	128	81	18	622	667	228
30%	32%	29%	20%	30%	32%	34%	42%	34%	33%	25%	33%	38%
30%	32%	28%	23%	24%	32%	34%	39%	34%	29%	23%	33%	36%
19%	21%	18%	20%	17%	20%	19%	26%	18%	11%	18%	20%	22%
16%	17%	15%	13%	17%	16%	19%	22%	9%	8%	15%	17%	16%
7%	10% B	4%	7%	8%	6%	7%	7%	5%	- **	7%	6%	6%
1%	1%	1%	0%	1%	1%	1%	3% E.J	3% J	4% **	1%	1%	3% C.E.J.K
1%	0%	2% A	2%	1%	1%	1%	1%	- **	- **	2%	1%	0%
1%	1%	1%	1%	0%	1%	0%	0%	1%	- **	1%	1%	1%
55%	52%	57%	61% F.G.K.L	56%	54%	51%	48%	51%	63% **	59% F.G.K.L	53%	50%
42%	45% B	39%	34% C.J	40%	43% C.J	46% C.J	48% C.J	48% C.J	37% **	37% C.J	44% C.J	47% C.J

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Social Grade		Region														
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland		
			M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA

Q8. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your social life in the last 12 months? Please select all that apply.

Unweighted base	701	359	342	30	76	64	59	59	46	103	80	71	588	35	55	23
Base: All living in hygiene poverty who say it has had an impact on their social life	685	321	364	25	69	58	53	49	41	157	64	58	575	38	49	24
Generally, I had less contact with others	67%	69%	66%	72%	62%	66%	61%	70%	76%	63%	73%	76%	67%	70%	76%	42%
I socialised less	66%	64%	67%	66%	69%	65%	77%	62%	58%	55%	75%	74%	65%	67%	65%	71%
I didn't have the energy to socialise	43%	37%	48%	43%	42%	62%	50%	44%	37%	33%	51%	44%	43%	46%	39%	35%
I took part in hobbies and leisure activities less often than I used to	36%	39%	32%	42%	36%	37%	35%	30%	42%	28%	46%	48%	37%	39%	25%	28%
I got invited out by friends/others less often	15%	14%	16%	12%	16%	15%	11%	13%	11%	22%	7%	16%	15%	21%	9%	8%
Other	2%	2%	3%	-	2%	5%	2%	3%	6%	-	6%	2%	2%	3%	2%	-
Don't know	2%	2%	3%	6%	2%	-	-	-	4%	5%	-	1%	2%	-	1%	8%
Prefer not to say	2%	1%	2%	4%	2%	1%	2%	-	-	3%	2%	-	2%	-	-	8%
Net: Socialised less	92%	92%	92%	90%	92%	95%	94%	98%	96%	86%	93%	94%	92%	96%	99%	79%

Q8\_rb. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your social life in the last 12 months? Please select all that apply.

Unweighted base	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
Base: All living in hygiene poverty	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
Generally, I had less contact with others	30%	33%	28%	36%	29%	34%	28%	26%	37%	29%	29%	35%	30%	30%	38%	17%
I socialised less	30%	31%	29%	33%	33%	33%	36%	23%	28%	25%	30%	34%	29%	29%	33%	29%
I didn't have the energy to socialise	19%	18%	21%	22%	20%	32%	23%	16%	18%	15%	21%	20%	20%	20%	20%	14%
I took part in hobbies and leisure activities less often than I used to	16%	19%	14%	21%	17%	19%	16%	11%	20%	13%	18%	22%	16%	16%	13%	11%
I got invited out by friends/others less often	7%	7%	7%	6%	8%	8%	5%	5%	5%	10%	3%	7%	7%	9%	5%	3%
Other	1%	1%	1%	-	1%	3%	1%	1%	3%	-	2%	1%	1%	1%	1%	-
Don't know	1%	1%	1%	3%	1%	-	-	-	2%	2%	-	1%	1%	-	1%	3%
Prefer not to say	1%	1%	1%	2%	1%	1%	1%	-	-	1%	1%	-	1%	-	-	3%
Not applicable	55%	52%	57%	50%	53%	49%	53%	63%	52%	54%	60%	54%	55%	57%	49%	59%
Net: Socialised less	42%	44%	39%	46%	44%	49%	44%	36%	46%	39%	38%	43%	41%	41%	50%	32%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024



Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

Q8. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your social life in the last 12 months? Please select all that apply.

Unweighted base	701	575	99	306	180	72	50	184	496	186	210	261	26
Base: All living in hygiene poverty who say it has had an impact on their social life	685	532	125	321	161	66	51	182	479	163	202	269	34
Generally, I had less contact with others	67%	72%	52%	66%	68%	65%	63%	65%	69%	74%	68%	64%	56% **
I socialised less	66%	69%	57%	67%	70%	52%	65%	60%	69%	72%	68%	63%	38% **
I didn't have the energy to socialise	43%	41%	47%	48%	37%	44%	29%	40%	45%	42%	44%	44%	45% **
I took part in hobbies and leisure activities less often than I used to	36%	36%	28%	36%	31%	46%	40%	35%	36%	36%	34%	37%	29% **
I got invited out by friends/others less often	15%	13%	22%	16%	13%	18%	10%	21%	12%	14%	8%	19%	20% **
Other	2%	3%	1%	3%	2%	-	-	1%	3%	5%	2%	1%	- **
Don't know	2%	2%	4%	2%	2%	-	6%	1%	2%	2%	2%	3%	- **
Prefer not to say	2%	1%	2%	2%	-	1%	2%	1%	2%	2%	0%	- **	
Net: Socialised less	92%	93%	90% *	92%	96% AG	90% *	85% *	93%	93%	93%	90%	93%	90% **

Q8\_rb. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your social life in the last 12 months? Please select all that apply.

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90
Generally, I had less contact with others	30%	32%	23%	30%	30%	30%	27%	28%	32%	38%	30%	28%	21% *
I socialised less	30%	31%	26%	30%	31%	24%	27%	26%	32%	37%	30%	27%	14% *
I didn't have the energy to socialise	19%	19%	21%	22%	17%	20%	12%	17%	21%	22%	20%	19%	17% *
I took part in hobbies and leisure activities less often than I used to	16%	16%	13%	16%	14%	21%	17%	15%	17%	19%	15%	16%	11% *
I got invited out by friends/others less often	7%	6%	10%	7%	6%	9%	4%	9% AI	6%	7% AK	4%	8% AK	8% *
Other	1%	1%	1%	1%	1%	-	-	1%	1%	2% AL	1%	1%	- *
Don't know	1%	1%	2%	1%	1%	-	3%	0%	1%	1%	1%	1%	- *
Prefer not to say	1%	1%	1%	1%	-	0%	1%	0%	1%	1%	1%	0%	- *
Not applicable	55%	55%	55%	54%	56%	54%	58%	57%	53%	48%	56%	57%	63% AJ* 44% *
Net: Socialised less	42%	42%	41%	42%	42%	41%	36%	40%	44%	48% AK,AL,AM	40%	41%	34% *

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024



Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	

Q8. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your social life in the last 12 months? Please select all that apply.

Unweighted base	701	209	190	399	285	376	36	64	62	103	165	34	113	588	201	500
Base: All living in hygiene poverty who say it has had an impact on their social life	685	192	186	378	290	372	54	48	65	90	155	46	138	547	202	483
Generally, I had less contact with others	67%	79%	66%	72%	61%	64%	49%	81%	72%	81%	77%	48%	61%	69%	68%	67%
		AO,AP,AQ		AO,AQ			*	AR,AS*	AS*	AR,AS*	AR,AS	**	*			
I socialised less	66%	72%	65%	69%	61%	62%	69%	66%	71%	75%	73%	50%	54%	68%	65%	66%
		AQ		AQ			*	*	*	AR*	AR	**	*	AY		
I didn't have the energy to socialise	43%	50%	43%	47%	38%	36%	58%	35%	61%	44%	51%	55%	41%	43%	42%	43%
		AQ		AQ			*	AR,AT,AV*	AR,AT	AR,AT	AR,AT	**	*			
I took part in hobbies and leisure activities less often than I used to	36%	38%	34%	36%	34%	38%	37%	24%	32%	33%	33%	42%	40%	34%	33%	36%
								AT	*	*	*	**	*			
I got invited out by friends/others less often	15%	20%	12%	16%	12%	17%	10%	10%	19%	7%	12%	42%	28%	11%	17%	14%
		AO,AQ		AV		*	*	*	AV*	*	AV	**	AZ*			
Other	2%	4%	3%	3%	1%	2%	-	6%	-	3%	2%	2%	1%	3%	3%	2%
							*	AU*	*	*	*	**	*			
Don't know	2%	1%	3%	2%	3%	2%	-	-	3%	2%	2%	-	3%	2%	2%	3%
							*	*	*	*	*	**	*			
Prefer not to say	2%	2%	2%	2%	1%	1%	4%	-	5%	2%	3%	-	2%	2%	3%	1%
							*	*	*	*	*	**	*			
Net: Socialised less	92%	95%	92%	94%	90%	91%	94%	99%	92%	95%	94%	95%	89%	93%	93%	92%
		AQ					*	AR*	*	*	*	**	*			

Q8\_rb. Which, if any, of the following describes the impact of going without basic toiletries or hygiene items on your social life in the last 12 months? Please select all that apply.

Unweighted base	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base: All living in hygiene poverty	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Generally, I had less contact with others	30%	39%	33%	36%	25%	28%	19%	39%	34%	41%	38%	25%	30%	30%	33%	29%
		AQ		AQ		*	AR,AS	AS	AR,AS	AR,AS	AR,AS	*				
I socialised less	30%	35%	33%	34%	25%	27%	26%	32%	34%	38%	36%	26%	27%	30%	32%	29%
		AQ		AQ		*	*	AR	AR	AR	AR	*				
I didn't have the energy to socialise	19%	25%	22%	23%	15%	16%	22%	17%	29%	23%	25%	29%	20%	19%	21%	19%
		AQ		AQ		*	AR,AT	AR	AR	AR	AR	*				
I took part in hobbies and leisure activities less often than I used to	16%	18%	17%	18%	14%	16%	14%	12%	15%	17%	16%	22%	20%	15%	16%	16%
						*	*					*				
I got invited out by friends/others less often	7%	10%	6%	8%	5%	7%	4%	5%	9%	4%	6%	22%	14%	5%	8%	6%
		AO,AQ		AQ		*	*	AR,AU	-	2%	1%	1%	1%	1%	1%	1%
Other	1%	2%	1%	2%	1%	1%	-	3%	-	2%	1%	1%	1%	1%	1%	1%
		AQ				*	*	AR,AU				*				
Don't know	1%	0%	1%	1%	1%	1%	-	-	1%	1%	1%	-	1%	1%	1%	1%
						*	*					*				
Prefer not to say	1%	1%	1%	1%	1%	1%	1%	-	2%	1%	1%	-	1%	1%	1%	1%
						*	*					*				
Not applicable	55%	51%	49%	50%	59%	56%	62%	51%	53%	49%	50%	48%	51%	56%	51%	56%
		AN,AO,AP				*	AV*					*				
Net: Socialised less	42%	47%	47%	47%	46%	40%	36%	48%	44%	49%	47%	50%	44%	41%	46%	40%
		AQ		AQ		*	*	AR,AS	AR			*				

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
	A	B	C	D	E	F	G	H	I	J	K	L

Q9. Which, if any, of the following have you avoided as a result of going without basic toiletries or hygiene items in the last 12 months? Please select all that apply.

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Seeing a friend(s)	45%	47%	44%	33%	41%	49%	52%	50%	53%	63%	37%	50%	52%
Going to a social event	44%	47%	41%	38%	39%	48%	46%	51%	48%	37%	39%	47%	49%
Seeing family	30%	33%	27%	21%	31%	32%	31%	39%	33%	37%	26%	32%	36%
Pursuing a romantic relationship	23%	29%	18%	24%	17%	25%	25%	27%	11%	15%	21%	25%	20%
Taking part in sport/going to the gym	21%	23%	20%	26%	24%	22%	17%	19%	12%	18%	25%	20%	16%
Going to work	13%	13%	12%	14%	18%	13%	10%	10%	1%	-	16%	12%	6%
Going to a job interview	9%	14%	6%	13%	8%	11%	7%	9%	2%	-	11%	9%	6%
Going to school/college/university	7%	7%	7%	17%	9%	3%	3%	2%	1%	-	13%	3%	2%
Other	3%	2%	3%	1%	2%	3%	4%	3%	4%	3%	1%	3%	3%
Don't know	2%	1%	3%	0%	2%	3%	4%	2%	4%	-	1%	3%	2%
None of these	17%	13%	19%	A	19%	14%	15%	16%	16%	17%	33%	17%	16%
Prefer not to say	4%	4%	4%	5%	5%	4%	3%	3%	4%	-	5%	3%	3%
Net: Seeing friends/family	53%	57%	51%	42%	50%	57%	59%	61%	63%	67%	46%	58%	62%
		B				C.J	C.D.J	C.D.J	C.D.J	**		C.J	C.D.J

Hygiene Bank - Hygiene Poverty 2024

**Fieldwork Dates: 21st February - 8th March 2024**

YouGov

Total	Social Grade		Region													
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland	
	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	

**Q9. Which, if any, of the following have you avoided as a result of going without basic toiletries or hygiene items in the last 12 months? Please select all that apply.**

Unweighted base	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
<b>Base: All living in hygiene poverty</b>	<b>1517</b>	<b>667</b>	<b>850</b>	<b>50</b>	<b>147</b>	<b>113</b>	<b>114</b>	<b>135</b>	<b>86</b>	<b>344</b>	<b>159</b>	<b>126</b>	<b>1274</b>	<b>88</b>	<b>96</b>	<b>59</b>
Seeing a friend(s)	45%	47%	44%	51%	47%	56%	45%	43%	51%	40%	50%	45%	46%	38%	46%	36%
				*		S.U.X.Y.AA		*	*				*	*		*
Going to a social event	44%	45%	43%	46%	40%	50% U	44%	40%	49%	39%	48%	48%	44%	51%	44%	44%
				*					*				*	*		*
Seeing family	30%	29%	31%	48% P.R.S.U.V.W.X.Y.Z.AA*	31%	38% U.W.AA	30%	31%	38% U.AA*	24%	31%	27%	30%	30% *	31%	19% *
Pursuing a romantic relationship	23%	24%	21%	26% *	24%	26%	17%	18%	29% R.S.AA*	22%	22%	25%	23%	19% *	29%	13% *
Taking part in sport/going to the gym	21%	24% N	19%	19%	20%	24% S	22%	14%	18% *	23% S	24% S	19%	21% S	24% *	27%	18% *
Going to work	13%	15% N	11%	12% *	15% T	16% T	11%	8%	6% *	16% S.T.AA	14% T	10%	13% T	14% *	12%	5% *
Going to a job interview	9%	8%	10%	14% *	11%	9%	6%	6%	8% *	10%	9%	8%	9%	13% *	12%	8% *
Going to school/college/university	7%	6%	8%	4% *	9% Y	15% R.S.T.V.W.X.Y.AA	5%	4%	6% *	9% Y	6%	7%	8%	1% *	7%	4%
Other	3%	3%	2%	- *	4%	2%	1%	4%	3% *	3%	3%	2%	3%	2% *	-	5% Z*
Don't know	2%	2%	3%	1% *	1%	1%	1%	1%	3% *	3%	3%	4%	2%	- *	3%	8% P.Q.R.S.X.
None of these	17%	14%	19%	15% M	14%	14%	19%	14%	19% *	16%	17%	21%	16%	17% *	15%	20% *
Prefer not to say	4%	3%	5%	2% *	3%	4%	6% T	10% P.Q.T.U.V.W.X	- *	4%	3%	2%	4% T	4% *	4%	8% T.W*
<b>Net: Seeing friends/family</b>	<b>53%</b>	<b>55%</b>	<b>52%</b>	<b>61% AA*</b>	<b>56% AA</b>	<b>62% U.Y.AA</b>	<b>52%</b>	<b>54%</b>	<b>63% U.Y.AA*</b>	<b>49%</b>	<b>59% AA</b>	<b>53%</b>	<b>55% AA</b>	<b>47% *</b>	<b>53%</b>	<b>38% *</b>

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

Q9. Which, if any, of the following have you avoided as a result of going without basic toiletries or hygiene items in the last 12 months? Please select all that apply.

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90
Seeing a friend(s)	45%	46%	43%	46%	47%	43%	36%	41%	48%	57%	44%	41%	36%
Going to a social event	44%	45%	39%	42%	47%	46%	40%	42%	46%	48%	44%	45%	36%
Seeing family	30%	30%	29%	32%	30%	27%	17%	31%	30%	35%	27%	30%	25%
Pursuing a romantic relationship	23%	21%	27%	25%	22%	17%	16%	19%	24%	35%	18%	19%	28%
Taking part in sport/going to the gym	21%	20%	24%	22%	18%	21%	25%	18%	23%	23%	22%	21%	21%
Going to work	13%	12%	15%	13%	13%	14%	12%	13%	12%	10%	14%	13%	12%
Going to a job interview	9%	8%	13%	11%	8%	7%	5%	8%	10%	8%	11%	8%	10%
Going to school/college/university	7%	6%	10%	10%	4%	6%	6%	5%	7%	4%	7%	8%	11%
Other	3%	3%	2%	3%	2%	1%	3%	2%	3%	4%	3%	1%	1%
Don't know	2%	3%	1%	2%	2%	3%	4%	3%	2%	2%	2%	3%	-
None of these	17%	18%	9%	16%	16%	16%	21%	17%	17%	14%	17%	18%	12%
Prefer not to say	4%	4%	5%	4%	2%	3%	5%	3%	4%	4%	6%	3%	-
Net: Seeing friends/family	53%	54%	52%	55%	55%	53%	41%	51%	55%	63%	52%	50%	49%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	

Q9. Which, if any, of the following have you avoided as a result of going without basic toiletries or hygiene items in the last 12 months? Please select all that apply.

Unweighted base	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121	
Base: All living in hygiene poverty	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108	
Seeing a friend(s)	45%	54%	48%	51%	39%	42%	33%	57%	45%	57%	52%	51%	49%	44%	51%	43%	
		AQ	AQ	AQ			*	AR.AS		AR.AS	AR.AS	*			BB		
Going to a social event	44%	48%	48%	48%	40%	45%	37%	45%	43%	47%	45%	43%	43%	44%	48%	43%	
		AQ	AQ	AQ			*					*					
Seeing family	30%	46%	29%	38%	22%	28%	8%	38%	40%	40%	40%	40%	41%	36%	29%	39%	27%
		AO,AP,AQ	AQ	AO,AQ		AS	*	AR.AS	AR.AS	AR.AS	AR.AS	*	*	AZ	BB		
Pursuing a romantic relationship	23%	29%	24%	26%	19%	23%	24%	12%	27%	25%	25%	33%	33%	20%	26%	21%	
		AQ	AQ	AQ		AT	AT*		AT	AT	AT	AZ*	AZ				
Taking part in sport/going to the gym	21%	23%	25%	24%	19%	22%	30%	14%	18%	18%	18%	28%	27%	20%	21%	22%	
		AQ	AQ	AQ		AT	AT,AV,AW*					*	AZ				
Going to work	13%	13%	14%	14%	11%	18%	7%	2%	8%	0%	4%	33%	25%	10%	15%	12%	
						AS,AT,AU,AV,AW	AV*		AV,AW		AV	AZ*	AZ				
Going to a job interview	9%	9%	11%	10%	9%	10%	10%	5%	10%	6%	8%	26%	17%	7%	8%	10%	
							*					AZ*	AZ				
Going to school/college/university	7%	8%	6%	7%	7%	5%	23%	3%	4%	4%	4%	21%	14%	5%	8%	7%	
						AR,AT,AU,AV,AW*						AZ*	AZ				
Other	3%	4%	4%	4%	1%	2%	1%	5%	2%	4%	3%	1%	1%	3%	3%	2%	
		AQ	AQ	AQ		*	AR	AR	AR			*					
Don't know	2%	1%	3%	2%	3%	3%	1%	2%	4%	2%	2%	1%	2%	2%	2%	2%	
						*						*					
None of these	17%	11%	15%	13%	21%	16%	20%	20%	17%	16%	17%	1%	6%	19%	13%	18%	
					AN,AP	*						*	AZ,AY			BA	
Prefer not to say	4%	4%	3%	4%	4%	3%	3%	3%	4%	7%	5%	2%	3%	4%	3%	5%	
						*				AR		*					
Net: Seeing friends/family	53%	66%	57%	62%	45%	50%	39%	67%	57%	67%	62%	71%	61%	52%	61%	51%	
		AO,AQ	AQ	AQ		*	AR,AS	AS	AR,AS	AR,AS	AR,AS	AZ*	AZ		BB		

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
	A	B	C	D	E	F	G	H	I	J	K	L

Q10a. In the past 12 months, from which, if any, of the following have you received support to help you to get basic toiletries or hygiene items? Please select all that apply.

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Family	34%	33%	35%	48%	33%	33%	30%	30%	19%	8%	40%	32%	24%
				D.E.F.G.H.J.K.L	H.L	H.L	H			**	D.E.F.G.H.K.L	H.L	
Friends	18%	20%	16%	32%	17%	13%	14%	14%	6%	8%	25%	13%	11%
				D.E.F.G.H.J.K.L	H.L	H				**	D.E.F.G.H.K.L	H	
Food banks	13%	17%	11%	11%	13%	15%	15%	15%	11%	8%	12%	15%	13%
				B						**			
Your spouse/partner	12%	14%	10%	17%	16%	10%	7%	7%	8%	8%	17%	9%	7%
				E.F.G.H.K.L	E.F.G.H.K.L					**	E.F.G.H.K.L		
Charities	7%	9%	6%	9%	7%	9%	5%	4%	9%	-	8%	7%	6%
				B	F					**			
Your employer	4%	7%	2%	10%	6%	3%	1%	1%	-	-	8%	2%	1%
				E.F.G.H.K.L	E.F.G.H.K.L					**	E.F.G.H.K.L		
Prefer not to say	3%	3%	3%	3%	4%	3%	1%	5%	4%	-	3%	2%	4%
								F		**			F
Other	1%	0%	2%	1%	2%	1%	2%	1%	1%	-	1%	2%	1%
				A						**			
Don't know	1%	1%	1%	1%	1%	1%	2%	-	1%	-	1%	1%	0%
										**			
N/A – I haven't received any support	39%	39%	39%	19%	35%	45%	50%	45%	56%	77%	27%	47%	51%
				C.J	C.D.J	C.D.J	C.D.E.J	C.D.E.J	C.D.E.J	**	C	C.D.J	C.D.G.J
Net: Friends/family/spouse	48%	48%	48%	69%	52%	42%	38%	41%	30%	19%	61%	41%	35%
				D.E.F.G.H.J.K.L	E.F.G.H.K.L	H				**	D.E.F.G.H.K.L	H	
Net: Received support	57%	57%	57%	77%	61%	51%	47%	50%	39%	23%	69%	50%	44%
				D.E.F.G.H.J.K.L	E.F.G.H.K.L	H				**	D.E.F.G.H.K.L	H	

Q10. Which, if any, of the following statements have applied to you in the past 12 months?

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
I have been unable to afford hygiene products but I am too embarrassed to ask for help	48%	51%	46%	34%	47%	54%	53%	57%	51%	38%	40%	54%	53%
				B	C.J	C.J	C.J	C.J	C	**	C	C.J	C.J
I have been unable to afford hygiene products but I have felt comfortable asking for help	15%	15%	15%	26%	17%	13%	10%	10%	3%	3%	22%	12%	7%
				D.E.F.G.H.K.L	F.G.H.K.L	H.L				**	D.E.F.G.H.K.L	H.L	
I have had to ask for hygiene products on behalf of friends/family because they are too embarrassed to ask	10%	13%	8%	21%	10%	8%	7%	3%	5%	4%	16%	7%	4%
				B	D.E.F.G.H.J.K.L	G.L	G.L			**	D.E.F.G.H.K.L	G.L	
I have asked to receive hygiene products as a gift for a special occasion (e.g., birthday, Christmas, etc)	20%	17%	22%	18%	18%	20%	24%	19%	21%	14%	18%	22%	19%
				A						**			
None of these	17%	14%	20%	17%	17%	15%	18%	16%	21%	45%	17%	16%	20%
				A						**			E
Prefer not to say	7%	8%	6%	6%	9%	6%	6%	6%	9%	-	7%	6%	7%
										**			
Net: Any	76%	78%	75%	77%	74%	80%	76%	78%	70%	55%	75%	78%	73%
				H.L						**			

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov

Total	Social Grade		Region													
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland	
			M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z

Q10a. In the past 12 months, from which, if any, of the following have you received support to help you to get basic toiletries or hygiene items? Please select all that apply.

Unweighted base	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
Base: All living in hygiene poverty	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
Family	34%	31%	37%	39%	34%	36%	33%	37%	33%	38%	31%	32%	35%	35%	35%	21%
				M	AA*			AA	*	AA			AA	*	*	*
Friends	18%	17%	18%	24%	16%	24%	15%	19%	17%	23%	14%	13%	19%	15%	11%	6%
				Z,AA*		V,W,Z,AA		AA	*	V,W,Z,AA			AA	*	*	*
Food banks	13%	12%	14%	17%	14%	15%	7%	10%	20%	16%	12%	11%	14%	20%	11%	6%
				R*		R		R,S,AA*	R		R		R	R,S,AA*		*
Your spouse/partner	12%	13%	11%	7%	12%	14%	12%	10%	10%	15%	12%	8%	12%	10%	9%	16%
				*					*				*	*	*	*
Charities	7%	8%	7%	13%	8%	6%	3%	4%	12%	10%	5%	5%	7%	12%	8%	3%
				R,S,V,W*				R,S,W*	R				R,S*		*	*
Your employer	4%	5%	4%	3%	4%	3%	1%	5%	5%	8%	2%	4%	5%	4%	3%	1%
				*				R*	R	V			R	*	*	*
Prefer not to say	3%	3%	3%	1%	3%	2%	2%	7%	-	3%	1%	1%	3%	4%	4%	5%
				*				T,V,W,X	*				*	*	*	T*
Other	1%	2%	1%	-	-	2%	1%	1%	2%	2%	2%	2%	1%	-	2%	-
				*				*	*				*	*	*	*
Don't know	1%	1%	1%	2%	2%	-	-	-	-	1%	1%	1%	1%	2%	-	2%
				*					*				*	*	*	*
N/A – I haven't received any support	39%	42%	37%	36%	41%	39%	51%	32%	40%	30%	48%	50%	39%	34%	40%	50%
				*	U	S,U,X,Y		*	*		S,U,X,Y		U	*	*	S,U*
Net: Friends/family/spouse	48%	45%	50%	52%	47%	48%	44%	56%	46%	55%	42%	40%	49%	49%	45%	37%
				*				V,W,AA	*	V,W,AA			W	*	*	*
Net: Received support	57%	54%	59%	61%	55%	59%	47%	62%	60%	66%	50%	48%	57%	61%	56%	42%
				*		AA		R,V,W,AA	AA*	P,R,V,W,X,AA			R,V,W,AA	AA*	*	*

Q10. Which, if any, of the following statements have applied to you in the past 12 months?

Unweighted base	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
Base: All living in hygiene poverty	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
I have been unable to afford hygiene products but I am too embarrassed to ask for help	48%	49%	48%	57%	54%	60%	49%	43%	49%	40%	58%	45%	48%	52%	44%	44%
				U*	U	S,U,W,X,Z			*		S,U,W,X,Z		U	*		*
I have been unable to afford hygiene products but I have felt comfortable asking for help	15%	15%	15%	14%	10%	15%	10%	13%	15%	21%	11%	15%	15%	14%	21%	10%
				*				*		P,R,S,V,X			*	P,R,V	*	*
I have had to ask for hygiene products on behalf of friends/family because they are too embarrassed to ask	10%	13%	8%	3%	12%	8%	6%	11%	10%	15%	5%	7%	10%	13%	13%	5%
				*	O,V			*		O,R,V,W,X			V	O,V*	O,V	*
I have asked to receive hygiene products as a gift for a special occasion (e.g. birthday, Christmas, etc)	20%	21%	19%	23%	18%	13%	24%	23%	18%	15%	24%	26%	20%	17%	23%	25%
				*		Q,U		*		Q,U		Q,U	*	*	*	*
None of these	17%	16%	18%	15%	18%	13%	23%	19%	17%	18%	13%	21%	18%	11%	14%	20%
				*		Q,V,Y		*		V	*	V	*	*	*	*
Prefer not to say	7%	5%	7%	2%	5%	7%	6%	8%	4%	8%	3%	7%	6%	8%	4%	15%
				*				*		V	*	V	*	*	*	O,P,T,V,X,Z*
Net: Any	76%	78%	75%	83%	77%	80%	71%	73%	79%	74%	84%	72%	76%	81%	82%	66%
				*		AA		*		R,S,U,W,X,AA			*	AA	*	*

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

Q10a. In the past 12 months, from which, if any, of the following have you received support to help you to get basic toiletries or hygiene items? Please select all that apply.

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90
Family	34%	33%	39%	39%	35%	27%	29%	36%	34%	31%	32%	36%	51%
Friends	18%	16%	24%	23%	14%	13%	9%	15%	18%	15%	16%	19%	21%
Food banks	13%	14%	13%	17%	12%	6%	8%	14%	13%	18%	12%	12%	17%
Your spouse/partner	12%	11%	16%	13%	10%	12%	19%	11%	13%	8%	16%	11%	18%
Charities	7%	7%	9%	8%	6%	2%	9%	9%	6%	9%	3%	8%	6%
Your employer	4%	5%	4%	5%	4%	5%	3%	5%	4%	2%	4%	5%	7%
Prefer not to say	3%	3%	3%	2%	1%	3%	4%	2%	2%	3%	3%	3%	1%
Other	1%	2%	-	2%	2%	1%	1%	2%	1%	1%	2%	1%	-
Don't know	1%	1%	1%	1%	1%	-	1%	1%	1%	0%	1%	1%	-
N/A – I haven't received any support	39%	43%	27%	31%	46%	51%	46%	40%	41%	44%	41%	38%	33%
Net: Friends/family/spouse	48%	45%	59%	55%	45%	41%	45%	48%	48%	41%	47%	50%	59%
Net: Received support	57%	54%	69%	66%	52%	47%	49%	58%	56%	52%	55%	59%	66%

Q10. Which, if any, of the following statements have applied to you in the past 12 months?

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74	
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90	
I have been unable to afford hygiene products but I am too embarrassed to ask for help	48%	50%	40%	46%	54%	51%	46%	50%	50%	59%	47%	46%	46%	*
I have been unable to afford hygiene products but I have felt comfortable asking for help	15%	14%	17%	20%	11%	13%	12%	20%	13%	10%	13%	18%	20%	
I have had to ask for hygiene products on behalf of friends/family because they are too embarrassed to ask	10%	8%	18%	12%	11%	8%	12%	12%	9%	5%	7%	15%	13%	
I have asked to receive hygiene products as a gift for a special occasion (e.g. birthday, Christmas, etc)	20%	22%	13%	18%	22%	23%	22%	18%	21%	18%	21%	20%	17%	*
None of these	17%	17%	17%	15%	17%	20%	21%	14%	18%	17%	19%	16%	18%	*
Prefer not to say	7%	6%	9%	6%	3%	2%	5%	3%	7%	6%	7%	5%	3%	*
Net: Any	76%	77%	74%	78%	80%	78%	75%	83%	75%	77%	74%	79%	79%	*

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024



Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	

Q10a. In the past 12 months, from which, if any, of the following have you received support to help you to get basic toiletries or hygiene items? Please select all that apply.

Unweighted base																
Base: All living in hygiene poverty																
	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Family	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Friends	34%	34%	36%	35%	33%	35%	43%	17%	41%	28%	34%	51%	45%	32%	41%	32%
						AT	AT.AV*		AT.AV	AT	AT.AV	AZ*	AZ	BB		
Food banks	18%	22%	17%	20%	15%	18%	27%	8%	22%	9%	15%	39%	34%	14%	26%	15%
						AT.AV	AR.AT.AV.AW*		AT.AV.AW			AV	AZ*	AZ	BB	
Your spouse/partner	13%	22%	16%	19%	8%	12%	12%	11%	20%	17%	18%	33%	24%	11%	24%	10%
						AQ	AQ		AR	AR	AR	AZ*	AZ	BB		
Charities	12%	9%	13%	11%	13%	13%	13%	8%	11%	6%	8%	19%	20%	10%	11%	12%
						AV.AW	*					AZ*	AZ			
Your employer	7%	11%	7%	9%	6%	8%	8%	6%	7%	5%	6%	27%	17%	5%	10%	6%
						AQ	*					AY.AZ*	AZ	BB		
Prefer not to say	7%	3%	2%	2%	3%	5%	12%	-	2%	0%	1%	17%	13%	2%	6%	4%
						AN.AO.AP	AT.AV.AW	AR.AT.AV.AW*				AZ*	AZ			
Other	4%	2%	3%	2%	3%	3%	1%	1%	4%	2%	3%	1%	1%	3%	1%	4%
						*	*					*	*			
Don't know	3%	2%	3%	2%	3%	3%	1%	2%	1%	0%	1%	-	-	2%	2%	1%
						*	*					*	*			
N/A – I haven't received any support	1%	1%	1%	1%	1%	1%	-	1%	2%	-	1%	-	-	1%	1%	1%
						*	*					*	*			
Net: Friends/family/spouse	39%	37%	40%	38%	41%	40%	23%	60%	28%	51%	41%	9%	16%	44%	30%	43%
						AS.AU	AR	AS.AU.AW	AR	AS.AU.AW	AS.AU	*	AX.AY	BA		
Net: Received support	48%	49%	49%	49%	46%	48%	64%	28%	56%	35%	45%	72%	67%	44%	55%	45%
						AT.AV	AR.AT.AV.AW*		AT.AV.AW	AT.AV	AT.AV	AZ*	AZ	BB		
						*	*					*	*			

Q10. Which, if any, of the following statements have applied to you in the past 12 months?

Unweighted base																	
Base: All living in hygiene poverty																	
	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121	
I have been unable to afford hygiene products but I am too embarrassed to ask for help	48%	57%	47%	52%	45%	49%	31%	51%	49%	58%	54%	27%	40%	50%	56%	45%	
						AO.AP.AQ	AO.AQ		AS	AS	AR.AS	AS	*	AX	AX.AY	BB	
I have been unable to afford hygiene products but I have felt comfortable asking for help	15%	12%	18%	15%	15%	15%	23%	3%	20%	11%	15%	35%	31%	12%	18%	14%	
						AN	*		AT	AT.AV*	AT.AV	AT	AT.AV	AZ*	AZ		
I have had to ask for hygiene products on behalf of friends/family because they are too embarrassed to ask	10%	11%	10%	10%	9%	11%	14%	5%	11%	5%	8%	52%	31%	6%	11%	10%	
						AT.AV	AT.AV*					*	AY.AZ*	AZ			
I have asked to receive hygiene products as a gift for a special occasion (e.g. birthday, Christmas, etc)	20%	20%	23%	21%	19%	19%	20%	21%	18%	23%	21%	19%	16%	21%	21%	19%	
						*	*					*	*				
None of these	17%	11%	18%	14%	21%	18%	20%	27%	11%	15%	13%	2%	5%	20%	11%	19%	
						AN.AP	AN	AR.AU.AV.AW	*			*	AX.AY	BA			
Prefer not to say	7%	6%	8%	7%	5%	5%	6%	5%	11%	6%	8%	5%	5%	7%	6%	7%	
						AT	*		AR	AT	AT	*	*				
Net: Any	76%	82%	AO.AP.AQ	75%	79%	AO.AQ	74%	77%	75%	68%	78%	79%	79%	93%	89%	83%	74%
						AT	*		AT	AT	AT	AZ*	AZ	73%	83%		

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
	A	B	C	D	E	F	G	H	I	J	K	L

Q11. To what extent, if at all, did you feel judged by others for going without basic toiletries or hygiene items in the last 12 months?

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
A great deal	19%	22%	17%	13%	19%	22%	22%	24%	12%	4%	16%	22%	18%
B								C.H.J		**		C.H.J	H
A fair amount	26%	27%	25%	28%	29%	25%	23%	25%	20%	22%	29%	24%	23%
Not very much	12%	13%	12%	19%	12%	10%	10%	12%	11%	6%	16%	10%	11%
E.F.K.L										**	D.E.F.K		
Not at all	9%	9%	9%	13%	7%	8%	8%	7%	7%	19%	10%	8%	8%
D.J										**	D		
Don't know	8%	9%	7%	8%	3%	9%	10%	6%	11%	17%	6%	9%	9%
D.J										**	D	D.J	D
Prefer not to say	4%	5%	3%	4%	4%	3%	3%	6%	8%	-	4%	3%	6%
E.F.K										**		E.F.K	
Not applicable – no one else knew about it	22%	15%	27%	14%	25%	23%	24%	21%	30%	30%	19%	23%	25%
A					C.J	C	C		C.J	**	C	C	C
Net: A great deal/a fair amount	45%	50%	41%	41%	49%	48%	45%	49%	32%	27%	45%	47%	41%
B					H	H	H	H.L		**	H	H	H
Net: Not very much/not at all	21%	22%	21%	32%	D.E.F.G.H.J.K.L	19%	18%	18%	18%	26%	26%	18%	19%

Q11a. You said that you have felt judged for going without basic toiletries or hygiene items. Has this ever stopped you from reaching out for support?

Unweighted base	685	327	358	78	122	225	140	79	34	7	200	365	120
Base: All living in hygiene poverty who have ever felt judged	684	332	352	131	148	195	117	62	26	5	279	312	94
Yes	77%	77%	78%	63%	74%	82%	82%	86%	89%	100%	69%	82%	88%
J				*	C.J	C.J	C.J	C.D.J*	C.J*	**		C.J	C.D.J
No	17%	18%	16%	32%	17%	13%	16%	8%	5%	-	24%	14%	7%
D.E.F.G.H.K.L*				L		L		*	*	**	D.E.G.H.K.L		
Prefer not to say	6%	5%	6%	6%	9%	5%	3%	5%	5%	-	8%	4%	5%
F				*				*	*	**			

Q12. Thinking about the last 12 months, have ever had to choose between buying hygiene products for yourself or your child or children?

Unweighted base	445	164	281	22	82	237	90	11	3	-	104	327	14
Base: All living in hygiene poverty who have dependent children	427	160	266	35	101	205	74	9	2	-	136	279	11
Yes	65%	61%	67%	47%	59%	68%	70%	85%	45%	-	56%	68%	76%
J				**	*	*	*	**	**	**	*	J	**
No	26%	28%	25%	38%	28%	24%	25%	7%	25%	-	31%	24%	11%
D.E.F.G.H.K.L*				*		*	*	*	**	**	*	*	**
Prefer not to say	3%	4%	3%	4%	5%	3%	1%	7%	-	-	5%	2%	6%
F				*		*	*	*	**	**	*	*	**
Don't know	6%	7%	6%	10%	8%	5%	4%	-	30%	-	8%	5%	7%
**				*		*	*	**	**	**	*	*	**

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov

Total	Social Grade		Region													
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland	
	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	

Q11. To what extent, if at all, did you feel judged by others for going without basic toiletries or hygiene items in the last 12 months?

Unweighted base	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
Base: All living in hygiene poverty	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
A great deal	19%	19%	20%	25% *	16%	19%	19%	18%	22% *	16%	22%	21%	19%	24%	20%	21% *
A fair amount	26%	27%	25%	21% *	30%	37% R.S.W.X.Y.Z.AA	21%	20%	25% *	29%	26%	24%	27%	23%	20%	18% *
Not very much	12%	12%	13%	6% *	14%	15%	8%	14%	15% *	13%	10%	11%	12%	12%	20% O.R.V.X.AA	6% *
Not at all	9%	8%	10%	8% *	11%	5%	10%	8%	9% *	11%	9%	7%	9%	6%	10%	7% *
Don't know	8%	8%	8%	7% *	9% R	4% R	2%	8%	12% Q.R*	10% R	9%	8%	8%	4%	5%	11% R*
Prefer not to say	4%	4%	4%	- *	4%	6% R.S.X.Z	4%	4%	1% *	4%	4%	4%	4%	7%	4%	2% *
Not applicable – no one else knew about it	22%	23%	21%	32% P.Q.T.U.X*	16%	14%	35% P.Q.T.U.V.X.Z	28% P.Q.U.X	17% *	17%	20%	25% Q	21%	25%	21%	34% P.Q.T.U.V.X*
Net: A great deal/a fair amount	45%	46%	45%	47% *	46%	56% R.S.X.Z	40%	39%	46% *	45%	48%	45%	46%	47%	40%	40% *
Net: Not very much/not at all	21%	20%	23%	14% *	25%	20%	18%	22%	24% *	24%	20%	18%	21%	18%	30% O.R.W.AA	13% *

Q11a. You said that you have felt judged for going without basic toiletries or hygiene items. Has this ever stopped you from reaching out for support?

Unweighted base	685	340	345	26	74	68	53	60	45	96	91	66	579	38	45	23
Base: All living in hygiene poverty who have ever felt judged	684	305	379	24	67	63	46	52	40	157	76	57	581	41	39	24
Yes	77%	74%	80%	79% **	78%	85% U*	81% *	78%	84% U*	66%	84%	74%	77%	84%	79%	74% **
No	17%	18%	17%	21% **	14% *	11% *	12% *	20%	12% *	26%	12% *	21%	18%	12%	15%	9% **
Prefer not to say	6%	8%	4%	- **	8% *	4% *	7% *	2%	5% *	7% *	3% *	5% *	5%	4%	5%	17% **

Q12. Thinking about the last 12 months, have ever had to choose between buying hygiene products for yourself or your child or children?

Unweighted base	445	254	191	15	42	35	47	43	41	69	60	29	381	22	27	15
Base: All living in hygiene poverty who have dependent children	427	230	197	13	36	31	40	36	35	102	48	24	365	24	23	15
Yes	65%	60%	71% M	83% **	55%	65% *	63% *	63% *	74% *	56%	67% *	76% **	64%	49% **	87% **	87% **
No	26%	31%	20%	12% **	32%	29% *	30% *	21%	20% *	32%	25%	20%	27%	32%	13%	13% **
Prefer not to say	3%	3%	3%	- **	4% *	2% *	6% *	5% *	3% *	2% *	- *	4% **	3%	13% **	- **	- **
Don't know	6%	6%	6%	5% **	9% *	4% *	2% *	10%	3% *	10%	8% *	- *	7%	6%	- **	- **

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

Q11. To what extent, if at all, did you feel judged by others for going without basic toiletries or hygiene items in the last 12 months?

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90
A great deal	19%	19%	17%	21% AF,AG	21% AG	13%	12%	18%	20%	19%	17%	21%	17% *
A fair amount	26%	26%	28%	26%	26%	28%	32%	31% AI	24%	26%	24%	26%	41% AJ,AK,AL*
Not very much	12%	11%	16% AB	14%	13%	10%	12%	14%	12%	13%	12%	13%	14% *
Not at all	9%	8%	12% AB	9%	9%	10%	8%	9%	9%	7%	7%	10%	15% AJ,AK*
Don't know	8%	7%	11% AB	8%	8%	7%	6%	8%	7%	8%	8%	8%	3% *
Prefer not to say	4%	4%	5%	3%	4%	4%	3%	2%	5% AH	4%	6% AL	3%	3% *
Not applicable – no one else knew about it	22%	25%	10% AC	19%	21%	27% AD	28% AD	18%	23%	23%	27% AM	20% AL,AM	6% AM
Net: A great deal/a fair amount	45%	45%	45%	47%	47%	41%	44%	49%	44%	45%	41%	46%	58% AK*
Net: Not very much/not at all	21%	19%	28% AB	23%	21%	21%	19%	23%	21%	20%	19%	23%	29% *

Q11a. You said that you have felt judged for going without basic toiletries or hygiene items. Has this ever stopped you from reaching out for support?

Unweighted base	685	565	96	304	188	64	51	212	452	160	194	272	43
Base: All living in hygiene poverty who have ever felt judged	684	535	125	328	171	59	54	208	452	142	185	286	52
Yes	77%	80%	67% *	79%	77%	74% *	69% *	70%	82% AH	89% AK,AL,AM	80%	72%	68% *
No	17%	16%	22% *	16%	16%	20% *	23% *	22% AI	14% *	7% *	17% AJ	21% AJ	22% AJ*
Prefer not to say	6%	5%	11% AB*	5%	7%	6% *	8% *	8%	4%	4%	3%	7%	10% *

Q12. Thinking about the last 12 months, have ever had to choose between buying hygiene products for yourself or your child or children?

Unweighted base	445	351	85	122	155	65	67	445	-	-	65	335	43
Base: All living in hygiene poverty who have dependent children	427	318	98	126	146	58	61	427	-	-	63	319	43
Yes	65%	68%	57% *	66%	68%	67% *	57% *	65%	-	-	70% *	65%	56% *
No	26%	26%	25% *	25%	24%	27% *	34% *	26%	-	-	24% *	26%	30% *
Prefer not to say	3%	3%	3% *	4%	2%	2% *	2% *	3%	-	-	1% *	4%	2% *
Don't know	6%	3%	15% AB*	6%	5%	5% *	6% *	6%	-	-	5% *	5%	13% *

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	

Q11. To what extent, if at all, did you feel judged by others for going without basic toiletries or hygiene items in the last 12 months?

Unweighted base	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121	
Base: All living in hygiene poverty	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108	
A great deal	19%	28%	16%	22%	AO.AQ	17%	19%	9%	18%	23%	25%	24%	22%	22%	19%	23%	18%
AO.AP.AQ							AS	*	AS	AS	AS	AS	*			BB	
A fair amount	26%	25%	26%	25%	26%	27%	28%	19%	21%	26%	24%	43%	34%	24%	31%	24%	
AS							*					AZ*	AZ				BB
Not very much	12%	11%	12%	11%	13%	13%	19%	AV*	10%	16%	7%	11%	14%	18%	11%	10%	13%
AV*												*	AZ				
Not at all	9%	6%	7%	7%	12%	8%	8%	AR.AU.AV.AW*	11%	6%	8%	7%	9%	9%	9%	7%	10%
AR.AU.AV.AW*												*					
Don't know	8%	8%	9%	9%	8%	8%	4%	*	11%	9%	7%	8%	10%	10%	7%	8%	8%
4%							*					*					
Prefer not to say	4%	3%	3%	3%	5%	4%	7%	*	5%	3%	4%	4%	3%	2%	4%	2%	5%
AP							*						AS.AT				BA
Not applicable – no one else knew about it	22%	19%	27%	23%	AN	20%	22%	16%	27%	22%	22%	22%	-	6%	25%	19%	23%
AN							*						AX	AX.AY			
Net: A great deal/a fair amount	45%	53%	42%	48%	AO.AQ	42%	46%	36%	37%	44%	51%	48%	64%	55%	43%	54%	42%
AO.AP.AQ							*				AS.AT	AT	AZ*	AZ		BB	
Net: Not very much/not at all	21%	17%	19%	18%	25%	AN.AO.AP	21%	38%	21%	22%	16%	18%	23%	27%	20%	17%	23%
AN.AO.AP							*				*	*	AZ			BA	

Q11a. You said that you have felt judged for going without basic toiletries or hygiene items. Has this ever stopped you from reaching out for support?

Unweighted base	685	224	155	379	285	384	33	50	58	100	158	43	130	555	216	469	
Base: All living in hygiene poverty who have ever felt judged	684	207	155	362	301	390	52	37	61	88	150	56	155	529	221	464	
Yes	77%	88%	77%	83%	AO.AQ	71%	76%	67%	89%	66%	86%	78%	69%	71%	79%	78%	77%
AO.AP.AQ							*	**	AR.AU*	*	AU.AW*	*	*				
No	17%	9%	17%	12%	AN	22%	17%	31%	6%	27%	11%	18%	23%	25%	15%	19%	16%
AN							*	**	AT.AV.AW*	*	AT.AV	*	*	AZ			
Prefer not to say	6%	4%	6%	5%	7%	7%	2%	5%	7%	3%	5%	8%	5%	6%	3%	7%	

Q12. Thinking about the last 12 months, have ever had to choose between buying hygiene products for yourself or your child or children?

Unweighted base	445	89	96	185	247	321	12	-	21	61	82	29	79	366	160	285	
Base: All living in hygiene poverty who have dependent children	427	86	92	177	235	303	15	-	23	56	79	34	94	333	160	267	
Yes	65%	68%	69%	68%	63%	64%	24%	-	64%	83%	78%	42%	54%	68%	73%	60%	
AO.AP.AQ	*	*	*	*	*	*	**	**	**	AR.AW*	AR*	**	*	AY	BB		
No	26%	25%	21%	23%	28%	28%	68%	-	13%	11%	12%	44%	36%	23%	19%	30%	
AN	*	*	*	*	*	*	**	**	**	*	*	**	*	AZ*		BA	
Prefer not to say	3%	3%	4%	4%	3%	3%	8%	-	-	2%	1%	-	2%	4%	3%	3%	
AP	*	*	*	*	*	*	**	**	**	*	*	*	**	*			
Don't know	6%	4%	6%	5%	7%	5%	-	-	23%	4%	10%	14%	9%	5%	5%	6%	
AN	*	*	*	*	*	*	**	**	**	**	**	*	*				

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
	A	B	C	D	E	F	G	H	I	J	K	L

Are the following registered with a dentist...

D1a\_1. Yourself

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Yes	58%	52%	62%	A	54%	62%	59%	57%	54%	56%	54%	58%	58%
No	38%	42%	34%	J	40%	34%	37%	36%	42%	39%	43%	37%	41%
I don't know	5%	6%	4%	B	6%	4%	3%	7%	4%	5%	3%	5%	4%

D1a\_2. Your child(ren)

Unweighted base	445	164	281	22	82	237	90	11	3	-	104	327	14
Base: All living in hygiene poverty who have dependent children	427	160	266	35	101	205	74	9	2	-	136	279	11
Yes	76%	73%	79%	63%	62%	83%	84%	73%	100%	-	62%	83%	79%
No	22%	26%	20%	**	33%	38%	15%	16%	27%	-	-	37%	15%
I don't know	1%	1%	2%	B	4%	-	2%	-	-	-	1%	2%	-

D2. Thinking about the past 12 months, have you visited a dentist?

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Yes	45%	41%	48%	A	41%	47%	47%	45%	46%	41%	43%	44%	46%
No	54%	57%	51%	B	56%	51%	52%	54%	53%	58%	57%	54%	53%

I don't know / can't remember

D3. Have your visits to the dentist decreased or increased over the past 12 months?

Unweighted base	681	273	408	78	115	220	140	72	44	12	193	360	128
Base: All who have visited the dentist in the past 12 months	677	273	404	130	141	191	115	58	33	8	271	306	99
Increased	22%	27%	20%	B	28%	27%	20%	18%	20%	16%	16%	27%	19%
Decreased	37%	36%	38%	*	34%	38%	38%	37%	41%	44%	-	36%	37%
Stayed the same	40%	37%	42%	*	39%	34%	42%	45%	40%	40%	77%	36%	43%
Don't know	1%	0%	1%	*	-	2%	0%	-	-	-	8%	1%	0%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Social Grade		Region													
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland	
			M	N	O	P	Q	R	S	T	U	V	X	Y	Z	AA
Are the following registered with a dentist...																
<b>D1a_1. Yourself</b>																
Unweighted base	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
Base: All living in hygiene poverty	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
Yes	58%	61%	55%	58%	63%	52%	53%	58%	49%	60%	58%	49%	57%	62%	59%	67% T.W*
No	38%	35%	40%	37%	34%	44%	42%	33%	48%	33%	38%	48%	38%	36%	35%	29% *
I don't know	5%	4%	6%	5%	3%	4%	5%	9%	4%	7%	4%	3%	5%	2%	6%	4% *
<b>D1a_2. Your child(ren)</b>																
Unweighted base	445	254	191	15	42	35	47	43	41	69	60	29	381	22	27	15
Base: All living in hygiene poverty who have dependent children	427	230	197	13	36	31	40	36	35	102	48	24	365	24	23	15
Yes	76%	76%	77%	95%	78%	81%	75%	75%	65%	70%	82%	65%	74%	94%	79%	92% **
No	22%	24%	20%	5%	20%	19%	21%	25%	35%	27%	16%	35%	24%	6%	21%	8% **
I don't know	1%	-	3%	-	2%	-	4%	-	-	3%	2%	-	2%	-	-	-
<b>D2. Thinking about the past 12 months, have you visited a dentist?</b>																
Unweighted base	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
Base: All living in hygiene poverty	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
Yes	45%	48%	42%	44%	48%	46%	42%	41%	39%	47%	47%	37%	44%	43%	45%	50% *
No	54%	51%	56%	56%	50%	54%	57%	57%	57%	51%	52%	60%	54%	55%	52%	48% *
I don't know / can't remember	2%	1%	2%	-	2%	1%	2%	2%	3%	2%	1%	2%	2%	1%	3%	2% *
<b>D3. Have your visits to the dentist decreased or increased over the past 12 months?</b>																
Unweighted base	681	355	326	27	78	55	55	65	38	104	91	56	569	35	49	28
Base: All who have visited the dentist in the past 12 months	677	318	358	22	71	52	47	55	34	163	75	47	565	38	43	30
Increased	22%	21%	23%	30%	17%	23%	10%	24%	19%	30%	16%	21%	22%	27%	20%	23% **
Decreased	37%	36%	38%	41%	35%	35%	33%	29%	40%	40%	32%	38%	36%	35%	40%	48% **
Stayed the same	40%	42%	38%	29%	48%	40%	57%	46%	41%	29%	51%	41%	41%	38%	40%	29% **
Don't know	1%	1%	1%	-	-	2%	-	1%	-	1%	1%	-	1%	-	-	2% **

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

Are the following registered with a dentist...

### D1a\_1. Yourself

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90
Yes	58%	59%	53%	56%	56%	55%	69%	63%	55%	54%	57%	58%	68%
No	38%	37%	41%	38%	40%	42%	27%	34%	39%	38%	41%	36%	30%
I don't know	5%	4%	6%	6%	4%	3%	4%	4%	5%	7%	2%	6%	2%

### D1a\_2. Your child(ren)

Unweighted base	445	351	85	122	155	65	67	445	-	-	65	335	43
Base: All living in hygiene poverty who have dependent children	427	318	98	126	146	58	61	427	-	-	63	319	43
Yes	76%	79%	69%	78%	75%	76%	75%	76%	-	-	69%	79%	65%
No	22%	20%	28%	21%	24%	24%	25%	22%	-	-	29%	20%	32%
I don't know	1%	1%	3%	1%	1%	-	-	1%	-	-	2%	1%	3%

### D2. Thinking about the past 12 months, have you visited a dentist?

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90
Yes	45%	46%	37%	42%	42%	50%	63%	52%	42%	43%	42%	48%	42%
No	54%	52%	60%	56%	57%	48%	35%	46%	57%	57%	56%	50%	57%

### D3. Have your visits to the dentist decreased or increased over the past 12 months?

Unweighted base	681	580	81	270	170	80	77	227	429	148	195	287	32
Base: All who have visited the dentist in the past 12 months	677	551	103	295	154	72	76	221	427	134	190	296	38
Increased	22%	20%	28%	26%	21%	20%	23%	21%	23%	18%	24%	21%	32%
Decreased	37%	37%	39%	33%	38%	35%	46%	39%	35%	36%	35%	39%	34%
Stayed the same	40%	42%	33%	41%	41%	45%	31%	39%	41%	44%	41%	39%	34%
Don't know	1%	1%	-	0%	-	-	-	1%	1%	2%	-	1%	-

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	

Are the following registered with a dentist...

### D1a\_1. Yourself

Unweighted base	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base: All living in hygiene poverty	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Yes	58%	58%	60%	59%	56%	60%	53%	51%	53%	59%	56%	60%	54%	58%	58%	58%
No	38%	37%	34%	36%	40%	36%	41% +	45% AR	40%	35%	37%	38% +	41%	37%	36%	38%
I don't know	5%	5%	6%	6%	4%	4%	6% +	4%	7%	6%	6%	3% +	4%	5%	6%	4%

### D1a\_2. Your child(ren)

Unweighted base	445	89	96	185	247	321	12	-	21	61	82	29	79	366	160	285
Base: All living in hygiene poverty who have dependent children	427	86	92	177	235	303	15	-	23	56	79	34	94	333	160	267
Yes	76%	78% +	67% +	72%	78% AO	78%	72% ++	-	67% ++	77% ++	74% ++	63% ++	65% ++	80% AY	77%	76%
No	22%	19% +	33% AN,AP,AQ*	27% AN	20%	21%	17% ++	-	33% ++	22% ++	25% ++	34% ++	34% ++	19%	23%	22%
I don't know	1%	2% +	- +	1%	2%	1%	10% ++	-	- ++	2% ++	1% ++	3% ++	1% ++	2%	1%	2%

### D2. Thinking about the past 12 months, have you visited a dentist?

Unweighted base	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base: All living in hygiene poverty	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Yes	45%	45%	48%	46%	42%	46%	41%	38%	34%	43%	43%	55%	46%	44%	50%	43%
No	54%	52%	51%	52%	56%	53%	58% +	62% AV	62% AV,AW	47%	54%	39% +	49%	55% AX	50%	55%
I don't know / can't remember	2%	3%	1%	2%	2%	2%	1% +	1%	4%	2%	3%	5% AZ*	5% AZ	1%	1%	2%

### D3. Have your visits to the dentist decreased or increased over the past 12 months?

Unweighted base	681	184	181	365	293	391	38	50	44	98	142	33	96	585	189	492
Base: All who have visited the dentist in the past 12 months	677	177	176	353	299	387	58	37	47	88	136	49	128	548	203	474
Increased	22%	25%	25%	25%	20%	24%	20% +	12%	37% AT,AV*	20% +	26% AV	43% ++	36% AZ*	19%	28%	20%
Decreased	37%	34%	37%	35%	38%	38%	35% +	39%	27% +	38%	34%	33% ++	39%	36%	36%	37%
Stayed the same	40%	40%	38%	39%	42%	38%	45% +	47%	35% +	40%	39%	24% ++	25% +	44% AY	35%	42%
Don't know	1%	1%	-	0%	1%	1%	- +	2%	- +	2%	1%	- ++	- +	1%	2%	0%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
	A	B	C	D	E	F	G	H	I	J	K	L

D4. In the past 12 months have you been able to visit the dentist as much as you'd have liked to?

Base: All who have visited the dentist in the past 12 months	Unweighted base												
	681	273	408	78	115	220	140	72	44	12	193	360	128
Yes I have	677	273	404	130	141	191	115	58	33	8	271	306	99
No, I'd have like to have visited more	45%	49%	43%	53% *	41%	44%	43%	43% *	39% *	75% **	47% D	44%	44%
Don't know	51%	47%	54%	45% *	53%	52%	53%	54% *	50% *	25% **	49%	52%	50%
	4%	5%	3%	1% *	6%	3%	4%	2% *	11% C.E.J.K*	- **	4%	4%	5%

D5. How often do you brush your teeth?

Base: All living in hygiene poverty	Unweighted base												
	1517	657	860	191	252	470	310	163	107	24	443	780	294
More than twice a day	1517	667	850	319	303	410	258	128	81	18	622	667	228
	6%	6%	6%	4%	4%	7%	8%	10%	3%	13% **	4%	8%	7%
Twice a day	54%	44%	62% A	49%	58%	60% J.L	52%	49%	49%	33% **	53%	57% C.F.L	48%
Once a day	28%	34%	24%	34% B	26%	23%	26%	32%	33% E	43% **	30%	25%	33% D.E.K
Every other day	5%	6%	4%	7% E	5%	3%	8%	2%	5%	- **	6% E	5%	3% E
Less than this	5%	7%	3%	5%	4%	5%	4%	6%	8%	9% **	4%	4%	7%
Prefer not to say	2%	3% B	1%	2%	3%	2%	2%	1%	2%	3% **	3%	2%	2%
Net: Twice a day or more	60%	50%	68% A	53%	62% J	67% C.F.G.H.J.K.L	60%	59%	52% **	45% **	57%	65% C.F.H.J.L	55%
Net: Once a day or less	38%	46% B	31% D.E.K	45% D.E.K	35%	31%	38%	40% E	46% D.E.K	51% **	40% D.E.K	34% C.F.H.J.L	43% E.K

In the past 12 months, have there been any changes or a reduction in the type or quality of dental care products e.g. toothpaste, toothbrushes due to financial constraints used by...

D6a\_1. Yourself

Base: All living in hygiene poverty	Unweighted base												
	1517	657	860	191	252	470	310	163	107	24	443	780	294
Yes	1517	667	850	319	303	410	258	128	81	18	622	667	228
	55%	54%	56%	40%	48% J	60% C.D.J	63% C.D.J	68% C.D.J	62% C.D.J	60% **	44%	61% C.D.J	65% C.D.J
No	38%	38%	38%	53% E.F.G.H.K.L	43% E.F.G.H.K.L	34% G	32%	25%	31% **	32% **	48% D.E.F.G.H.K.L	33% G	28%
I don't know	5%	6%	5%	6%	7%	5%	4%	4%	4%	8% **	6%	5%	4%
Prefer not to say	2%	2%	1%	1%	2%	1%	2%	3%	3%	- **	1%	1%	3%

Hygiene Bank - Hygiene Poverty 2024

**Fieldwork Dates: 21st February - 8th March 2024**



Total	Social Grade		Region													
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland	
	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	

D4. In the past 12 months have you been able to visit the dentist as much as you'd have liked to?

	Unweighted base	681	355	326	27	78	55	55	65	38	104	91	56	569	35	49	28
Base: All who have visited the dentist in the past 12 months		677	318	358	22	71	52	47	55	34	163	75	47	565	38	43	30
Yes I have		45%	46%	45%	21%	59%	46%	51%	50%	43%	40%	50%	41%	46%	51%	40%	38%
		**				U.W.X.Z*	*	*	*	*	*	*	*	*	*	*	**
No, I'd have like to have visited more		51%	51%	51%	72%	40%	46%	47%	48%	55%	56%	44%	59%	51%	39%	60%	54%
		**			*	*	*	*	*	*	*	P*	*	P*	*	P*	**
Don't know		4%	3%	5%	7%	1%	8%	2%	2%	2%	4%	6%	-	4%	10%	-	9%
		**			*	P.W*	*	*	*	*	*	*	*	P.W.Z*	*	**	

**D5. How often do you brush your teeth?**

Unweighted base	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55	
Base: All living in hygiene poverty	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59	
More than twice a day	6%	6%	6%	6% *	5%	6%	3%	8% AA	8% AA*	6%	5%	6%	6%	9% AA*	10% R.AA	-	-
Twice a day	54%	59% N	50%	41% *	54%	60% O.T.Z	56%	53%	44% *	55%	59% O.T.Z	54%	54% T	56% *	45%	60% *	
Once a day	28%	26%	30%	38% P.Q.V*	24%	19%	32% Q	31% Q	33% Q*	30%	24%	29%	28% Q	23% *	30%	27% *	
Every other day	5%	4%	5%	2% *	6%	9%	3%	6% *	4% *	6%	4%	5%	6% *	5%	3% *		
Less than this	5%	3%	6% M	7% S*	8% S.U.X	6% S	4%	1%	7% S.U*	2%	5%	5%	5% S	4% *	9% S.U	5% *	
Prefer not to say	2%	1%	3% M	6% V*	3%	1%	2%	2%	2% *	2%	1%	2%	2%	3% *	1%	5% *	
Net: Twice a day or more	60%	66% N	56% *	47% *	59%	65% O	59%	60%	52% *	61%	65% O	59%	60% O	65% O*	55%	60% *	
Net: Once a day or less	38%	33%	41% M	47% *	38%	34%	39%	38%	46% *	36%	34%	39%	38%	32% *	44%	35% *	

**In the past 12 months, have there been any changes or a reduction in the type or quality of dental care products e.g. toothpaste, toothbrushes due to financial constraints used by...**

### D6a. 1. Yourself

Unweighted base		1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
<b>Base: All living in hygiene poverty</b>		<b>1517</b>	<b>667</b>	<b>850</b>	50	147	113	114	135	86	344	159	126	1274	88	96	59
Yes	55%	58%	52%	56%	47%	51%	61%	56%	63%	55%	59%	51%	55%	63%	54%	45%	
		N		*		P		P.AA*		P		P		P.AA*		*	
No	38%	36%	40%	40%	43%	43%	34%	39%	32%	38%	35%	44%	38%	31%	43%	40%	
I don't know	5%	5%	6%	5% +	7%	7%	4%	3%	5% +	6%	5%	3%	5%	4% +	3%	11% S.W.Z*	
Prefer not to say	2%	1%	2%	- +	-	3%	-	2%	2% +	-	1%	1%	2%	2% +	1%	3% +	

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

D4. In the past 12 months have you been able to visit the dentist as much as you'd have liked to?

Unweighted base			681	580	81	270	170	80	77	227	429	148	195	287	32
Base: All who have visited the dentist in the past 12 months	677	551	103	295	154	72	76	221	427	134	190	296	38		
Yes I have	45%	45%	50% *	50%	41%	44%	41%	47%	44%	47%	41%	46%	52% **		
No, I'd have like to have visited more	51%	51%	50% *	47%	56%	56%	57%	50%	52%	50%	54%	51%	43% **		
Don't know	4%	5%	1% *	4%	3%	-	*	3%	4%	3%	5%	4%	4% **		

D5. How often do you brush your teeth?

Unweighted base			1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90		
More than twice a day	6%	6%	5%	5%	8%	9%	5%	7%	6%	4%	5%	7%	10%	*	
Twice a day	54%	56%	47%	49%	57%	62%	67%	61%	51%	58%	51%	56%	51%	*	
Once a day	28%	26%	38% AB	30%	27%	25%	25%	24%	30%	24%	32% AJ	27%	29%	*	
Every other day	5%	5%	5%	6%	5%	2%	2%	4%	6%	4%	7%	4%	4%	4% *	
Less than this	5%	5%	4%	7% AE,AF,AG	3%	2%	1%	4%	5%	6%	4%	5%	6%	6% *	
Prefer not to say	2%	2%	2%	3%	1%	-	-	1%	2%	4% AK	1%	2%	1%	1% *	
Net: Twice a day or more	60%	62% AC	52% AB	54%	64% AD	71% AD	72% AD	67% AI	57%	62%	56%	62%	61%	*	
Net: Once a day or less	38%	36% AB	47% AE,AF,AG	43%	35%	29%	28%	32%	41% AH	34%	43% AJ,AL	36%	38%	*	

In the past 12 months, have there been any changes or a reduction in the type or quality of dental care products e.g. toothpaste, toothbrushes due to financial constraints used by...

D6a\_1. Yourself

Unweighted base			1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90		
Yes	55%	56%	49%	55%	58%	51%	55%	58%	55%	58%	57%	53%	52% *		
No	38%	38%	42%	37%	38%	47% AD	41%	37%	38%	34%	36%	41% AJ	44% *		
I don't know	5%	5%	7%	6%	3%	2%	4%	4%	5%	7%	5%	5%	4% *		
Prefer not to say	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	-	*	

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	

D4. In the past 12 months have you been able to visit the dentist as much as you'd have liked to?

Unweighted base		681	184	181	365	293	391	38	50	44	98	142	33	96	585	189	492
Base: All who have visited the dentist in the past 12 months		677	177	176	353	299	387	58	37	47	88	136	49	128	548	203	474
Yes I have		45%	46%	47%	47%	44%	43%	51%	51%	55%	44%	48%	59%	49%	44%	48%	44%
No, I'd have like to have visited more		51%	48%	48%	48%	53%	53%	46%	39%	43%	49%	47%	37%	47%	52%	49%	52%
Don't know		4%	6%	4%	5%	2%	3%	3%	10%	2%	7%	5%	3%	4%	4%	3%	4%

D5. How often do you brush your teeth?

Unweighted base		1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base: All living in hygiene poverty		1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
More than twice a day		6%	6%	4%	5%	7%	7%	2%	6%	3%	4%	4%	8%	9%	5%	6%	6%
Twice a day		54%	45%	52%	48%	59%	59%	53%	46%	48%	48%	48%	42%	47%	56%	51%	55%
Once a day		28%	30%	32%	31%	26%	26%	37%	33%	28%	28%	28%	31%	28%	28%	28%	28%
Every other day		5%	7%	7%	7%	3%	4%	2%	5%	8%	9%	8%	9%	8%	4%	6%	4%
Less than this		5%	7%	4%	6%	4%	3%	5%	8%	8%	9%	9%	4%	6%	5%	6%	4%
Prefer not to say		2%	4%	1%	3%	1%	1%	2%	2%	6%	3%	4%	5%	3%	2%	3%	2%
Net: Twice a day or more		60%	52%	56%	54%	66%	66%	54%	52%	51%	52%	52%	50%	55%	61%	57%	61%
Net: Once a day or less		38%	44%	43%	43%	33%	33%	43%	45%	43%	45%	44%	45%	41%	37%	40%	37%

In the past 12 months, have there been any changes or a reduction in the type or quality of dental care products e.g. toothpaste, toothbrushes due to financial constraints used by...

D6a\_1. Yourself

Unweighted base		1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base: All living in hygiene poverty		1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Yes		55%	68%	58%	63%	47%	56%	35%	62%	47%	64%	56%	69%	61%	54%	59%	54%
No		38%	26%	36%	31%	47%	38%	60%	31%	42%	25%	33%	30%	34%	39%	34%	40%
I don't know		5%	6%	5%	5%	5%	4%	4%	5%	7%	8%	8%	1%	5%	5%	6%	5%
Prefer not to say		2%	1%	1%	1%	2%	1%	-	2%	4%	2%	3%	-	-	2%	2%	2%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
	A	B	C	D	E	F	G	H	I	J	K	L

D6a\_2. Your child(ren) (If you have more than one child please think generally)

Unweighted base													
Base: All living in hygiene poverty who have dependent children													
Yes	445	164	281	22	82	237	90	11	3	-	104	327	14
	427	160	266	35	101	205	74	9	2	-	136	279	11
Yes	29%	26%	31%	35%	31%	25%	38%	34%	-	-	32%	28%	26%
No	66%	69%	65%	57%	65%	72%	56%	66%	100%	-	63%	68%	74%
I don't know	3%	4%	2%	9%	3%	1%	4%	-	-	-	4%	2%	-
Prefer not to say	1%	2%	1%	-	2%	1%	2%	-	-	-	1%	2%	-

D7. Thinking about the past 12 months, has your child(ren)'s dental hygiene e.g., the health of their gums and teeth, improved, worsened or stayed the same? If you have more than one child please think generally

Unweighted base													
Base: All living in hygiene poverty who have dependent children													
It has improved significantly	445	164	281	22	82	237	90	11	3	-	104	327	14
	427	160	266	35	101	205	74	9	2	-	136	279	11
It has improved significantly	7%	13%	4%	30%	13%	2%	4%	-	-	-	18%	2%	-
			B	**	E.K*	*	**	**	**	**	D.E.F.K*	**	
It has improved slightly	13%	16%	11%	19%	18%	12%	7%	9%	-	-	18%	11%	7%
				**	F*	*	**	**	**	**	F*	**	
It has stayed the same	54%	51%	56%	37%	47%	58%	57%	65%	55%	-	44%	58%	63%
				**	*	*	**	**	**	**	*	J	**
It has worsened slightly	18%	16%	19%	9%	17%	20%	17%	-	45%	-	15%	19%	10%
				**	*	*	**	**	**	**	*	**	
It has worsened significantly	6%	4%	7%	-	2%	5%	13%	26%	-	-	2%	7%	21%
				**	*	*	D.E.J.K*	**	**	**	*	E.J	**
Prefer not to say	3%	1%	4%	4%	3%	3%	1%	-	-	-	4%	3%	-
				**	*	*	**	**	**	**	*	**	
Net: Improved	20%	29%	15%	50%	31%	14%	11%	9%	-	-	36%	13%	7%
				**	E.F.K*	*	**	**	**	**	E.F.K*	**	
Net: Worsened	23%	19%	26%	9%	19%	25%	30%	26%	45%	-	16%	26%	30%
				**	*	*	**	**	**	**	*	J	**

D8a. Thinking about the past 12 months, have any of your child/children visited a dentist?

Unweighted base													
Base: All living in hygiene poverty who have dependent children													
Yes	445	164	281	22	82	237	90	11	3	-	104	327	14
	427	160	266	35	101	205	74	9	2	-	136	279	11
Yes	65%	67%	64%	45%	60%	67%	73%	75%	70%	-	57%	69%	74%
				**	*	*	J*	**	**	**	*	J	**
No	31%	31%	32%	36%	36%	31%	25%	25%	30%	-	36%	29%	26%
				**	*	*	*	**	**	**	*	**	
I don't know / can't remember	4%	3%	4%	19%	3%	1%	3%	-	-	-	7%	2%	-
				**	*	*	*	**	**	**	*	D.E.K*	**

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Social Grade		Region													
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland	
			M	N	O	P	Q	R	S	T	U	V	X	Y	Z	AA
<b>D6a_2. Your child(ren) (If you have more than one child please think generally)</b>																
Unweighted base	445	254	191	15	42	35	47	43	41	69	60	29	381	22	27	15
Base: All living in hygiene poverty who have dependent children	427	230	197	13	36	31	40	36	35	102	48	24	365	24	23	15
Yes	29%	32%	26%	22%	34%	31%	13%	24%	35%	35%	25%	22%	28%	42%	42%	12%
				**	R*	*	*	*	R*	R*	*	**	R	**	**	**
No	66%	64%	70%	78%	62%	69%	80%	73%	59%	60%	73%	75%	68%	48%	55%	81%
I don't know	3%	2%	3%	-	2%	-	6%	2%	6%	2%	2%	4%	3%	10%	-	-
Prefer not to say	1%	2%	1%	-	2%	-	2%	-	-	3%	-	-	1%	-	3%	7%
				**	*	*	*	*	*	*	*	**	**	**	**	**
<b>D7. Thinking about the past 12 months, has your child(ren)'s dental hygiene e.g., the health of their gums and teeth, improved, worsened or stayed the same? If you have more than one child please think generally</b>																
Unweighted base	445	254	191	15	42	35	47	43	41	69	60	29	381	22	27	15
Base: All living in hygiene poverty who have dependent children	427	230	197	13	36	31	40	36	35	102	48	24	365	24	23	15
It has improved significantly	7%	8%	6%	11%	2%	11%	4%	14%	3%	16%	1%	-	9%	-	-	-
				**	*	V*	*	V*	*	P.T.V.X*	*	**	V	**	**	**
It has improved slightly	13%	15%	10%	25%	14%	10%	7%	7%	15%	20%	10%	16%	14%	7%	9%	6%
It has stayed the same	54%	52%	55%	47%	59%	57%	67%	57%	51%	31%	68%	55%	51%	64%	58%	87%
It has worsened slightly	18%	19%	16%	11%	13%	22%	10%	17%	15%	23%	17%	18%	18%	20%	26%	-
It has worsened significantly	6%	4%	7%	6%	9%	-	2%	3%	14%	8%	-	7%	5%	9%	7%	-
Prefer not to say	3%	1%	5%	-	2%	-	11%	2%	3%	2%	3%	4%	3%	-	-	7%
Net: Improved	20%	24%	16%	36%	17%	21%	11%	21%	17%	36%	11%	16%	22%	7%	9%	6%
Net: Worsened	23%	23%	23%	17%	22%	22%	11%	20%	29%	31%	17%	25%	23%	29%	33%	-
				**	*	*	*	*	*	R*	R*	**	R	**	**	**
<b>D8a. Thinking about the past 12 months, have any of your child/children visited a dentist?</b>																
Unweighted base	445	254	191	15	42	35	47	43	41	69	60	29	381	22	27	15
Base: All living in hygiene poverty who have dependent children	427	230	197	13	36	31	40	36	35	102	48	24	365	24	23	15
Yes	65%	66%	64%	70%	68%	82%	64%	62%	65%	58%	73%	70%	66%	59%	52%	73%
				**	*	U.X*	*	*	*	*	*	**	**	**	**	**
No	31%	31%	31%	30%	29%	18%	30%	31%	35%	38%	26%	26%	31%	35%	44%	20%
I don't know / can't remember	4%	2%	5%	-	3%	-	6%	8%	-	4%	1%	4%	3%	6%	4%	7%
				**	*	*	*	*	*	*	*	**	**	**	**	**

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

D6a\_2. Your child(ren) (If you have more than one child please think generally)

Unweighted base	445	351	85	122	155	65	67	445	-	-	65	335	43
Base: All living in hygiene poverty who have dependent children	427	318	98	126	146	58	61	427	-	-	63	319	43
Yes	29%	26%	40% AB*	32%	31%	28%	27%	29%	-	-	21%	29%	44% AK*
No	66%	71%	53% AC	65%	65%	67%	72%	66%	-	-	71%	68%	49% AM*
I don't know	3%	2%	3% *	2%	3%	2%	1%	3%	-	-	5%	3%	- *
Prefer not to say	1%	1%	3% *	1%	2%	3%	-	1%	-	-	3%	0%	7% AL*

D7. Thinking about the past 12 months, has your child(ren)'s dental hygiene e.g., the health of their gums and teeth, improved, worsened or stayed the same? If you have more than one child please think generally

Unweighted base	445	351	85	122	155	65	67	445	-	-	65	335	43
Base: All living in hygiene poverty who have dependent children	427	318	98	126	146	58	61	427	-	-	63	319	43
It has improved significantly	7%	3%	21% AB*	12%	7%	5%	-	7%	-	-	6%	6%	22% AK,AL*
It has improved slightly	13%	10%	18% *	13%	11%	12%	25%	13%	-	-	9%	13%	17% *
It has stayed the same	54%	59%	40% AC	48%	61%	55%	51%	54%	-	-	61%	54%	40% *
It has worsened slightly	18%	18%	15% *	16%	13%	22%	24%	18%	-	-	14%	19%	13% *
It has worsened significantly	6%	6%	5% *	8%	7%	3%	-	6%	-	-	5%	5%	8% *
Prefer not to say	3%	3%	1% *	2%	1%	3%	-	3%	-	-	6%	3%	- *
Net: Improved	20%	14%	39% AB*	26%	18%	17%	25%	20%	-	-	15%	19%	40% AK,AL*
Net: Worsened	23%	24%	20% *	24%	20%	25%	24%	23%	-	-	19%	24%	21% *

D8a. Thinking about the past 12 months, have any of your child/children visited a dentist?

Unweighted base	445	351	85	122	155	65	67	445	-	-	65	335	43
Base: All living in hygiene poverty who have dependent children	427	318	98	126	146	58	61	427	-	-	63	319	43
Yes	65%	68%	59% *	64%	66%	71%	64%	65%	-	-	61%	67%	59% *
No	31%	29%	35% *	29%	33%	29%	36%	31%	-	-	32%	32%	30% *
I don't know / can't remember	4%	3%	6% *	7%	1%	-	-	4%	-	-	7%	2%	11% AL*

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	

D6a\_2. Your child(ren) (If you have more than one child please think generally)

Unweighted base		445	89	96	185	247	321	12	-	21	61	82	29	79	366	160	285
Base: All living in hygiene poverty who have dependent children		427	86	92	177	235	303	15	-	23	56	79	34	94	333	160	267
Yes	29%	46%	25%	35%	26%	31%	40%	-	17%	27%	24%	39%	44%	25%	31%	28%	
	AO,AP,AQ*	*	AO	*	*	**	**	**	*	*	*	*	**	**	AZ*	*	
No	66%	52%	73%	63%	68%	65%	50%	-	83%	69%	73%	56%	50%	71%	66%	66%	
	*	AN,AP*	AN	AN	*	**	**	**	*	*	*	**	*	AY	*		
I don't know	3%	2%	1%	1%	4%	3%	10%	-	-	2%	2%	5%	3%	3%	2%	3%	
	*	*	*	*	*	**	**	**	*	*	*	**	*	*	*		
Prefer not to say	1%	-	1%	1%	2%	1%	-	**	**	2%	1%	-	3%	1%	0%	2%	
	*	*	*	*	*	*	*	*	*	*	*	**	*	*	*		

D7. Thinking about the past 12 months, has your child(ren)'s dental hygiene e.g., the health of their gums and teeth, improved, worsened or stayed the same? If you have more than one child please think generally

Unweighted base		445	89	96	185	247	321	12	-	21	61	82	29	79	366	160	285
Base: All living in hygiene poverty who have dependent children		427	86	92	177	235	303	15	-	23	56	79	34	94	333	160	267
It has improved significantly	7%	12%	8%	10%	6%	6%	8%	-	22%	4%	9%	30%	23%	3%	10%	6%	
	*	*	*	*	*	**	**	**	*	*	*	**	*	AZ*	*		
It has improved slightly	13%	12%	8%	10%	15%	14%	32%	-	9%	3%	5%	29%	26%	9%	11%	14%	
	*	*	*	*	*	**	**	**	*	*	*	**	*	AZ*	*		
It has stayed the same	54%	49%	51%	50%	56%	53%	38%	-	56%	64%	61%	33%	38%	58%	51%	56%	
	*	*	*	*	*	**	**	**	*	*	*	**	*	AY	*		
It has worsened slightly	18%	15%	22%	19%	17%	19%	12%	-	9%	16%	14%	8%	12%	19%	18%	17%	
	*	*	*	*	*	**	**	**	*	*	*	*	*	*			
It has worsened significantly	6%	10%	9%	9%	3%	5%	-	-	5%	10%	9%	-	2%	7%	6%	5%	
	AO*	AO*	AO*	AO	*	**	**	**	*	*	*	**	*	*	*		
Prefer not to say	3%	2%	3%	3%	3%	3%	10%	-	-	4%	3%	-	-	4%	4%	2%	
	*	*	*	*	*	**	**	**	*	*	*	*	*	*			
Net: Improved	20%	23%	16%	20%	21%	20%	40%	-	31%	7%	14%	59%	49%	12%	21%	20%	
	*	*	*	*	*	**	**	**	*	*	*	**	*	AZ*			
Net: Worsened	23%	25%	30%	28%	20%	24%	12%	-	13%	26%	22%	8%	14%	26%	25%	22%	
	*	*	AQ*	*	*	**	**	**	*	*	*	**	*	AY			

D8a. Thinking about the past 12 months, have any of your child/children visited a dentist?

Unweighted base		445	89	96	185	247	321	12	-	21	61	82	29	79	366	160	285
Base: All living in hygiene poverty who have dependent children		427	86	92	177	235	303	15	-	23	56	79	34	94	333	160	267
Yes	65%	69%	58%	63%	65%	69%	33%	-	54%	60%	58%	66%	61%	66%	64%	66%	
	*	*	*	*	*	**	**	**	*	*	*	**	*	*			
No	31%	30%	36%	33%	32%	30%	57%	-	21%	36%	32%	30%	33%	31%	33%	31%	
	*	*	*	*	*	**	**	**	*	*	*	**	*	*			
I don't know / can't remember	4%	1%	6%	4%	3%	1%	10%	-	25%	3%	10%	4%	6%	3%	3%	4%	
	*	*	*	*	*	**	**	**	*	*	*	AR,AV*	*	*			

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
	A	B	C	D	E	F	G	H	I	J	K	L

D8. In the past 12 months, have your children(s) visits to the dentist decreased or increased? If you have more than one child please think generally

Unweighted base	299	112	187	10	50	162	67	8	2	-	60	229	10
Base: All whos child/children have visited a dentist in the past 12 months	278	107	171	16	61	138	54	7	2	-	77	192	8
Increased	17%	24%	13%	48%	19%	12%	21%	12%	-	-	25%	14%	9%
		B		**	*		+	**	**	**	D.E*		**
Decreased	15%	13%	17%	24%	10%	19%	12%	-	-	-	13%	17%	-
		**	*	**	+	**	+	**	**	**	*	**	**
Stayed the same	67%	61%	70%	28%	67%	69%	66%	88%	100%	-	59%	68%	91%
		**	J*	**	*	*	**	**	**	**	*	**	**
Don't know	1%	1%	1%	-	4%	-	-	-	-	-	3%	-	-
		**	E.K*		*	**	**	**	**	**	K*		**

D9. Thinking about the past 12 months, have your children(s) missed school because of dental hygiene issues? If you have more than one child please think generally

Unweighted base	445	164	281	22	82	237	90	11	3	-	104	327	14
Base: All living in hygiene poverty who have dependent children	427	160	266	35	101	205	74	9	2	-	136	279	11
Yes, three times or more	4%	7%	3%	6%	10%	2%	2%	9%	-	-	9%	2%	7%
		B		**	E.K*		+	**	**	**	E.K*		**
Yes, once or twice	15%	22%	11%	41%	19%	10%	10%	23%	-	-	25%	10%	18%
		B		**	E.K*		+	**	**	**	D.E.F.K*		**
No	79%	68%	85%	45%	68%	87%	87%	69%	100%	-	62%	87%	75%
		A		**	J*	D.J	D.J*	**	**	**	*	D.J	**
I don't know	1%	1%	1%	4%	1%	1%	-	-	-	-	2%	1%	-
		**	*	**	*	*	**	**	**	**	*	**	**
Prefer not to say	1%	2%	-	4%	1%	-	-	-	-	-	2%	-	-
		B		**	*		+	**	**	**	K*		**
Net: Yes	19%	29%	13%	47%	29%	12%	13%	31%	-	-	34%	12%	25%
		B		**	E.F.K*		*	**	**	**	E.F.K*		**

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Social Grade		Region														
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland		
			M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA

D8. In the past 12 months, have your children(s) visits to the dentist decreased or increased? If you have more than one child please think generally

Unweighted base																	
Base: All whos child/children have visited a dentist in the past 12 months																	
	299	173	126	10	29	28	31	28	27	41	44	21	259	14	15	11	
Increased	278	152	125	9	25	26	25	22	23	59	35	17	241	14	12	11	
	17%	21%	13%	8%	3%	16%	6%	15%	19%	29%	15%	16%	20%	13%	35%		
				**	**	**	**	**	**	X*	*	**	**	**	**	**	**
Decreased	15%	18%	12%	33%	28%	12%	6%	13%	11%	19%	18%	12%	16%	-	13%	19%	
				**	**	**	**	**	**	*	*	**	**	**	**	**	**
Stayed the same	67%	60%	74%	59%	70%	67%	88%	72%	70%	53%	67%	72%	67%	71%	74%	47%	
			M	**	**	**	**	**	**	*	*	**	U	**	**	**	**
Don't know	1%	1%	1%	-	-	5%	-	**	**	**	-	-	0%	9%	-	-	**
				**	**	**	**	**	**	**	**	**	**	**	**	**	**

D9. Thinking about the past 12 months, have your children(s) missed school because of dental hygiene issues? If you have more than one child please think generally

Unweighted base																	
Base: All living in hygiene poverty who have dependent children																	
	445	254	191	15	42	35	47	43	41	69	60	29	381	22	27	15	
	427	230	197	13	36	31	40	36	35	102	48	24	365	24	23	15	
Yes, three times or more	4%	5%	4%	-	2%	4%	-	4%	5%	8%	2%	-	4%	3%	7%	12%	
				**	*	*	*	*	*	*	*	**	**	**	**	**	**
Yes, once or twice	15%	22%	7%	6%	16%	21%	8%	2%	8%	27%	12%	14%	16%	16%	13%	8%	
			N	**	S*	S*	*	*	*	R.S.T.V.X*	*	**	S	**	**	**	**
No	79%	72%	87%	94%	82%	75%	88%	91%	81%	64%	86%	86%	79%	80%	74%	80%	
			M	**	*	*	U*	U*	*	*	U*	**	U	**	**	**	**
I don't know	1%	1%	1%	-	-	-	4%	-	3%	1%	-	-	1%	-	7%	-	
				**	*	*	*	*	*	*	*	**	**	**	**	**	**
Prefer not to say	1%	1%	1%	-	-	-	-	4%	4%	-	-	-	1%	-	-	-	
				**	*	*	*	*	*	X*	*	*	**	**	**	**	**
Net: Yes	19%	27%	11%	6%	18%	25%	8%	5%	12%	35%	14%	14%	19%	20%	20%	20%	
			N	**	*	S*	*	*	*	R.S.T.V.X*	*	**	R.S	**	**	**	**

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

D8. In the past 12 months, have your children(s) visits to the dentist decreased or increased? If you have more than one child please think generally

Unweighted base	299	242	52	79	107	47	44	299	-	-	39	232	26
Base: All whos child/children have visited a dentist in the past 12 months	278	216	58	81	97	41	39	278	-	-	38	212	26
Increased	17%	15%	24%	20%	14%	20%	22%	17%	-	-	13%	16%	33% **
Decreased	15%	13%	26% AB*	18% *	13%	18% *	10% *	15%	-	-	12% *	16%	16% **
Stayed the same	67%	71%	50% AC	61% *	71%	62% *	67% *	67%	-	-	72% *	68%	51% **
Don't know	1%	1%	-	1% *	1%	-	-	1%	-	-	3% *	1%	-

D9. Thinking about the past 12 months, have your children(s) missed school because of dental hygiene issues? If you have more than one child please think generally

Unweighted base	445	351	85	122	155	65	67	445	-	-	65	335	43
Base: All living in hygiene poverty who have dependent children	427	318	98	126	146	58	61	427	-	-	63	319	43
Yes, three times or more	4%	3%	8% AB*	5%	5%	3% *	4% *	4%	-	-	3% *	4%	7% *
Yes, once or twice	15%	10%	31% AB*	16%	12%	19% *	19% *	15%	-	-	8% *	15%	26% AK*
No	79%	85% AC	60% *	77%	82%	78% *	73% *	79%	-	-	88% *	79% AM*	64% AM
I don't know	1%	1%	1% *	1%	-	-	3% *	1%	-	-	1% *	1%	-
Prefer not to say	1%	0%	-	1%	1%	-	-	1%	-	-	-	0%	3% *
Net: Yes	19%	13%	39% AB*	21%	17%	22% *	24% *	19%	-	-	10% *	19%	33% AK, AL*

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	

D8. In the past 12 months, have your children(s) visits to the dentist decreased or increased? If you have more than one child please think generally

Unweighted base	299	64	56	120	168	225	5	-	12	38	50	19	50	249	105	194
Base: All whos child/children have visited a dentist in the past 12 months	278	59	53	112	154	208	5	-	12	34	46	23	57	221	102	175
Increased	17%	20%	21%	20%	16%	17%	75%	-	9%	5%	6%	38%	33%	13%	17%	17%
		*	*				**	**	*	*	*	**	AZ*			
Decreased	15%	12%	15%	13%	16%	17%	-	-	-	11%	8%	27%	22%	14%	14%	17%
		*	*				**	**	*	*	*	**	*		*	
Stayed the same	67%	69%	61%	65%	67%	66%	25%	-	82%	84%	83%	35%	45%	72%	68%	66%
		*	*				**	**	AR*	AR*	AR*	**	*	AY	*	
Don't know	1%	-	2%	1%	1%	1%	-	-	9%	-	3%	-	-	1%	1%	1%
		*	*				**	**	*	*	AV*	**	*		*	

D9. Thinking about the past 12 months, have your children(s) missed school because of dental hygiene issues? If you have more than one child please think generally

Unweighted base	445	89	96	185	247	321	12	-	21	61	82	29	79	366	160	285
Base: All living in hygiene poverty who have dependent children	427	86	92	177	235	303	15	-	23	56	79	34	94	333	160	267
Yes, three times or more	4%	9%	4%	6%	3%	5%	6%	-	6%	-	2%	20%	16%	1%	5%	4%
		*	*				**	**	*	*	AV*	**	AZ*			
Yes, once or twice	15%	15%	16%	15%	14%	17%	30%	-	5%	4%	4%	37%	37%	9%	14%	16%
		*	*			AV.AW	**	**	*	*	*	**	AZ*			
No	79%	75%	78%	76%	82%	76%	45%	-	89%	96%	94%	40%	46%	88%	80%	78%
		*	*				**	**	AR*	AR*	AR*	**	*	AY		
I don't know	1%	1%	1%	1%	1%	1%	10%	-	-	-	-	-	-	2%	1%	1%
		*	*				**	**	*	*	*	**	*			
Prefer not to say	1%	-	1%	1%	1%	0%	9%	-	-	-	-	4%	1%	0%	-	1%
		*	*				**	**	*	*	*	**	*			
Net: Yes	19%	24%	20%	22%	16%	22%	36%	-	11%	4%	6%	56%	52%	10%	19%	20%
		*	*			AV.AW	**	**	**	*	*	**	AZ*			

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age									
			18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
	Male	Female	C	D	E	F	G	H	I	J	K	L
	A	B	C	D	E	F	G	H	I	J	K	L

To what extent have the following areas of your children(s) life been negatively impacted by going without basic toiletries or hygiene items in the last 12 months?

### Q13\_1. Their friendships

Unweighted base	445	164	281	22	82	237	90	11	3	-	104	327	14
Base: All living in hygiene poverty who have dependent children	427	160	266	35	101	205	74	9	2	-	136	279	11
A great deal	10%	19%	5%	21%	13%	9%	5%	17%	-	-	15%	8%	14%
B	**	*		**	*		*	**	**	**	F.K*	**	**
A fair amount	19%	19%	18%	18%	27%	16%	15%	16%	-	-	25%	16%	12%
	**			**			*	**	**	**	*	**	**
E.K*													
Not very much	24%	24%	24%	37%	18%	23%	26%	37%	70%	-	23%	24%	44%
	**			*			*	**	**	**	D*	**	**
Not at all	36%	31%	40%	16%	34%	39%	44%	30%	30%	-	30%	40%	30%
	**			J*			J*	**	**	**	*	**	**
Prefer not to say	3%	3%	2%	4%	4%	2%	1%	-	-	-	4%	2%	-
	**			*			*	**	**	**	*	**	**
Don't know	8%	4%	10%	4%	3%	11%	9%	-	-	-	4%	10%	-
	**			*		D.J	*	**	**	**	*	D.J	**
A													
E.F.K*													
Net: A great deal/a fair amount	29%	38%	24%	39%	40%	26%	19%	33%	-	-	40%	24%	26%
	**			**			*	**	**	**	E.F.K*	**	**
B													
Net: Not very much/not at all	60%	55%	64%	53%	52%	61%	70%	67%	100%	-	53%	64%	74%
	**			*			D.J*	**	**	**	*	**	**

### Q13\_2. Their hobbies including sports

Unweighted base	445	164	281	22	82	237	90	11	3	-	104	327	14
Base: All living in hygiene poverty who have dependent children	427	160	266	35	101	205	74	9	2	-	136	279	11
A great deal	7%	14%	3%	10%	10%	6%	3%	27%	-	-	10%	6%	21%
B	**	*		**	*		*	**	**	**	*	**	**
A fair amount	21%	20%	21%	22%	21%	21%	16%	28%	45%	-	21%	20%	32%
	**			*			*	**	**	**	*	**	**
Not very much	22%	26%	20%	29%	21%	20%	29%	16%	25%	-	23%	22%	18%
	**			*			*	**	**	**	*	**	**
A													
J*													
Prefer not to say	2%	4%	2%	4%	6%	2%	-	-	-	-	5%	1%	-
	**				F.K*		*	**	**	**	K*	**	**
A													
Don't know	6%	5%	7%	15%	3%	6%	8%	-	-	-	6%	7%	-
	**			*			*	**	**	**	D*	**	**
B													
Net: A great deal/a fair amount	28%	34%	24%	32%	31%	28%	19%	55%	45%	-	31%	26%	53%
	**			*			*	**	**	**	*	**	**
J*													
Net: Not very much/not at all	63%	57%	67%	49%	60%	64%	73%	45%	55%	-	57%	67%	47%
	**			*			*	**	**	**	*	**	**

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov

Total	Social Grade		Region														
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland		
			M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA

To what extent have the following areas of your children(s) life been negatively impacted by going without basic toiletries or hygiene items in the last 12 months?

### Q13\_1. Their friendships

Unweighted base	445	254	191	15	42	35	47	43	41	69	60	29	381	22	27	15
Base: All living in hygiene poverty who have dependent children	427	230	197	13	36	31	40	36	35	102	48	24	365	24	23	15
A great deal	10%	12%	9%	23%	8%	18%	-	7%	10%	18%	3%	-	10%	8%	18%	7%
				**	*	R.V*	*	*	R*	R.V.X*	*	**	R.V	**	**	**
A fair amount	19%	20%	17%	16%	10%	17%	11%	20%	12%	30%	15%	19%	19%	24%	7%	13%
				**	*	*	*	*	*	P.R.T.X*	*	**	**	**	**	**
Not very much	24%	30%	17%	12%	24%	34%	26%	28%	24%	20%	28%	18%	24%	18%	27%	25%
				**	*	*	*	*	*	*	*	**	**	**	**	**
Not at all	36%	30%	44%	43%	46%	29%	44%	45%	34%	20%	47%	51%	36%	41%	31%	39%
				M	**	U*	*	U*	*	U*	*	U*	**	U	**	**
Prefer not to say	3%	2%	3%	-	4%	-	7%	-	9%	-	2%	5%	3%	4%	-	7%
				**	*	U*	*	U*	*	U*	*	**	**	**	**	**
Don't know	8%	7%	9%	6%	8%	2%	11%	-	11%	11%	5%	6%	8%	5%	17%	7%
				**	*	*	S*	*	S*	S*	*	**	S	**	**	**
Net: A great deal/a fair amount	29%	31%	26%	39%	17%	35%	11%	27%	22%	48%	18%	19%	29%	32%	25%	21%
				**	*	R*	*	*	*	P.R.S.T.V.X*	*	**	R.V	**	**	**
Net: Not very much/not at all	60%	59%	61%	55%	70%	63%	70%	73%	58%	40%	75%	69%	60%	59%	58%	64%
				**	U*	U*	U*	U*	*	U*	*	**	U	**	**	**

### Q13\_2. Their hobbies including sports

Unweighted base	445	254	191	15	42	35	47	43	41	69	60	29	381	22	27	15
Base: All living in hygiene poverty who have dependent children	427	230	197	13	36	31	40	36	35	102	48	24	365	24	23	15
A great deal	7%	9%	6%	11%	6%	10%	-	12%	8%	13%	-	-	8%	5%	9%	6%
				**	*	R.V*	*	R.V*	*	R.V*	*	**	R.V	**	**	**
A fair amount	21%	25%	16%	5%	18%	23%	16%	18%	19%	29%	21%	15%	21%	22%	10%	21%
				**	*	*	*	*	*	*	*	**	**	**	**	**
Not very much	22%	26%	19%	17%	31%	30%	24%	26%	16%	19%	24%	19%	23%	13%	27%	19%
				**	*	*	*	*	*	*	*	**	**	**	**	**
Not at all	41%	34%	49%	43%	37%	37%	47%	44%	46%	29%	49%	51%	40%	47%	40%	46%
				**	*	*	*	*	*	*	*	**	U	**	**	**
Prefer not to say	2%	2%	3%	11%	5%	-	7%	-	3%	-	2%	5%	3%	4%	-	-
				**	*	U*	*	U*	*	*	*	**	**	**	**	**
Don't know	6%	5%	8%	12%	2%	-	6%	-	9%	9%	3%	10%	6%	10%	14%	7%
				**	*	*	*	*	*	*	*	**	**	**	**	**
Net: A great deal/a fair amount	28%	34%	22%	16%	24%	34%	16%	30%	27%	43%	21%	15%	29%	26%	19%	27%
				**	*	*	*	*	*	R.V.X*	*	**	R	**	**	**
Net: Not very much/not at all	63%	60%	67%	60%	68%	66%	71%	70%	61%	49%	74%	70%	63%	60%	67%	66%
				**	*	*	*	*	*	U*	*	**	U	**	**	**

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

To what extent have the following areas of your children(s) life been negatively impacted by going without basic toiletries or hygiene items in the last 12 months?

### Q13\_1. Their friendships

Unweighted base	445	351	85	122	155	65	67	445	-	-	65	335	43
Base: All living in hygiene poverty who have dependent children	427	318	98	126	146	58	61	427	-	-	63	319	43
A great deal	10%	8%	20%	17%	8%	9%	7%	10%	-	-	8%	10%	19%
AB*			AB*	AE		*	*		**	**	*	*	*
A fair amount	19%	17%	21%	20%	17%	17%	20%	19%	-	-	23%	18%	19%
*			*	*		*	*		**	**	*	*	*
Not very much	24%	24%	26%	21%	26%	25%	29%	24%	-	-	19%	23%	37%
*			*	*		*	*		**	**	*	*	*
Not at all	36%	40%	24%	37%	34%	41%	36%	36%	-	-	35%	40%	12%
AC			*	*		*	*		**	**	AM*	AM	*
Prefer not to say	3%	3%	1%	3%	2%	4%	2%	3%	-	-	3%	3%	3%
*			*	*		*	*		**	**	*	*	*
Don't know	8%	8%	7%	3%	12%	5%	7%	8%	-	-	12%	7%	9%
*			*	*	AD	*	*		**	**	*	*	*
Net: A great deal/a fair amount	29%	25%	41%	36%	26%	25%	27%	29%	-	-	31%	27%	38%
AB*			AB*						**	**	*	*	*
Net: Not very much/not at all	60%	64%	51%	58%	60%	66%	64%	60%	-	-	54%	63%	50%
AC			*	*		*	*		**	**	*	*	*

### Q13\_2. Their hobbies including sports

Unweighted base	445	351	85	122	155	65	67	445	-	-	65	335	43
Base: All living in hygiene poverty who have dependent children	427	318	98	126	146	58	61	427	-	-	63	319	43
A great deal	7%	7%	8%	8%	7%	9%	7%	7%	-	-	5%	6%	18%
*			*	*		*	*		**	**	*	*	*
A fair amount	21%	18%	29%	23%	20%	16%	28%	21%	-	-	20%	20%	28%
AB*			AB*			*	*		**	**	*	*	*
Not very much	22%	22%	23%	19%	26%	25%	20%	22%	-	-	29%	20%	28%
*			*	*		*	*		**	**	*	*	*
Not at all	41%	44%	30%	39%	38%	45%	39%	41%	-	-	38%	44%	15%
AC			*	*		*	*		**	**	AM*	AM	*
Prefer not to say	2%	3%	2%	4%	1%	4%	2%	2%	-	-	1%	3%	-
*			*	*		*	*		**	**	*	*	*
Don't know	6%	6%	8%	6%	8%	1%	5%	6%	-	-	6%	6%	11%
*			*	*		*	*		**	**	*	*	*
Net: A great deal/a fair amount	28%	26%	37%	32%	27%	25%	34%	28%	-	-	26%	26%	46%
*			*	*		*	*		**	**	*	*	*
Net: Not very much/not at all	63%	66%	54%	59%	64%	70%	59%	63%	-	-	67%	65%	44%
AC			*	*		*	*		**	**	AM*	AM	*

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	

To what extent have the following areas of your children(s) life been negatively impacted by going without basic toiletries or hygiene items in the last 12 months?

### Q13\_1. Their friendships

Unweighted base	445	89	96	185	247	321	12	-	21	61	82	29	79	366	160	285
Base: All living in hygiene poverty who have dependent children	427	86	92	177	235	303	15	-	23	56	79	34	94	333	160	267
A great deal	10%	15%	14%	15%	8%	12%	-	-	10%	5%	7%	28%	25%	6%	12%	9%
	*	*	*	AQ		**	**	**	*	*	*	**	**		AZ*	
A fair amount	19%	16%	23%	20%	18%	21%	12%	-	12%	10%	11%	32%	26%	17%	20%	17%
	*	*	*		AW	**	**	**	*	*	*	**	*		*	
Not very much	24%	22%	23%	22%	24%	25%	39%	-	26%	14%	18%	31%	33%	22%	19%	27%
	*	*	*			**	**	**	*	*	*	**	*		**	
Not at all	36%	42%	30%	36%	37%	32%	31%	-	42%	58%	54%	6%	12%	43%	38%	35%
	*	*	*			**	**	**	AR*	AR*	AR*	**	*	AY		
Prefer not to say	3%	1%	2%	2%	4%	3%	9%	-	-	2%	1%	4%	1%	3%	1%	4%
	*	*	*			**	**	**	*	*	*	**	*		*	
Don't know	8%	4%	8%	6%	10%	8%	10%	-	9%	10%	10%	-	3%	9%	8%	8%
	*	*	*			**	**	**	*	*	*	**	*		*	
Net: A great deal/a fair amount	29%	31%	37%	34%	26%	33%	12%	-	22%	16%	18%	59%	51%	23%	33%	27%
	*	*	AQ*			AV.AW	**	**	*	*	*	**	*		AZ*	
Net: Not very much/not at all	60%	64%	53%	58%	61%	56%	69%	-	69%	72%	71%	37%	45%	65%	58%	62%
	*	*	*			**	**	**	AR*	AR*	AR*	**	*	AY		

### Q13\_2. Their hobbies including sports

Unweighted base	445	89	96	185	247	321	12	-	21	61	82	29	79	366	160	285
Base: All living in hygiene poverty who have dependent children	427	86	92	177	235	303	15	-	23	56	79	34	94	333	160	267
A great deal	7%	13%	10%	12%	5%	9%	6%	-	-	4%	3%	17%	16%	5%	9%	7%
	*	*	*	AQ		**	**	**	*	*	*	**	*		AZ*	
A fair amount	21%	25%	21%	23%	16%	21%	23%	-	26%	12%	17%	52%	32%	18%	18%	22%
	*	*	*			**	**	**	*	*	*	**	*		AZ*	
Not very much	22%	18%	23%	20%	25%	25%	24%	-	13%	16%	16%	24%	30%	20%	20%	24%
	*	*	*			**	**	**	*	*	*	**	*		*	
Not at all	41%	39%	28%	33%	47%	37%	36%	-	42%	63%	57%	6%	13%	49%	43%	39%
	*	*	*		AO.AP	**	**	**	AR*	AR*	AR*	**	*	AY		
Prefer not to say	2%	1%	4%	3%	2%	3%	-	-	5%	-	2%	-	2%	3%	2%	3%
	*	*	*			**	**	**	*	*	*	**	*		*	
Don't know	6%	4%	14%	9%	5%	6%	10%	-	13%	4%	7%	-	7%	6%	8%	5%
	*	*	AN.AP.AQ*	AN		**	**	**	*	*	*	**	*		*	
Net: A great deal/a fair amount	28%	38%	31%	35%	21%	30%	29%	-	26%	17%	19%	70%	48%	22%	27%	29%
	*	*	AQ*	*	AQ	AV	**	**	*	*	*	**	*		AZ*	
Net: Not very much/not at all	63%	57%	51%	53%	72%	62%	61%	-	55%	79%	72%	30%	43%	69%	63%	63%
	*	*	*		AN.AO.AP	**	**	**	AR.AW*	*	*	**	*	AY		

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age										
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+	
			A	B	C	D	E	F	G	H	I	J	
<b>Q13_8. Their attendance at school or college</b>													
Unweighted base	445	164	281	22	82	237	90	11	3	-	104	327	14
Base: All living in hygiene poverty who have dependent children	427	160	266	35	101	205	74	9	2	-	136	279	11
A great deal	7%	11%	5%	22%	7%	6%	3%	9%	-	-	11%	5%	7%
		**	*	*	*	*	*	**	**	**	D.K*	**	**
A fair amount	15%	14%	16%	21%	20%	13%	11%	19%	-	-	20%	13%	15%
		**	*	*	*	*	*	**	**	**	*	**	**
Not very much	22%	26%	20%	17%	19%	24%	25%	26%	-	-	18%	25%	21%
		**	*	*	*	*	*	**	**	**	*	**	**
Not at all	48%	43%	50%	23%	47%	48%	58%	46%	100%	-	40%	51%	57%
		**	*	*	J*	*	**	**	**	**	*	**	**
Prefer not to say	3%	4%	2%	4%	4%	3%	1%	-	-	-	4%	2%	-
		**	*	*	*	*	*	**	**	**	*	**	**
Don't know	5%	2%	6%	12%	3%	5%	2%	-	-	-	5%	4%	-
		**	*	*	*	*	*	**	**	**	D*	**	**
Net: A great deal/a fair amount	22%	25%	21%	44%	27%	19%	14%	28%	-	-	32%	18%	22%
Net: Not very much/not at all	70%	69%	71%	40%	65%	73%	83%	72%	100%	-	59%	75%	78%
		**	*	*	J*	J	D.J*	**	**	**	*	J	**
<b>Q13_3. Their performance in school or college</b>													
Unweighted base	445	164	281	22	82	237	90	11	3	-	104	327	14
Base: All living in hygiene poverty who have dependent children	427	160	266	35	101	205	74	9	2	-	136	279	11
A great deal	7%	9%	6%	16%	7%	7%	3%	17%	-	-	9%	6%	14%
		**	*	*	*	*	*	**	**	**	*	**	**
A fair amount	15%	15%	15%	19%	11%	18%	11%	16%	-	-	13%	16%	13%
		**	*	*	*	*	*	**	**	**	*	**	**
Not very much	26%	34%	22%	44%	30%	21%	25%	37%	70%	-	33%	22%	44%
		**	*	*	*	*	*	**	**	**	E.K*	**	**
Not at all	41%	34%	45%	4%	44%	43%	50%	30%	30%	-	34%	44%	30%
		**	*	*	J*	*	**	**	**	**	*	**	**
Prefer not to say	4%	5%	3%	4%	6%	3%	5%	-	-	-	5%	4%	-
		**	*	*	*	*	*	**	**	**	*	**	**
Don't know	7%	3%	9%	12%	3%	8%	6%	-	-	-	5%	8%	-
		**	*	*	*	*	*	**	**	**	D*	**	**
Net: A great deal/a fair amount	22%	24%	21%	36%	18%	25%	14%	34%	-	-	23%	22%	26%
Net: Not very much/not at all	67%	68%	67%	48%	74%	64%	75%	66%	100%	-	67%	67%	74%
		**	*	*	J*	*	*	**	**	**	*	*	**

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Social Grade		Region													
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland	
			M	N	O	P	Q	R	S	T	U	V	X	Y	Z	AA
<b>Q13_8. Their attendance at school or college</b>																
Unweighted base	445	254	191	15	42	35	47	43	41	69	60	29	381	22	27	15
Base: All living in hygiene poverty who have dependent children	427	230	197	13	36	31	40	36	35	102	48	24	365	24	23	15
A great deal	7%	11%	3%	-	6%	9%	2%	8%	2%	16%	-	3%	7%	5%	11%	6%
		N		**	*	V*	*	V*	*	R.T.V.X*	*	**	V	**	**	**
A fair amount	15%	16%	14%	24%	10%	24%	10%	9%	14%	23%	13%	9%	16%	10%	7%	13%
		**	*	*	*	*	*	*	*	*	*	*	**	**	**	**
Not very much	22%	23%	22%	28%	27%	19%	23%	31%	19%	23%	23%	16%	23%	17%	23%	7%
		**	*	*	*	*	*	*	*	*	*	**	**	**	**	**
Not at all	48%	43%	53%	49%	50%	42%	50%	51%	51%	35%	59%	63%	47%	48%	43%	66%
		**	*	*	*	*	*	*	*	*	*	U*	**	**	**	**
Prefer not to say	3%	2%	4%	-	5%	-	10%	-	8%	-	4%	-	3%	4%	7%	-
		**	U*	*	*	S.U.X*	*	U*	*	*	*	**	**	**	**	**
Don't know	5%	5%	4%	-	2%	7%	6%	-	6%	2%	1%	8%	3%	17%	9%	7%
		**	*	*	*	*	*	*	*	*	*	**	**	**	**	**
Net: A great deal/a fair amount	22%	27%	17%	24%	16%	32%	12%	17%	16%	39%	13%	12%	23%	14%	19%	19%
		**	*	*	R.V*	*	*	*	*	P.R.S.T.V.X*	*	**	V	**	**	**
Net: Not very much/not at all	70%	66%	75%	76%	76%	61%	73%	83%	70%	58%	82%	80%	71%	65%	66%	73%
<b>Q13_3. Their performance in school or college</b>																
Unweighted base	445	254	191	15	42	35	47	43	41	69	60	29	381	22	27	15
Base: All living in hygiene poverty who have dependent children	427	230	197	13	36	31	40	36	35	102	48	24	365	24	23	15
A great deal	7%	10%	5%	6%	6%	14%	2%	4%	5%	13%	-	7%	8%	15%	6%	
		**	*	R.V*	*	*	*	*	*	V.X*	*	**	V	**	**	**
A fair amount	15%	15%	15%	16%	6%	15%	6%	17%	10%	23%	14%	15%	15%	13%	14%	21%
		**	*	*	*	*	*	*	*	P.R.X*	*	**	**	**	**	**
Not very much	26%	30%	22%	12%	35%	29%	27%	23%	25%	30%	26%	17%	27%	26%	31%	14%
		**	*	*	*	*	*	*	*	*	*	**	**	**	**	**
Not at all	41%	34%	48%	43%	43%	39%	50%	52%	43%	25%	55%	51%	41%	37%	30%	45%
		**	U*	*	U*	*	U*	*	*	U.X*	*	**	U	**	**	**
Prefer not to say	4%	3%	5%	11%	5%	-	10%	-	7%	2%	4%	5%	4%	4%	-	7%
		**	*	*	S*	*	*	*	*	*	*	**	**	**	**	**
Don't know	7%	8%	5%	12%	4%	3%	6%	4%	10%	6%	1%	13%	6%	13%	10%	7%
		**	*	*	*	*	*	*	*	*	*	**	**	**	**	**
Net: A great deal/a fair amount	22%	25%	20%	21%	12%	29%	7%	21%	15%	37%	14%	15%	22%	21%	29%	27%
		**	*	R*	*	*	*	*	P.R.T.V.X*	*	**	R	**	**	**	**
Net: Not very much/not at all	67%	64%	71%	55%	79%	68%	77%	75%	68%	54%	81%	68%	68%	63%	61%	59%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size				
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people	
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	
<b>Q13_8. Their attendance at school or college</b>													
Unweighted base	445	351	85	122	155	65	67	445	-	-	65	335	43
Base: All living in hygiene poverty who have dependent children	427	318	98	126	146	58	61	427	-	-	63	319	43
A great deal	7%	6%	13% AB*	9%	6%	9% * +	6% * +	7%	-	-	6% * +	6%	17% AL*
A fair amount	15%	13%	24% AB*	18%	13%	15% * +	18% * +	15%	-	-	13% * +	17%	8% *
Not very much	22%	21%	25% *	24%	24%	17% * +	22% * +	22%	-	-	25% * +	20%	36% AL*
Not at all	48%	51%	36% AC	40%	50%	54% * +	48% * +	48%	-	-	50% * +	48%	37% *
Prefer not to say	3%	4%	1% *	4%	3%	2% * +	2% * +	3%	-	-	2% * +	3%	- *
Don't know	5%	5%	1% *	4%	5%	3% * +	4% * +	5%	-	-	4% * +	5%	2% *
Net: A great deal/a fair amount	22%	18%	37% AB*	27%	19%	23% * +	24% * +	22%	-	-	18% * +	23%	25% *
Net: Not very much/not at all	70%	73%	61% AC	64%	73%	72% * +	70% * +	70%	-	-	75% * +	69%	73% *
<b>Q13_3. Their performance in school or college</b>													
Unweighted base	445	351	85	122	155	65	67	445	-	-	65	335	43
Base: All living in hygiene poverty who have dependent children	427	318	98	126	146	58	61	427	-	-	63	319	43
A great deal	7%	6%	13% AB*	10% AG	8% AG	9% AG*	- * +	7%	-	-	5% * +	7%	14% *
A fair amount	15%	14%	15% *	15% AF	15% *	7% AF*	22% *	15%	-	-	16% * +	16%	9% *
Not very much	26%	22%	39% AB*	25%	26%	29% * +	28% * +	26%	-	-	28% * +	23%	52% AKAL*
Not at all	41%	46%	27% AC	35%	42%	50% * +	39% * +	41%	-	-	40% * +	43%	21% *
Prefer not to say	4%	5%	2% *	5%	2%	2% * +	6% * +	4%	-	-	4% * +	5%	- *
Don't know	7%	7%	4% *	7%	7%	3% * +	6% * +	7%	-	-	7% * +	7%	4% *
Net: A great deal/a fair amount	22%	20%	28% *	28%	23%	16% * +	22% * +	22%	-	-	21% * +	23%	23% *
Net: Not very much/not at all	67%	68%	66% *	60%	68%	80% AD*	66% * +	67%	-	-	68% * +	66%	72% *

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	
<b>Q13_8. Their attendance at school or college</b>																
Unweighted base	445	89	96	185	247	321	12	-	21	61	82	29	79	366	160	285
Base: All living in hygiene poverty who have dependent children	427	86	92	177	235	303	15	-	23	56	79	34	94	333	160	267
A great deal	7%	14%	8%	11%	5%	8%	6%	-	7%	4%	4%	18%	15%	5%	6%	8%
		*	AQ			**	**	**	*	*	*	**	**			
A fair amount	15%	17%	22%	19%	11%	17%	20%	-	5%	9%	8%	41%	30%	11%	15%	15%
	*	AQ	AQ			**	**	**	*	*	*	**	**			
Not very much	22%	21%	22%	22%	23%	23%	8%	-	27%	24%	25%	23%	24%	22%	24%	21%
	*	*	*			**	**	**	*	*	*	**	**	*		
Not at all	48%	42%	38%	40%	54% AO.AP	45%	48%	-	47%	59%	56%	18%	26%	54% AY	47%	48%
	*	*	*			**	**	**	*	*	*	**	**	*		
Prefer not to say	3%	2%	4%	3%	3%	2%	-	-	5%	2%	3%	-	2%	3%	4%	2%
	*	*	*			**	**	**	*	*	*	**	**	*		
Don't know	5%	3%	7%	5%	5%	4%	18%	-	9%	3%	5%	-	4%	5%	3%	6%
	*	*	*			**	**	**	*	*	*	**	**	*		
Net: A great deal/a fair amount	22%	31%	30%	30%	16%	25% AV.AW	26%	-	11%	13%	12%	59%	45%	16%	22%	23%
	AQ*	AQ*	AQ			**	**	**	*	*	*	**	**	*		
Net: Not very much/not at all	70%	63%	60%	62%	76% AN.AO.AP	68%	56%	-	74%	83%	80%	41%	50%	76% AY	71%	70%
<b>Q13_3. Their performance in school or college</b>																
Unweighted base	445	89	96	185	247	321	12	-	21	61	82	29	79	366	160	285
Base: All living in hygiene poverty who have dependent children	427	86	92	177	235	303	15	-	23	56	79	34	94	333	160	267
A great deal	7%	19%	7%	13%	3%	9%	6%	-	-	5%	4%	19%	13%	6%	8%	7%
	AO.AP.AQ*	*	AQ.AQ			**	**	**	*	*	*	**	**			
A fair amount	15%	15%	15%	15%	15%	15%	29%	-	16%	9%	11%	31%	25%	12%	13%	16%
	*	*	*			**	**	**	*	*	*	**	**			
Not very much	26%	22%	28%	25%	28%	29% AV.AW	33%	-	22%	11%	14%	31%	37%	23%	29%	25%
	*	*	*			**	**	**	*	*	*	**	**			
Not at all	41%	36%	35%	36%	46%	37%	13%	-	52%	65%	61%	10%	14%	48% AY	43%	40%
	*	*	*			**	**	**	*	*	*	**	**	*		
Prefer not to say	4%	2%	5%	4%	3%	4%	-	-	5%	6%	6%	4%	4%	4%	3%	5%
	*	*	*			**	**	**	*	*	*	**	**	*		
Don't know	7%	5%	9%	7%	6%	7%	19%	-	4%	4%	4%	4%	6%	7%	5%	7%
	*	*	*			**	**	**	*	*	*	**	**	*		
Net: A great deal/a fair amount	22%	34%	22%	28%	18%	24%	35%	-	16%	15%	15%	51%	38%	18%	21%	23%
	AQ*	*	AQ			**	**	**	*	*	*	**	**	*		
Net: Not very much/not at all	67%	58%	63%	61%	73% AN.AP	66%	45%	-	74%	75%	75%	42%	52%	71% AY	71%	65%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age										
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+	
	A	B	C	D	E	F	G	H	I	J	K	L	
<b>Q13_4. Their behaviour</b>													
Unweighted base	445	164	281	22	82	237	90	11	3	-	104	327	14
Base: All living in hygiene poverty who have dependent children	427	160	266	35	101	205	74	9	2	-	136	279	11
A great deal	8%	11%	6%	23%	4%	7%	8%	17%	-	-	9%	7%	14%
	**	*		*	*	*	*	**	**	**	D*	**	
A fair amount	19%	20%	18%	24%	22%	20%	9%	19%	-	-	22%	17%	15%
	**	F*		F.K	*	*	**	**	**	**	F*	F	**
Not very much	25%	29%	23%	23%	25%	23%	28%	34%	70%	-	25%	25%	41%
	**	*		*	*	*	**	**	**	**	*	**	**
Not at all	39%	34%	42%	26%	39%	41%	43%	30%	30%	-	35%	41%	30%
	**	*		*	*	*	**	**	**	**	*	**	**
Prefer not to say	2%	2%	2%	-	3%	2%	4%	-	-	-	2%	2%	-
	**	*		*	*	*	*	**	**	**	*	**	**
Don't know	7%	4%	8%	4%	8%	7%	9%	-	-	-	7%	7%	-
	**	*		*	*	*	**	**	**	**	*	**	**
Net: A great deal/a fair amount	27%	31%	24%	47%	26%	27%	16%	37%	-	-	31%	24%	29%
Net: Not very much/not at all	64%	63%	65%	49%	64%	64%	71%	63%	100%	-	60%	66%	71%
<b>Q13_5. Their confidence</b>													
Unweighted base	445	164	281	22	82	237	90	11	3	-	104	327	14
Base: All living in hygiene poverty who have dependent children	427	160	266	35	101	205	74	9	2	-	136	279	11
A great deal	11%	15%	9%	21%	8%	10%	13%	17%	-	-	11%	11%	14%
	B	**		*	*	*	*	**	**	**	D*	**	
A fair amount	22%	23%	22%	27%	27%	21%	16%	29%	70%	-	27%	19%	37%
	**	*		*	*	*	**	**	**	**	*	**	**
Not very much	23%	27%	21%	28%	19%	25%	23%	33%	-	-	21%	24%	26%
	**	*		*	*	*	**	**	**	**	*	**	**
Not at all	33%	28%	36%	16%	36%	34%	38%	15%	30%	-	31%	35%	18%
	**	*		J*	*	*	*	**	**	**	*	**	**
Prefer not to say	2%	3%	2%	-	3%	2%	3%	7%	-	-	2%	2%	5%
	**	*		*	*	*	*	**	**	**	*	**	**
Don't know	8%	4%	10%	8%	7%	9%	8%	-	-	-	7%	9%	-
	A	**		*	*	*	*	**	**	**	*	**	**
Net: A great deal/a fair amount	33%	38%	31%	48%	35%	31%	29%	46%	70%	-	38%	30%	51%
Net: Not very much/not at all	56%	55%	57%	45%	55%	58%	60%	47%	30%	-	52%	59%	44%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Social Grade		Region													
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland	
	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	
<b>Q13_4. Their behaviour</b>																
Unweighted base	445	254	191	15	42	35	47	43	41	69	60	29	381	22	27	15
Base: All living in hygiene poverty who have dependent children	427	230	197	13	36	31	40	36	35	102	48	24	365	24	23	15
A great deal	8%	9%	7%	17%	4%	9%	4%	4%	9%	13%	-	3%	7%	14%	18%	-
	**	*	*	V*	*	*	*	V*	V*	*	**	**	V	**	**	**
A fair amount	19%	23%	14%	16%	14%	17%	4%	19%	18%	31%	19%	6%	19%	14%	22%	19%
	N	**	*	*	*	*	*	R*	R*	R.X*	R*	**	R	**	**	**
Not very much	25%	25%	25%	18%	42%	28%	26%	33%	22%	19%	27%	22%	26%	15%	26%	26%
	**	**	**	U.X*	*	*	*	*	*	*	*	**	**	**	**	**
Not at all	39%	36%	43%	43%	32%	40%	44%	42%	37%	30%	48%	58%	39%	46%	34%	33%
	**	*	*	*	*	*	*	*	*	*	U*	**	**	**	**	**
Prefer not to say	2%	2%	2%	-	2%	-	7%	-	5%	-	4%	-	2%	4%	-	7%
	**	*	*	*	*	*	U.X*	*	U*	*	*	**	**	**	**	**
Don't know	7%	6%	8%	6%	7%	7%	15%	2%	9%	7%	1%	12%	7%	7%	-	15%
	**	*	*	*	*	*	S.V.X*	*	*	*	*	**	**	**	**	**
Net: A great deal/a fair amount	27%	32%	21%	33%	18%	25%	7%	22%	27%	44%	19%	9%	26%	28%	40%	19%
Net: Not very much/not at all	64%	61%	68%	61%	74%	68%	71%	76%	59%	49%	76%	80%	65%	62%	60%	59%
<b>Q13_5. Their confidence</b>																
Unweighted base	445	254	191	15	42	35	47	43	41	69	60	29	381	22	27	15
Base: All living in hygiene poverty who have dependent children	427	230	197	13	36	31	40	36	35	102	48	24	365	24	23	15
A great deal	11%	13%	9%	17%	8%	10%	4%	10%	13%	19%	5%	-	11%	14%	12%	13%
	**	*	*	*	*	*	*	*	*	R.V.X*	*	**	**	**	**	**
A fair amount	22%	25%	19%	17%	14%	28%	17%	18%	25%	30%	21%	19%	23%	15%	26%	13%
	**	*	*	*	*	*	*	*	*	*	*	**	**	**	**	**
Not very much	23%	25%	21%	22%	44%	15%	18%	24%	13%	22%	32%	23%	24%	15%	24%	26%
	**	Q.R.T.U.X*	*	*	*	*	*	*	*	T*	**	**	**	**	**	**
Not at all	33%	29%	38%	44%	26%	34%	38%	42%	34%	23%	35%	44%	32%	40%	35%	33%
	**	*	*	*	*	*	U*	*	*	*	*	**	**	**	**	**
Prefer not to say	2%	2%	3%	-	2%	3%	7%	-	5%	-	2%	-	2%	4%	3%	7%
	**	*	*	*	*	*	U.X*	*	U*	*	*	**	**	**	**	**
Don't know	8%	6%	10%	-	7%	10%	16%	6%	10%	6%	5%	14%	8%	12%	-	7%
	**	*	*	*	*	*	*	*	*	*	*	**	**	**	**	**
Net: A great deal/a fair amount	33%	37%	29%	34%	22%	38%	21%	28%	38%	49%	25%	19%	34%	30%	38%	27%
Net: Not very much/not at all	56%	54%	59%	66%	69%	49%	56%	66%	47%	44%	68%	67%	56%	55%	59%	59%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size				
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people	
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	
<b>Q13_4. Their behaviour</b>													
Unweighted base	445	351	85	122	155	65	67	445	-	-	65	335	43
Base: All living in hygiene poverty who have dependent children	427	318	98	126	146	58	61	427	-	-	63	319	43
A great deal	8%	6%	13% AB*	13% AG	8%	5% *	1% *	8%	-	-	2% *	7%	19% AKAL*
A fair amount	19%	16%	27% AB*	19%	16%	15% *	28% AE*	19%	-	-	22% *	18%	19% *
Not very much	25%	26%	23% *	26%	26%	28% *	23% *	25%	-	-	25% *	23%	41% AL*
Not at all	39%	41%	32% *	34%	41%	49% *	41% *	39%	-	-	39% *	41% AM	20% *
Prefer not to say	2%	3%	1% *	2%	2%	- *	2% *	2%	-	-	4% *	2%	- *
Don't know	7%	8%	4% *	6%	7%	4% *	5% *	7%	-	-	7% *	8%	2% *
Net: A great deal/a fair amount	27%	22%	41% AB*	32%	24%	19% *	30% *	27%	-	-	25% *	26%	38% *
Net: Not very much/not at all	64%	68%	54% AC	60%	67%	76% AD*	64% *	64%	-	-	64% *	65%	60% *
<b>Q13_5. Their confidence</b>													
Unweighted base	445	351	85	122	155	65	67	445	-	-	65	335	43
Base: All living in hygiene poverty who have dependent children	427	318	98	126	146	58	61	427	-	-	63	319	43
A great deal	11%	11%	13% *	14%	12%	6% *	12% *	11%	-	-	5% *	11%	23% AKAL*
A fair amount	22%	19%	32% AB*	20%	26%	27% *	16% *	22%	-	-	27% *	21%	27% *
Not very much	23%	22%	25% *	25%	21%	22% *	32% *	23%	-	-	20% *	24%	25% *
Not at all	33%	37%	22% AC	31%	30%	40% *	31% *	33%	-	-	34% *	35% AM	18% *
Prefer not to say	2%	3%	1% *	2%	2%	2% *	3% *	2%	-	-	4% *	2%	- *
Don't know	8%	8%	8% *	8%	9%	3% *	6% *	8%	-	-	9% *	8%	7% *
Net: A great deal/a fair amount	33%	30%	45% AB*	34%	38%	33% *	28% *	33%	-	-	33% *	31%	50% AL*
Net: Not very much/not at all	56%	59%	47% *	56%	52%	62% *	63% *	56%	-	-	54% *	58%	42% *

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	
<b>Q13_4. Their behaviour</b>																
Unweighted base	445	89	96	185	247	321	12	-	21	61	82	29	79	366	160	285
Base: All living in hygiene poverty who have dependent children	427	86	92	177	235	303	15	-	23	56	79	34	94	333	160	267
A great deal	8%	11%	11%	11%	5%	8%	9%	-	-	7%	5%	7%	13%	6%	8%	8%
	*	*	AQ*	AQ		**	**	**	*	*	*	**	*			
A fair amount	19%	23%	20%	21%	16%	20%	12%	-	19%	12%	14%	52%	36%	14%	19%	19%
	*	*	*	*		**	**	**	*	*	*	**	*	AZ*		
Not very much	25%	27%	28%	28%	24%	25%	22%	-	35%	26%	29%	20%	30%	24%	29%	23%
	*	*	*	*		**	**	**	*	*	*	**	*	*		
Not at all	39%	33%	31%	32%	45% AO,AP	38%	47%	-	29%	48%	42%	14%	18%	45% AY	36%	41%
	*	*	*	*		**	**	**	*	*	*	**	*			
Prefer not to say	2%	1%	2%	2%	3%	2%	-	-	-	3%	2%	-	-	3%	2%	2%
	*	*	*	*		**	**	**	*	*	*	**	*			
Don't know	7%	5%	8%	6%	8%	7%	10%	-	17%	4%	8%	6%	4%	8%	6%	8%
	*	*	*	*		**	**	**	*	*	*	**	*			
Net: A great deal/a fair amount	27%	33%	31%	32%	21%	29%	21%	-	19%	18%	19%	60%	49%	20%	27%	26%
	AQ*	AQ*	AQ	AQ		**	**	**	*	*	*	**	*	AZ*		
Net: Not very much/not at all	64%	60%	60%	60%	69%	62%	69%	-	64%	74%	71%	35%	47%	69%	65%	64%
	*	*	*	*		**	**	**	*	*	*	**	*	AY		
<b>Q13_5. Their confidence</b>																
Unweighted base	445	89	96	185	247	321	12	-	21	61	82	29	79	366	160	285
Base: All living in hygiene poverty who have dependent children	427	86	92	177	235	303	15	-	23	56	79	34	94	333	160	267
A great deal	11%	14%	16%	15%	8%	12%	6%	-	11%	7%	8%	21%	19%	9%	13%	10%
	*	*	AQ*	AQ		**	**	**	*	*	*	**	*	AZ*		
A fair amount	22%	29%	20%	25%	20%	23%	37%	-	4%	20%	15%	30%	33%	19%	19%	24%
	*	*	*	*		**	**	**	*	*	*	**	*	AZ*		
Not very much	23%	28%	25%	27%	21%	23%	25%	-	47%	19%	27%	40%	34%	20%	27%	21%
	*	*	*	*		**	**	**	*	*	*	**	*	AZ*		
Not at all	33%	24%	30%	27%	37% AN,AP	31%	22%	-	17%	46%	38%	6%	12%	39% AY	34%	32%
	*	*	*	*		**	**	**	*	*	*	**	*			
Prefer not to say	2%	1%	2%	2%	3%	2%	-	-	-	2%	1%	-	-	3%	2%	3%
	*	*	*	*		**	**	**	*	*	*	**	*			
Don't know	8%	3%	7%	5%	11% AN	8%	10%	-	21%	6%	11%	3%	2%	10% AY	6%	9%
	*	*	*	*		**	**	**	*	*	*	**	*			
Net: A great deal/a fair amount	33%	44%	36%	40%	28%	36% AW	43%	-	15%	27%	23%	51%	53%	28%	31%	35%
	AQ*	AQ*	AQ	AQ		**	**	**	*	*	*	**	*	AZ*		
Net: Not very much/not at all	56%	52%	55%	53%	58%	54%	47%	-	64%	65%	65%	46%	45%	59% AY	61%	53%
	*	*	*	*		**	**	**	*	*	*	**	*			

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age										
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+	
	A	B	C	D	E	F	G	H	I	J	K	L	
<b>Q13_6. Their physical health</b>													
Unweighted base	445	164	281	22	82	237	90	11	3	-	104	327	14
Base: All living in hygiene poverty who have dependent children	427	160	266	35	101	205	74	9	2	-	136	279	11
A great deal	6%	10%	4%	17%	3%	6%	7%	17%	-	-	6%	6%	14%
		**	*	*	*	*	*	**	**	**	D*	**	
A fair amount	20%	23%	18%	35%	25%	17%	12%	29%	45%	-	27%	16%	32%
		**	F*	*	*	*	*	**	**	**	E.F.K*	**	
Not very much	25%	24%	25%	22%	21%	24%	33%	24%	25%	-	21%	27%	25%
		**	*	*	*	*	*	**	**	**	*	**	**
Not at all	41%	39%	42%	22%	44%	45%	37%	30%	30%	-	38%	43%	30%
		**	J*	*	*	*	*	**	**	**	*	**	**
Prefer not to say	3%	3%	3%	-	5%	3%	4%	-	-	-	4%	3%	-
		**	*	*	*	*	*	**	**	**	*	**	**
Don't know	4%	1%	6%	4%	2%	4%	8%	-	-	-	3%	5%	-
		**	A	*	*	*	*	**	**	**	*	**	**
Net: A great deal/a fair amount	26%	33%	23%	51%	28%	23%	18%	46%	45%	-	34%	22%	46%
Net: Not very much/not at all	66%	63%	68%	45%	65%	70%	70%	54%	55%	-	59%	70%	54%
<b>Q13_9. Their oral health e.g. tooth decay, bleeding gums</b>													
Unweighted base	445	164	281	22	82	237	90	11	3	-	104	327	14
Base: All living in hygiene poverty who have dependent children	427	160	266	35	101	205	74	9	2	-	136	279	11
A great deal	8%	10%	7%	29%	5%	6%	7%	17%	-	-	11%	7%	14%
		**	*	*	*	*	*	**	**	**	D*	**	
A fair amount	19%	23%	17%	31%	22%	15%	20%	19%	45%	-	24%	17%	25%
		**	*	*	*	*	*	**	**	**	*	**	**
Not very much	23%	23%	23%	25%	17%	27%	18%	41%	-	-	19%	25%	32%
		**	*	*	*	*	*	**	**	**	*	**	**
Not at all	41%	34%	45%	7%	45%	42%	50%	22%	55%	-	35%	44%	30%
		**	J*	*	*	*	*	**	**	**	*	**	**
Prefer not to say	3%	3%	2%	4%	4%	2%	1%	-	-	-	4%	2%	-
		**	*	*	*	*	*	**	**	**	*	**	**
Don't know	6%	6%	6%	4%	6%	8%	3%	-	-	-	6%	6%	-
		**	*	*	*	*	*	**	**	**	*	**	**
Net: A great deal/a fair amount	28%	34%	24%	59%	28%	22%	27%	37%	45%	-	36%	23%	38%
Net: Not very much/not at all	64%	57%	68%	32%	62%	69%	69%	63%	55%	-	54%	69%	62%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Social Grade		Region													
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland	
			M	N	O	P	Q	R	S	T	U	V	X	Y	Z	AA
<b>Q13_6. Their physical health</b>																
Unweighted base	445	254	191	15	42	35	47	43	41	69	60	29	381	22	27	15
Base: All living in hygiene poverty who have dependent children	427	230	197	13	36	31	40	36	35	102	48	24	365	24	23	15
A great deal	6%	7%	5%	6%	11%	8%	2%	14%	5%	9%	-	-	7%	8%	3%	6%
	**	V*	V*	**	V*	R.V*	*	*	V*	*	**	**	V	**	**	**
A fair amount	20%	23%	17%	23%	19%	28%	6%	13%	25%	28%	17%	17%	21%	12%	23%	13%
	**	*	*	**	*	R*	*	*	R*	R*	*	**	R	**	**	**
Not very much	25%	26%	24%	23%	35%	15%	28%	24%	25%	21%	29%	13%	24%	33%	37%	13%
	**	*	*	**	*	*	*	*	*	*	*	**	**	**	**	**
Not at all	41%	38%	45%	49%	29%	39%	48%	45%	35%	37%	48%	55%	41%	40%	36%	53%
	**	*	*	*	*	*	*	*	*	*	*	**	**	**	**	**
Prefer not to say	3%	2%	5%	-	2%	6%	7%	-	5%	1%	4%	5%	3%	4%	-	7%
	**	*	*	*	*	*	*	*	*	*	*	**	**	**	**	**
Don't know	4%	4%	5%	-	5%	4%	9%	4%	4%	4%	2%	10%	5%	3%	-	7%
	**	*	*	*	*	*	*	*	*	*	*	**	**	**	**	**
Net: A great deal/a fair amount	26%	30%	22%	28%	29%	35%	8%	27%	30%	37%	17%	17%	27%	20%	26%	19%
	**	R*	R*	R*	R*	*	R*	R*	R*	R.V*	*	**	R	**	**	**
Net: Not very much/not at all	66%	64%	68%	72%	64%	54%	76%	69%	60%	58%	77%	68%	65%	73%	74%	66%
	**	*	*	*	*	*	Q*	*	*	*	Q.U.X*	**	**	**	**	**
<b>Q13_9. Their oral health e.g. tooth decay, bleeding gums</b>																
Unweighted base	445	254	191	15	42	35	47	43	41	69	60	29	381	22	27	15
Base: All living in hygiene poverty who have dependent children	427	230	197	13	36	31	40	36	35	102	48	24	365	24	23	15
A great deal	8%	12%	4%	17%	7%	9%	3%	8%	5%	13%	3%	-	8%	10%	12%	12%
	N	**	*	*	*	*	*	*	*	*	*	**	**	**	**	**
A fair amount	19%	23%	15%	11%	9%	18%	16%	12%	27%	30%	13%	13%	19%	16%	19%	23%
	**	*	*	*	*	*	*	*	P*	P.S.V.X*	*	**	**	**	**	**
Not very much	23%	23%	22%	7%	32%	25%	18%	30%	21%	18%	26%	29%	23%	17%	34%	12%
	**	*	*	*	*	*	*	*	*	*	*	**	**	**	**	**
Not at all	41%	36%	47%	54%	43%	41%	50%	40%	37%	29%	54%	49%	41%	49%	31%	39%
	M	**	*	*	*	U*	*	*	*	*	U.X*	**	**	**	**	**
Prefer not to say	3%	2%	3%	11%	2%	-	7%	2%	3%	-	2%	5%	2%	4%	-	7%
	**	*	*	*	*	U.X*	*	*	*	*	*	**	**	**	**	**
Don't know	6%	4%	9%	-	7%	7%	6%	8%	7%	9%	2%	4%	6%	5%	4%	7%
	M	**	*	*	*	*	*	*	*	*	*	**	**	**	**	**
Net: A great deal/a fair amount	28%	35%	19%	27%	16%	27%	20%	20%	32%	44%	16%	13%	27%	26%	31%	35%
	N	**	*	*	*	*	*	*	*	P.R.S.V.X*	*	**	V	**	**	**
Net: Not very much/not at all	64%	60%	69%	61%	75%	66%	67%	71%	59%	48%	80%	78%	64%	66%	65%	51%
	**	U*	*	*	*	U*	*	*	*	T.U.X*	*	**	U	**	**	**

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size				
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people	
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	
<b>Q13_6. Their physical health</b>													
Unweighted base	445	351	85	122	155	65	67	445	-	-	65	335	43
Base: All living in hygiene poverty who have dependent children	427	318	98	126	146	58	61	427	-	-	63	319	43
A great deal	6%	5%	12% AB*	10% AG	8% *	2% *	1% *	6%	-	-	7% *	5%	18% AL*
A fair amount	20%	18%	26% *	22%	18%	15% *	25% *	20%	-	-	17% *	21%	19% *
Not very much	25%	24%	27% *	22%	24%	31% *	31% *	25%	-	-	24% *	24%	32% *
Not at all	41%	45%	30% AC	39%	40%	46% *	42% *	41%	-	-	44% *	42%	29% *
Prefer not to say	3%	3%	3% *	4%	3%	4% *	2% *	3%	-	-	4% *	3%	3% *
Don't know	4%	5%	2% *	3%	6% AG	3% *	- *	4%	-	-	4% *	5%	- *
Net: A great deal/a fair amount	26%	22%	38% AB*	32% AF	26%	17% *	26% *	26%	-	-	25% *	25%	37% *
Net: Not very much/not at all	66%	69%	57% AC	61%	64%	76% AD*	72% *	66%	-	-	67% *	66%	60% *
<b>Q13_9. Their oral health e.g. tooth decay, bleeding gums</b>													
Unweighted base	445	351	85	122	155	65	67	445	-	-	65	335	43
Base: All living in hygiene poverty who have dependent children	427	318	98	126	146	58	61	427	-	-	63	319	43
A great deal	8%	7%	12% *	14% AG	8% *	8% *	3% *	8%	-	-	7% *	7%	18% AL*
A fair amount	19%	17%	23% *	21%	18%	14% *	27% *	19%	-	-	17% *	19%	24% *
Not very much	23%	23%	22% *	21%	24%	27% *	24% *	23%	-	-	19% *	22%	34% *
Not at all	41%	45%	31% AC	37%	39%	47% *	42% *	41%	-	-	48% *	42%	19% *
Prefer not to say	3%	3%	2% *	3%	2%	2% *	3% *	3%	-	-	3% *	3%	- *
Don't know	6%	5%	10% *	5%	10%	3% *	2% *	6%	-	-	6% *	6%	6% *
Net: A great deal/a fair amount	28%	24%	35% *	34% *	25%	22% *	30% *	28%	-	-	24% *	27%	41% *
Net: Not very much/not at all	64%	68%	53% AC	59%	63%	74% *	65% *	64%	-	-	67% *	64%	53% *

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	
<b>Q13_6. Their physical health</b>																
Unweighted base	445	89	96	185	247	321	12	-	21	61	82	29	79	366	160	285
Base: All living in hygiene poverty who have dependent children	427	86	92	177	235	303	15	-	23	56	79	34	94	333	160	267
A great deal	6%	12%	11%	11%	3%	6%	6%	-	12%	7%	8%	16%	14%	4%	6%	7%
		AQ*	AQ*	AQ		**	**	**	*	*	*	**	AZ*			
A fair amount	20%	22%	21%	22%	18%	22%	31%	-	14%	13%	13%	54%	34%	16%	20%	20%
		*	*	*		**	**	**	*	*	*	**	AZ*			
Not very much	25%	20%	23%	22%	26%	25%	22%	-	35%	23%	26%	8%	23%	25%	27%	24%
		*	*	*		**	**	**	*	*	*	**	*			
Not at all	41%	42%	38%	40%	43%	40%	31%	-	35%	51%	47%	22%	28%	45%	40%	42%
		*	*	*		**	**	**	*	*	*	**	*	AY		
Prefer not to say	3%	1%	3%	2%	4%	3%	-	-	-	3%	2%	-	-	4%	2%	4%
		*	*	*		**	**	**	*	*	*	**	*			
Don't know	4%	2%	4%	3%	6%	4%	10%	-	4%	3%	3%	-	1%	5%	5%	4%
		*	*	*		**	**	**	*	*	*	**	*			
Net: A great deal/a fair amount	26%	34%	32%	33%	21%	28%	37%	-	27%	20%	22%	70%	48%	20%	25%	27%
		AQ*	AQ*	AQ		**	**	**	*	*	*	**	AZ*			
Net: Not very much/not at all	66%	63%	61%	62%	69%	65%	52%	-	70%	74%	73%	30%	51%	70%	67%	65%
		*	*	*		**	**	**	*	*	*	**	*	AY		
<b>Q13_9. Their oral health e.g. tooth decay, bleeding gums</b>																
Unweighted base	445	89	96	185	247	321	12	-	21	61	82	29	79	366	160	285
Base: All living in hygiene poverty who have dependent children	427	86	92	177	235	303	15	-	23	56	79	34	94	333	160	267
A great deal	8%	15%	11%	13%	5%	8%	14%	-	7%	7%	7%	26%	20%	5%	7%	9%
		AQ*	*	AQ		**	**	**	*	*	*	**	AZ*			
A fair amount	19%	25%	20%	22%	15%	20%	55%	-	8%	13%	11%	26%	30%	16%	18%	20%
		AQ*	*	*		**	**	**	*	*	*	**	AZ*			
Not very much	23%	20%	27%	23%	22%	24%	8%	-	23%	16%	18%	31%	27%	22%	24%	22%
		*	*	*		**	**	**	*	*	*	**	*			
Not at all	41%	36%	32%	34%	47%	39%	13%	-	49%	57%	54%	10%	16%	48%	44%	39%
		*	*	*	AO,AP	**	**	**	*	*	*	**	*	AY		
Prefer not to say	3%	1%	2%	2%	3%	3%	-	-	-	2%	1%	-	2%	3%	1%	3%
		*	*	*		**	**	**	*	*	*	**	*			
Don't know	6%	2%	8%	5%	7%	6%	10%	-	13%	6%	8%	7%	6%	6%	6%	6%
		*	*	*		**	**	**	*	*	*	**	*			
Net: A great deal/a fair amount	28%	40%	31%	35%	20%	28%	69%	-	15%	20%	19%	52%	50%	21%	25%	29%
		AQ*	AQ*	AQ		**	**	**	*	*	*	**	AZ*			
Net: Not very much/not at all	64%	56%	59%	58%	69%	64%	21%	-	72%	72%	72%	41%	43%	70%	68%	62%
		*	*	*		**	**	**	*	*	*	**	*	AY		

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age										
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+	
	A	B	C	D	E	F	G	H	I	J	K	L	
<b>Q13_7. Their mental health</b>													
Unweighted base	445	164	281	22	82	237	90	11	3	-	104	327	14
Base: All living in hygiene poverty who have dependent children	427	160	266	35	101	205	74	9	2	-	136	279	11
A great deal	11%	18%	6%	17%	10%	11%	9%	26%	-	-	12%	10%	21%
		**	*	*	*	*	*	**	**	**	*	**	**
A fair amount	19%	18%	20%	19%	24%	19%	14%	19%	-	-	22%	18%	15%
		**	*	*	*	*	*	**	**	**	*	**	**
Not very much	25%	25%	25%	38%	21%	24%	27%	25%	45%	-	25%	25%	29%
		**	*	*	*	*	*	**	**	**	D*	**	**
Not at all	34%	31%	36%	22%	31%	36%	40%	22%	55%	-	29%	37%	30%
		**	*	*	*	*	*	**	**	**	*	**	**
Prefer not to say	2%	2%	2%	-	3%	2%	3%	-	-	-	2%	2%	-
		**	*	*	*	*	*	**	**	**	*	**	**
Don't know	8%	5%	10%	4%	11%	8%	7%	7%	-	-	9%	8%	5%
		**	*	*	*	*	*	**	**	**	*	**	**
Net: A great deal/a fair amount	30%	37%	27%	35%	34%	30%	24%	46%	-	-	34%	28%	36%
Net: Not very much/not at all	59%	56%	61%	60%	52%	60%	67%	48%	100%	-	54%	62%	59%

Q17. Has the cost-of-living crisis had a positive or negative impact on your ability to afford basic toiletries or hygiene items?

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
A very positive impact	3%	5%	2%	5%	4%	1%	2%	3%	9%	13%	4%	2%	6%
		B		E.K	E.K				D.E.F.G.J.K		E.K		E.F.G.K
A fairly positive impact	6%	8%	5%	10%	9%	3%	2%	1%	10%	28%	10%	3%	6%
		B	E.F.G.K	E.F.G.K				E.F.G.K		E.F.G.K		E.F.G.K	
It has made no difference	7%	10%	5%	12%	9%	6%	4%	2%	6%	18%	11%	5%	5%
		B	E.F.G.K.L	F.G.K					E.F.G.K.L			G	
A fairly negative impact	31%	28%	34%	36%	29%	29%	32%	31%	31%	21%	33%	30%	30%
		A								**			
A very negative impact	48%	46%	50%	32%	44%	58%	58%	61%	41%	13%	38%	58%	50%
				C.J	C.D.H.J.L	C.D.H.J	C.D.H.J.L			**	C	C.D.H.J.L	C.H.J
Don't know	2%	2%	2%	2%	2%	2%	1%	1%	2%	7%	2%	2%	2%
										**			
Prefer not to say	2%	2%	1%	2%	3%	1%	1%	-	1%	-	3%	1%	1%
				G.K.L						**	K		
Net: Positive	10%	12%	7%	15%	13%	4%	4%	4%	19%	41%	14%	4%	13%
		B	E.F.G.K	E.F.G.K				E.F.G.K.L		**	E.F.G.K		E.F.G.K
Net: Negative	80%	74%	84%	68%	73%	86%	90%	92%	72%	34%	71%	88%	80%
		A				C.D.H.J.L	C.D.H.J.L	C.D.E.H.J.L		**	C.D.H.J.L		C.H.J

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024



Total	Social Grade		Region													
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland	
			M	N	O	P	Q	R	S	T	U	V	X	Y	Z	AA
<b>Q13_7. Their mental health</b>																
Unweighted base	445	254	191	15	42	35	47	43	41	69	60	29	381	22	27	15
Base: All living in hygiene poverty who have dependent children	427	230	197	13	36	31	40	36	35	102	48	24	365	24	23	15
A great deal	11%	15%	6%	11%	10%	14%	-	6%	7%	24%	5%	7%	11%	8%	10%	6%
		N		**	R*	R*	*	*	*	R.S.T.V.X*	*	**	R	**	**	**
A fair amount	19%	19%	20%	23%	16%	12%	14%	11%	29%	22%	21%	13%	18%	24%	28%	21%
				**	*	*	*	*	*	*	*	*	**	**	**	**
Not very much	25%	27%	22%	23%	33%	33%	24%	35%	25%	18%	25%	22%	25%	28%	26%	12%
				**	*	*	*	*	U*	*	*	**	**	**	**	**
Not at all	34%	30%	40%	36%	30%	28%	38%	48%	32%	28%	38%	44%	34%	29%	30%	46%
		M		**	*	*	*	*	U*	*	*	**	**	**	**	**
Prefer not to say	2%	2%	3%	-	2%	-	7%	-	8%	-	2%	-	2%	4%	-	7%
				**	*	*	U.X*	*	U.X*	*	*	**	**	**	**	**
Don't know	8%	7%	9%	7%	10%	13%	16%	-	-	8%	9%	14%	8%	7%	6%	7%
				**	S.T*	S.T*	S.T*	*	*	*	S*	**	S.T	**	**	**
Net: A great deal/a fair amount	30%	34%	26%	34%	26%	26%	14%	17%	36%	45%	26%	20%	30%	32%	38%	27%
				**	*	*	*	*	R*	R.S.V.X*	*	**	R	**	**	**
Net: Not very much/not at all	59%	57%	62%	59%	62%	61%	62%	83%	57%	47%	63%	67%	60%	57%	56%	59%
<b>Q17. Has the cost-of-living crisis had a positive or negative impact on your ability to afford basic toiletries or hygiene items?</b>																
Unweighted base	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
Base: All living in hygiene poverty	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
A very positive impact	3%	3%	4%	5%	3%	2%	2%	7%	4%	5%	0%	3%	4%	2%	3%	-
				V*				V.X.AA	V*	V			V	*	*	*
A fairly positive impact	6%	6%	6%	5%	4%	5%	5%	5%	7%	12%	4%	5%	7%	1%	5%	3%
				*					Y*	P.R.V.W.X.Y			Y	*	*	*
It has made no difference	7%	8%	7%	6%	9%	7%	2%	9%	8%	7%	6%	7%	7%	9%	12%	5%
				*	R			R	R*		R*		R	R*	R.X	*
A fairly negative impact	31%	32%	30%	29%	29%	28%	37%	38%	23%	33%	33%	32%	32%	22%	29%	30%
				*			T.Y	T.Y	*				T	*	*	*
A very negative impact	48%	48%	49%	55%	49%	55%	50%	38%	57%	38%	55%	52%	47%	61%	50%	56%
				S.U*	U	S.U	S.U	S.U	S.U.X*	S.U.X	S.U	S.U	S.U	S.U.X*	S.U	S.U*
Don't know	2%	2%	2%	-	2%	2%	2%	2%	1%	3%	1%	1%	2%	1%	1%	4%
				*					*					*	*	*
Prefer not to say	2%	1%	2%	-	3%	1%	1%	1%	-	2%	1%	1%	1%	3%	1%	3%
				*					*					*	*	*
Net: Positive	10%	9%	10%	9%	7%	7%	7%	13%	11%	17%	4%	8%	10%	3%	8%	3%
				*				V.Y.AA	V*	Q.R.V.W.X.Y.Z.AA			V.Y	*	*	*
Net: Negative	80%	81%	79%	85%	78%	83%	88%	75%	80%	70%	88%	84%	79%	83%	78%	86%
				U*		U	P.S.U.X		*	P.S.U.X.Z		U	U*	U*	U*	U*

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024



Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

### Q13\_7. Their mental health

Unweighted base	445	351	85	122	155	65	67	445	-	-	65	335	43
Base: All living in hygiene poverty who have dependent children	427	318	98	126	146	58	61	427	-	-	63	319	43
A great deal	11%	9%	17% *	14%	8%	14% *	13% *	11%	-	-	10% *	10%	21% AL*
A fair amount	19%	18%	22% *	17%	25%	15% *	15% *	19%	-	-	21% *	19%	21% *
Not very much	25%	24%	28% *	29%	24%	18% *	32% *	25%	-	-	22% *	24%	35% *
Not at all	34%	38%	23% AC	32%	32%	43% *	34% *	34%	-	-	32% *	37%	15% AM
Prefer not to say	2%	3%	1% *	2%	2%	2% *	2% *	2%	-	-	4% *	2%	- *
Don't know	8%	8%	9% *	7%	10%	8% *	5% *	8%	-	-	11% *	8%	7% *
Net: A great deal/a fair amount	30%	28%	39% *	30%	33%	29% *	27% *	30%	-	-	31% *	29%	42% *
Net: Not very much/not at all	59%	61%	51% *	61%	55%	62% *	66% *	59%	-	-	53% *	62%	51% *

### Q17. Has the cost-of-living crisis had a positive or negative impact on your ability to afford basic toiletries or hygiene items?

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90
A very positive impact	3%	3%	4%	5% AE	2%	1%	1%	2%	4%	2%	2%	4%	7% AJ,AK*
A fairly positive impact	6%	4%	13% AB	7%	4%	5%	8%	8% AI	5%	3%	5%	7% AJ	17% AJ,AK,AL*
It has made no difference	7%	6%	11% AB	6%	7%	11% AD	11% AD	9% AI	6%	4%	8% AJ	9% AJ	5% *
A fairly negative impact	31%	32%	29%	30%	33%	31%	38%	29%	33%	30%	32%	32%	36% *
A very negative impact	48%	51% AC	37%	48%	51% AG	52% AG	40%	50%	49%	57% AL,AM	50% AM	45%	33% *
Don't know	2%	2%	2%	3% AE	1%	0%	1%	1%	2%	1%	3%	2%	- *
Prefer not to say	2%	1%	3% AB	1%	1%	-	1%	1%	1%	2%	1%	1%	3% *
Net: Positive	10%	7%	18% AB	12% AE,AF	7%	6%	9%	10%	9%	6%	7%	11% AJ,AK	24% AJ,AK,AL*
Net: Negative	80%	84% AC	66%	78%	84% AD	83%	78%	79%	82%	88% AK,AL,AM	82% AM	77%	69% *

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	
<b>Q13_7. Their mental health</b>																
Unweighted base	445	89	96	185	247	321	12	-	21	61	82	29	79	366	160	285
Base: All living in hygiene poverty who have dependent children	427	86	92	177	235	303	15	-	23	56	79	34	94	333	160	267
A great deal	11%	14%	12%	13%	10%	13%	6%	-	-	8%	6%	32%	25%	7%	9%	12%
	*	*	*	*		**	**	**	*	*	*	**	AZ*			
A fair amount	19%	26%	22%	24%	16%	19%	12%	-	22%	20%	20%	28%	23%	18%	19%	19%
	AQ*	*	AQ	*		**	**	**	*	*	*	**	*		*	
Not very much	25%	21%	30%	26%	23%	25%	42%	-	32%	18%	22%	30%	33%	23%	25%	25%
	*	*	*	*		**	**	**	*	*	*	**	*		*	
Not at all	34%	32%	26%	29%	38%	32%	31%	-	25%	49%	42%	10%	16%	40%	35%	34%
	*	*	*	*	AO	**	**	**	AR.AW*	*	**	*	*	AY		
Prefer not to say	2%	1%	1%	1%	3%	2%	-	-	-	2%	1%	-	-	3%	2%	2%
	*	*	*	*		**	**	**	*	*	*	**	*		*	
Don't know	8%	5%	8%	7%	10%	8%	10%	-	21%	4%	9%	4%	9%	9%	9%	8%
	*	*	*	*		**	**	**	*	*	*	**	*			
Net: A great deal/a fair amount	30%	40%	35%	37%	25%	32%	18%	-	22%	28%	26%	60%	47%	26%	29%	31%
	AQ*	*	AQ	*		**	**	**	*	*	*	**	AZ*			
Net: Not very much/not at all	59%	54%	57%	55%	62%	58%	72%	-	57%	66%	64%	40%	49%	62%	61%	58%
<b>Q17. Has the cost-of-living crisis had a positive or negative impact on your ability to afford basic toiletries or hygiene items?</b>																
Unweighted base	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base: All living in hygiene poverty	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
A very positive impact	3%	3%	3%	3%	4%	4%	1%	10%	4%	1%	2%	6%	6%	3%	4%	3%
	*	*	*	*		*	AR.AS.AV.AW	AR.AU.AV.AW	AV	*	AZ					
A fairly positive impact	6%	7%	8%	7%	5%	6%	7%	13%	6%	3%	4%	28%	17%	AZ	6%	6%
	*	*	*	*		*	AR.AU.AV.AW	AR.AU.AV.AW	AV	*	AY.AZ*	AY.AZ*	AZ			
It has made no difference	7%	4%	6%	5%	10%	8%	9%	6%	8%	3%	5%	20%	12%	6%	6%	8%
	AN.AO.AP	AO.AP.AQ	AO.AQ	AN	AN	AV	AV	AV	AV	AV	AV	AY.AZ*	AZ			
A fairly negative impact	31%	25%	33%	29%	34%	31%	41%	31%	25%	30%	28%	20%	26%	32%	24%	34%
	AN.AP	AN	AN	AN	AN	AR.AU.AV.AW*	AR.AU.AV.AW	AR.AU.AV.AW	AR.AU.AV.AW	AR.AU.AV.AW	AR.AU.AV.AW	*	AX	AX	BA	
A very negative impact	48%	58%	47%	53%	44%	49%	37%	36%	51%	61%	56%	25%	35%	51%	56%	46%
	AO.AP.AQ	AO.AQ	AO.AQ	AO.AQ	AO.AQ	AS.AT	*	AT	AR.AS.AT.AW	AR.AS.AT	AR.AS.AT	*	AX.AY	AX.AY	BB	
Don't know	2%	2%	3%	2%	2%	2%	-	4%	4%	1%	2%	1%	3%	2%	2%	2%
	*	*	*	*	*	*	AS	AS	AR	AR	AR	*				
Prefer not to say	2%	0%	1%	1%	2%	1%	4%	1%	2%	1%	2%	-	1%	2%	1%	2%
	*	*	*	*	*	AR*	AR	AR	AR	AR	AR	*				
Net: Positive	10%	10%	11%	11%	9%	10%	8%	23%	10%	4%	6%	34%	23%	7%	10%	9%
	*	*	*	*	*	AV	AV	AR.AS.AV.AW	AR.AS.AV.AW	AR.AS.AV.AW	AR.AS.AV.AW	*	AZ	AZ	BB	
Net: Negative	80%	84%	80%	82%	78%	79%	78%	67%	76%	91%	84%	45%	61%	84%	81%	79%
	AQ					AT	*	AR.AS.AT.AU.AW	AR.AS.AT.AU.AW	AR.AS.AT.AU.AW	AR.AS.AT.AU.AW	*	AX	AX	AX.AY	

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age										
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+	
	A	B	C	D	E	F	G	H	I	J	K	L	

Q17a. How did the cost-of-living crisis have a positive impact on your ability to afford basic toiletries or hygiene items? Please select all that apply.

	123	66	57	26	29	20	13	6	21	8	55	33	35
<b>Base: All living in hygiene poverty who said the cost of living has had a positive impact</b>													
144	82	62	48	39	18	11	6	15	8	87	28	29	
27%	31%	20%	36%	23%	24%	15%	26%	18%	22%	30%	21%	21%	
Receiving support from friends/family	*	*	**	**	**	**	**	**	**	*	*	*	*
People were more considerate	21%	21%	22%	26%	33%	19%	8%	14%	-	-	29%	15%	3%
Less of a need for toiletries as going out less	21%	24%	17%	9%	19%	22%	22%	12%	49%	49%	14%	22%	42%
Receiving support from food banks	15%	21%	8%	13%	21%	17%	8%	-	22%	11%	16%	13%	15%
Receiving support from charities	15%	19%	9%	23%	12%	9%	14%	-	17%	-	18%	11%	9%
Receiving support from my local council	14%	14%	13%	12%	26%	16%	-	-	6%	-	18%	10%	3%
More disposable income	13%	14%	11%	12%	17%	29%	-	-	5%	-	14%	18%	3%
Receiving support from school	13%	17%	7%	21%	14%	7%	15%	-	-	-	18%	10%	-
Other	1%	2%	1%	-	-	-	6%	-	-	18%	-	2%	5%
Don't know	25%	19%	31%	15%	18%	35%	49%	74%	31%	10%	16%	40%	34%
Net: Receiving support	51%	58%	42%	65%	54%	51%	43%	26%	31%	22%	60%	48%	28%

Hygiene Bank - Hygiene Poverty 2024

**Fieldwork Dates: 21st February - 8th March 2024**

YouGov

Total	Social Grade		Region													
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland	
	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	

**Q17a. How did the cost-of-living crisis have a positive impact on your ability to afford basic toiletries or hygiene items? Please select all that apply.**

123	55	68	4	10	8	9	16	11	32	9	11	110	3	8	2	
144	61	84	5	11	8	8	17	10	58	6	10	132	3	8	2	
y	27%	36%	20%	18%	25%	19%	16%	24%	55%	35%	11%	-	28%	-	10%	53%
e	21%	28%	16%	-	25%	26%	29%	47%	11%	22%	-	9%	23%	-	53%	53%
s	21%	34%	12%	-	18%	26%	-	4%	45%	19%	57%	26%	20%	29%	34%	47%
s	15%	22%	11%	18%	18%	-	8%	7%	9%	24%	-	8%	15%	34%	11%	-
s	15%	18%	13%	33%	11%	23%	17%	7%	26%	14%	-	18%	15%	34%	11%	-
il	14%	25%	6%	-	22%	23%	-	-	11%	18%	-	-	12%	34%	35%	53%
e	13%	18%	9%	33%	11%	37%	20%	-	22%	12%	15%	-	13%	-	11%	-
ol	13%	14%	12%	-	22%	15%	9%	19%	-	18%	-	-	14%	-	-	-
er	1%	1%	2%	-	-	-	-	-	7%	2%	-	-	2%	-	-	-
W	25%	13%	33%	17%	50%	-	38%	37%	15%	13%	28%	65%	25%	37%	20%	-
rt	51%	65%	41%	51%	36%	65%	33%	36%	66%	67%	11%	18%	51%	34%	56%	53%
		N*	*	**	**	**	**	**	**	**	**	**	*	**	**	**

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

Q17a. How did the cost-of-living crisis have a positive impact on your ability to afford basic toiletries or hygiene items? Please select all that apply.

	Unweighted base	123	80	33	65	27	6	8	34	78	21	32	52	14
<b>Base: All living in hygiene poverty who said the cost of living has had a positive impact</b>														
144	144	83	49	86	24	8	11	43	89	18	30	71	21	
Receiving support from friends/family	27%	23%	30%	26%	18%	61%	44%	36%	26%	18%	23%	28%	39%	
People were more considerate	21%	24%	17%	24%	17%	21%	41%	21%	19%	5%	16%	19%	47%	
Less of a need for toiletries as going out less	21%	30%	7%	15%	32%	40%	34%	30%	19%	25%	37%	14%	18%	
Receiving support from food banks	15%	15%	19%	12%	27%	21%	28%	23%	14%	15%	6%	21%	12%	
Receiving support from charities	15%	18%	10%	19%	22%	-	-	15%	17%	6%	12%	21%	10%	
Receiving support from my local council	14%	15%	14%	12%	4%	40%	53%	29%	7%	6%	7%	12%	37%	
More disposable income	13%	9%	16%	13%	21%	11%	12%	23%	8%	15%	6%	14%	19%	
Receiving support from school	13%	7%	22%	17%	8%	-	16%	14%	14%	5%	4%	21%	6%	
Other	1%	3%	-	-	-	-	-	-	2%	4%	5%	-	-	
Don't know	25%	26%	20%	18%	23%	28%	12%	9%	29%	36%	29%	24%	6%	
<b>Net: Receiving support</b>	<b>51%</b>	<b>46%</b>	<b>63%</b>	<b>53%</b>	<b>57%</b>	<b>61%</b>	<b>71%</b>	<b>76%</b>	<b>45%</b>	<b>28%</b>	<b>38%</b>	<b>59%</b>	<b>73%</b>	

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	

Q17a. How did the cost-of-living crisis have a positive impact on your ability to afford basic toiletries or hygiene items? Please select all that apply.

Unweighted base	123	32	39	71	51	64	7	28	11	7	18	18	44	79	30	93
<b>Base: All living in hygiene poverty who said the cost of living has had a positive impact</b>																
Receiving support from friends/family	144	40	41	80	63	84	12	23	13	7	20	30	64	80	41	103
People were more considerate	27%	27%	30%	29%	24%	28%	64%	19%	6%	-	4%	37%	39%	17%	23%	28%
Less of a need for toiletries as going out less	21%	20%	10%	15%	30%	23%	30%	6%	43%	18%	34%	32%	33%	12%	35%	16%
Receiving support from food banks	21%	20%	34%	27%	13%	19%	11%	53%	-	-	-	24%	21%	21%	16%	23%
Receiving support from charities	15%	10%	18%	14%	18%	20%	-	18%	6%	-	4%	34%	24%	8%	26%	11%
Receiving support from my local council	15%	13%	22%	18%	11%	18%	11%	18%	9%	-	6%	25%	24%	7%	25%	11%
More disposable income	14%	22%	13%	18%	9%	18%	7%	4%	9%	-	6%	24%	24%	6%	11%	15%
Receiving support from school	13%	10%	11%	11%	13%	18%	11%	4%	9%	-	6%	22%	16%	10%	13%	13%
Other	1%	-	-	-	3%	-	-	6%	-	-	-	-	-	3%	2%	1%
Don't know	25%	20%	19%	20%	31%	20%	23%	21%	24%	82%	44%	-	4%	41%	18%	27%
Net: Receiving support	51%	63%	58%	60%	40%	60%	64%	31%	39%	-	26%	89%	82%	27%	63%	47%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
	A	B	C	D	E	F	G	H	I	J	K	L

Q17a\_rb. How did the cost-of-living crisis have a positive impact on your ability to afford basic toiletries or hygiene items? Please select all that apply.

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Receiving support from friends/family	3%	4%	1%	5%	3%	1%	1%	1%	3%	9%	4%	1%	3%
People were more considerate	2%	3%	2%	4%	4%	1%	0%	1%	-	-	4%	1%	0%
Less of a need for toiletries as going out less	2%	3%	1%	1%	2%	1%	1%	1%	9%	20%	2%	1%	5%
Receiving support from food banks	1%	3%	1%	2%	3%	1%	0%	-	4%	4%	2%	1%	2%
Receiving support from charities	1%	2%	1%	3%	2%	0%	1%	-	3%	-	3%	0%	1%
Receiving support from my local council	1%	2%	1%	2%	3%	1%	-	-	1%	-	3%	0%	0%
More disposable income	1%	2%	1%	2%	2%	1%	-	-	1%	-	2%	1%	0%
Receiving support from school	1%	2%	1%	3%	2%	0%	1%	-	-	-	2%	0%	-
Other	0%	0%	0%	-	-	-	0%	-	-	7%	-	0%	1%
Don't know	2%	2%	2%	2%	2%	2%	2%	3%	6%	4%	2%	2%	4%
Not applicable	90%	88%	93%	A	85%	87%	96%	96%	96%	81%	59%	86%	96%
						C.D.H.J.L	C.D.H.J.L	C.D.H.J.L		**		C.D.H.J.L	87% H

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov

Total	Social Grade		Region														
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland		
			M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA

Q17a\_rb. How did the cost-of-living crisis have a positive impact on your ability to afford basic toiletries or hygiene items? Please select all that apply.

	Unweighted base																
Base: All living in hygiene poverty	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55	
Receiving support from friends/family	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59	
People were more considerate	3%	3%	2%	2%	2%	1%	1%	3%	6%	6%	0%	-	3%	-	1%	1%	*
Less of a need for toiletries as going out less	2%	3%	1%	-	1%	2%	2%	6%	1%	4%	-	1%	2%	-	-	1%	*
Receiving support from food banks	1%	2%	1%	2%	1%	-	1%	1%	1%	4%	-	1%	2%	1%	1%	-	*
Receiving support from charities	1%	2%	1%	3%	1%	2%	1%	1%	3%	2%	-	1%	2%	1%	1%	-	*
Receiving support from my local council	1%	2%	1%	-	2%	2%	-	-	1%	3%	-	-	1%	1%	3%	1%	*
More disposable income	1%	2%	1%	3%	1%	3%	1%	-	2%	2%	1%	-	1%	-	1%	-	*
Receiving support from school	1%	1%	1%	-	2%	1%	1%	2%	-	3%	-	-	1%	-	-	-	*
Other	0%	0%	0%	-	-	-	-	-	1%	0%	-	-	0%	-	-	-	*
Don't know	2%	1%	3%	2%	4%	-	3%	5%	2%	2%	1%	5%	3%	1%	2%	-	*
Not applicable	90%	91%	90%	91%	93%	93%	93%	87%	89%	83%	96%	92%	90%	97%	92%	97%	S.U*

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

Q17a\_rb. How did the cost-of-living crisis have a positive impact on your ability to afford basic toiletries or hygiene items? Please select all that apply.

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90
Receiving support from friends/family	3%	2%	5%	3%	1%	4%	4%	4%	2%	1%	2%	3%	9%
People were more considerate	2%	2%	3%	3%	1%	1%	4%	2%	2%	0%	1%	2%	11%
Less of a need for toiletries as going out less	2%	2%	1%	2%	2%	2%	3%	3%	2%	1%	2%	2%	4%
Receiving support from food banks	1%	1%	3%	1%	2%	1%	2%	2%	1%	1%	0%	2%	3%
Receiving support from charities	1%	1%	2%	2%	1%	-	-	2%	1%	0%	1%	2%	2%
Receiving support from my local council	1%	1%	3%	1%	0%	2%	5%	3%	1%	0%	0%	1%	9%
More disposable income	1%	1%	3%	2%	1%	1%	1%	2%	1%	1%	0%	2%	5%
Receiving support from school	1%	1%	4%	2%	1%	-	1%	1%	1%	0%	0%	2%	1%
Other	0%	0%	-	-	-	-	-	-	0%	0%	0%	-	-
Don't know	2%	2%	4%	2%	1%	2%	1%	1%	3%	2%	2%	3%	1%
Not applicable	90%	93%	82%	88%	93%	94%	91%	90%	91%	94%	93%	89%	76%
		AC		AD		AD		AL,AM		AL,AM		AM	*

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	

Q17a\_rb. How did the cost-of-living crisis have a positive impact on your ability to afford basic toiletries or hygiene items? Please select all that apply.

Unweighted base																
<b>Base: All living in hygiene poverty</b>																
Receiving support from friends/family	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
People were more considerate	3%	3%	3%	3%	2%	3%	5%	4%	1%	-	0%	13%	9%	1%	2%	3%
						AV.AW	AV.AW*	AV.AW				AZ*	AZ			
Less of a need for toiletries as going out less	2%	2%	4%	3%	1%	2%	2%	1%	4%	1%	2%	11%	8%	1%	4%	1%
			AQ	AQ		AW	*	12%	AR.AS.AU.AV.AW	-	-	AV	AZ*	AZ	2%	2%
Receiving support from food banks	1%	1%	2%	1%	2%	2%	-	4%	1%	-	0%	12%	6%	1%	3%	1%
						AW	*	AS.AV.AW				AZ*	AZ		BB	
Receiving support from charities	1%	1%	2%	2%	1%	2%	1%	4%	1%	-	0%	8%	6%	0%	2%	1%
						*	AV.AW					AZ*	AZ		BB	
Receiving support from my local council	1%	2%	1%	2%	1%	2%	1%	1%	1%	-	0%	8%	5%	0%	1%	1%
						*	*					AZ*	AZ			
More disposable income	1%	1%	1%	1%	1%	2%	1%	1%	1%	-	0%	8%	4%	1%	1%	1%
						*	*					AZ*	AZ			
Receiving support from school	1%	2%	1%	2%	1%	2%	1%	-	2%	-	1%	14%	5%	0%	3%	0%
						*	*				AV	AY.AZ*	AZ		BB	
Other	0%	-	-	-	0%	-	-	1%	-	-	-	-	-	0%	0%	0%
						*	*	AR.AW				*				
Don't know	2%	2%	2%	2%	3%	2%	2%	5%	2%	3%	3%	-	1%	3%	2%	3%
						*	*	AR			AT	*				
Not applicable	90%	90%	89%	89%	91%	90%	92%	77%	90%	96%	94%	66%	77%	94%	90%	91%
						AT	AT*		AT	AR.AT.AW	AT	*	AX	AX.AY		

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
	A	B	C	D	E	F	G	H	I	J	K	L

Q17b. How did the cost-of-living crisis have a negative impact on your ability to afford basic toiletries or hygiene items? Please select all that apply.

Unweighted base	1247	510	737	132	190	409	280	151	76	9	322	689	236
Base: All living in hygiene poverty who said the cost of living has had a negative impact	1207	494	713	217	222	353	232	118	58	6	439	585	183
The increased cost of toiletries and basic hygiene items	71%	65%	76%	A	63%	71%	76%	72%	77%	61%	81%	67%	74%
Less disposable income	70%	68%	71%		59%	69%	74%	75%	74%	65%	81%	64%	74%
Having to choose between paying for food and bills (electricity, gas, etc) and paying for toiletries and cleaning for products	62%	59%	63%		44%	58%	66%	71%	69%	64%	50%	51%	68%
Not being able to see friends/family due to the effects of not being able to afford toiletries or cleaning products	28%	31%	26%		24%	24%	31%	30%	34%	27%	-	24%	31%
Being unable to qualify for Universal Credit	17%	17%	16%		14%	18%	16%	13%	23%	22%	32%	16%	15%
Not being able to get the same level of support from family or friends that I used to	14%	15%	12%		18%	15%	14%	13%	11%	3%	10%	16%	13%
Working reduced hours	9%	8%	9%		16%	8%	7%	7%	7%	4%	-	12%	7%
Not being able to access food banks	8%	8%	8%		5%	7%	9%	10%	9%	6%	-	6%	9%
Losing my job	6%	9%	4%		8%	6%	5%	9%	2%	-	7%	6%	7%
My spouse/partner losing their job	3%	5%	2%		1%	4%	5%	2%	7%	1%	-	2%	4%
Prefer not to say	1%	2%	1%		1%	2%	1%	1%	-	1%	-	1%	1%
Other	2%	1%	2%		-	2%	2%	4%	2%	9%	1%	2%	3%
Don't know	2%	1%	2%		2%	3%	1%	1%	1%	-	-	3%	1%
Net: Them/spouse losing their job	8%	12%	6%		8%	7%	10%	7%	13%	2%	-	8%	9%
		B				H			F,H,J	*	**		H

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Social Grade		Region														
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland		
	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA		
<b>Q17b. How did the cost-of-living crisis have a negative impact on your ability to afford basic toiletries or hygiene items? Please select all that apply.</b>																	
Unweighted base	1247	628	619	49	128	104	113	118	78	159	168	126	1043	68	89	47	
Base: All living in hygiene poverty who said the cost of living has had a negative impact	1207	538	669	42	115	93	100	102	69	243	139	105	1009	73	75	51	
The increased cost of toiletries and basic hygiene items	71%	73%	70%	81% U*	69%	74% U*	70%	70%	88%	61%	73%	83%	72%	64%	76%	72%	
Less disposable income	70%	74%	67%	64% *	69%	71% *	80% O.S.U.V.X	67%	74% *	65%	68%	72%	69%	72% *	73% *	73% *	
Having to choose between paying for food and bills (electricity, gas, etc) and paying for toiletries and cleaning for products	62%	59%	63%	61%	59%	57%	63%	60%	69%	58%	62%	68%	61%	66%	61%	64%	
Not being able to see friends/family due to the effects of not being able to afford toiletries or cleaning products	28%	26%	31%	26% *	27%	35% U*	31%	29%	27%	24%	30%	33%	29%	28%	27%	26%	
Being unable to qualify for Universal Credit	17%	20% N	14%	14% *	13%	19% *	16%	13%	17% *	21%	18%	15%	17%	14% *	19% *	8% *	
Not being able to get the same level of support from family or friends that I used to	14%	11%	16%	16% M	21% *	13% R.X.Y	11%	14%	15% *	13%	12%	15%	14%	6%	16%	10%	
Working reduced hours	9%	7%	10%	2% *	7% O.P.R.V.X*	16% O.P.R.V.X*	6%	13% O.V	9% V*	9% V	2%	8%	8%	9%	14%	8% O.V*	
Not being able to access food banks	8%	8%	8%	- *	8% O	10% O*	4%	10% O	13% O.R.A.A*	9% O	9% O	6%	8%	9%	8%	2% O*	
Losing my job	6%	6%	6%	6% *	9% AA	3% AA	8%	6%	5% *	7%	6%	4%	7%	7%	6%	- *	
My spouse/partner losing their job	3%	4%	3%	- *	4%	2% *	5%	3%	- *	4%	5%	6%	4%	3%	2%	2%	
Prefer not to say	1%	1%	1%	2% *	1%	3% V*	2%	- *	2% *	1%	- *	1%	1%	2%	1%	2%	
Other	2%	2%	2%	3% P.W*	- *	1% *	2%	2%	2% *	2%	3%	- *	2%	7% P.Q.U.W.X*	3% *	2% *	
Don't know	2%	1%	2%	- *	3% *	- *	1% *	4%	- *	3%	1%	2%	2%	- *	3%	3%	
Net: Them/spouse losing their job	8%	8%	8%	6% *	12% AA	6% *	11% *	8%	5% *	9%	10%	9%	9%	9%	7%	2% *	

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

Q17b. How did the cost-of-living crisis have a negative impact on your ability to afford basic toiletries or hygiene items? Please select all that apply.

	Unweighted base	1247	1072	145	521	337	137	102	363	851	307	388	473	54
<b>Base: All living in hygiene poverty who said the cost of living has had a negative impact</b>		1207	992	182	547	306	119	94	335	834	275	370	475	62
The increased cost of toiletries and basic hygiene items		71%	75%	52%	70%	74%	74%	60%	74%	71%	72%	74%	70%	61%*
		AC			AG	AG		+						
Less disposable income		70%	73%	54%	63%	78%	76%	76%	74%	69%	73%	73%	69%	49%*
		AC			AD	AD	AD	AD*			AM	AM	AM	
Having to choose between paying for food and bills (electricity, gas, etc) and paying for toiletries and cleaning for products		62%	62%	55%	63%	65%	62%	45%	64%	61%	64%	64%	57%	64%
					AG	AG	AG	*					AL	*
Not being able to see friends/family due to the effects of not being able to afford toiletries or cleaning products		28%	27%	32%	33%	27%	18%	22%	22%	31%	37%	26%	25%	21%*
					AF,AG			*		AH	AK,AL,AM			
Being unable to qualify for Universal Credit		17%	16%	18%	12%	23%	26%	17%	16%	17%	12%	21%	17%	13%*
					AD	AD		*			AJ			
Not being able to get the same level of support from family or friends that I used to		14%	13%	15%	18%	11%	7%	11%	15%	13%	14%	12%	15%	12%*
					AE,AF			*						
Working reduced hours		9%	9%	10%	10%	6%	10%	10%	10%	9%	5%	9%	11%	10%*
					AE			*			AJ			
Not being able to access food banks		8%	8%	9%	9%	9%	7%	5%	10%	7%	6%	9%	9%	5%*
							*	AI						
Losing my job		6%	6%	7%	7%	6%	2%	10%	3%	7%	6%	8%	6%	3%*
							AF*		AH					
My spouse/partner losing their job		3%	4%	1%	2%	6%	4%	3%	2%	4%	2%	5%	3%	2%*
					AD			*			AJ			
Prefer not to say		1%	1%	-	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%*
							*	AI						
Other		2%	2%	0%	2%	2%	1%	-	2%	2%	2%	2%	1%	2%*
							*							
Don't know		2%	2%	3%	2%	2%	1%	1%	2%	2%	2%	1%	3%	2%*
							*							
<b>Net: Them/spouse losing their job</b>		8%	8%	8%	8%	11%	5%	11%	5%	10%	7%	11%	8%	6%*
							*	AI						

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	
<b>Q17b. How did the cost-of-living crisis have a negative impact on your ability to afford basic toiletries or hygiene items? Please select all that apply.</b>																
Unweighted base	1247	358	312	670	548	706	74	88	97	180	277	32	144	1103	334	913
Base: All living in hygiene poverty who said the cost of living has had a negative impact	1207	328	292	620	557	673	111	66	105	158	263	39	172	1035	329	878
The increased cost of toiletries and basic hygiene items	71%	73%	80% AN.AQ	76% AQ	67%	69%	65%	73%	73%	83%	79% AR.AS	43% **	47%	75% AY	76% BB	70%
Less disposable income	70%	73%	75% AQ	74% AQ	67%	71%	60% +	73%	62% *	75% AS.AU.AW	70%	42% **	51%	73% AY	68%	71%
Having to choose between paying for food and bills (electricity, gas, etc) and paying for toiletries and cleaning for products	62%	70%	62%	66%	56%	58%	46%	72%	68%	75%	72%	46%	52%	63%	69%	59%
Not being able to see friends/family due to the effects of not being able to afford toiletries or cleaning products	28%	37%	31%	34%	22%	24%	23%	24%	34%	39%	37%	56%	38%	27%	33%	26%
Being unable to qualify for Universal Credit	17%	12%	20% AN.AP	16% AN	17% AN	20% AS.AU.AV.AW	10% *	29% AS.AU.AV.AW*	11% *	5% AR.AS.AT	7% AR.AS.AT	27% **	24% AZ	15% AZ	3% BB	22% BA
Not being able to get the same level of support from family or friends that I used to	14%	17%	14%	16%	11%	12%	16%	6%	18%	16%	17%	31%	24%	12%	17%	12%
Working reduced hours	9%	6%	11% AN	8% AN	9%	11% AT.AV.AW	16% AT.AU.AV.AW*	1% *	4% AV*	0% AU.AW	2% AU	23% **	21% AZ	7% AZ	6% BB	10% BA
Not being able to access food banks	8%	10%	8%	9%	7%	8% AU	4% *	5% *	2% *	10% AU.AW	7% AU	26% **	14% AZ	7% AZ	10% BB	7% BA
Losing my job	6%	7%	6%	6%	6%	5% AT*	11% *	2% AT*	10% *	8% AT	8% AT	20% **	15% AZ	5% AZ	8% BB	6% BA
My spouse/partner losing their job	3%	2%	5% AN	3%	3%	4% *	- *	3% *	2% *	3% *	2% *	12% **	7% AZ	3% AZ	3% BB	4% BA
Prefer not to say	1%	2%	1%	1%	1%	1% +	1% +	1% +	1% +	1% +	1% +	6% **	2% AZ	1% AZ	1% BB	1% BA
Other	2%	4% AQ	3% AQ	3% AQ	0%	1% +	- *	1% *	4% *	2% *	3% *	- **	1% AZ	2% AZ	3% BB	2% BA
Don't know	2%	2%	1%	1%	2%	2% +	5% +	- *	2% *	2% *	2% *	- **	- AZ	2% AZ	1% BB	2% BA
Net: Them/spouse losing their job	8%	7%	9%	8%	8%	8% +	11% *	3% *	10% *	9% *	10% *	20% **	16% AZ	7% AZ	9% BB	8% BA

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age										
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+	
	A	B	C	D	E	F	G	H	I	J	K	L	
<b>Q17b_rb. How did the cost-of-living crisis have a negative impact on your ability to afford basic toiletries or hygiene items? Please select all that apply.</b>													
Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
The increased cost of toiletries and basic hygiene items	57%	48%	64%	43%	52%	65%	65%	72%	44%	28%	47%	65%	58%
			A			C.D.H.J	C.D.H.J	C.D.H.J.L				C.D.H.J.L	C.H.J
Less disposable income	56%	50%	60%	40%	50%	64%	68%	68%	46%	28%	45%	65%	57%
			A		C	C.D.H.J	C.D.H.J.L	C.D.H.J.L				C.D.H.J.L	C.H.J
Having to choose between paying for food and bills (electricity, gas, etc) and paying for toiletries and cleaning for products	49%	44%	53%	30%	42%	57%	64%	64%	46%	17%	36%	60%	54%
			A		C.J	C.D.H.J	C.D.H.J.L	C.D.H.J.L	C			C.D.H.J	C.D.J
Not being able to see friends/family due to the effects of not being able to afford toiletries or cleaning products	23%	23%	22%	17%	17%	27%	27%	31%	20%	-	17%	27%	25%
						C.D.J	C.D.J	C.D.H.J.L				C.D.J	C.D.J
Being unable to qualify for Universal Credit	13%	12%	14%	10%	13%	14%	11%	22%	16%	11%	11%	13%	19%
								C.D.E.F.J.K					C.F.J.K
Not being able to get the same level of support from family or friends that I used to	11%	11%	10%	12%	11%	12%	11%	10%	2%	3%	11%	12%	7%
				H	H	H.L	H	H.L			H	H.L	H
Working reduced hours	7%	6%	8%	11%	6%	6%	6%	6%	3%	-	9%	6%	4%
				E.H.K.L							H.L		
Not being able to access food banks	6%	6%	7%	3%	5%	8%	9%	9%	4%	-	4%	8%	6%
						C.J	C.J	C.J				C.J	
Losing my job	5%	7%	4%	5%	4%	5%	4%	8%	2%	-	5%	5%	5%
		B						H					
My spouse/partner losing their job	3%	4%	2%	1%	3%	4%	2%	6%	1%	-	2%	3%	4%
						C.J		C.F.H.J				C	
Prefer not to say	1%	1%	1%	0%	2%	1%	1%	-	1%	-	1%	1%	0%
Other	2%	1%	2%	-	2%	2%	2%	4%	1%	3%	1%	2%	3%
					C	C	C.J					C	C.J
Don't know	1%	1%	2%	2%	2%	1%	1%	1%	-	-	2%	1%	1%
Not applicable	20%	26%	16%	32%	27%	14%	10%	8%	28%	66%	29%	12%	20%
	B		E.F.G.K.L	E.F.G.K	G	E.F.G.K.L				**	E.F.G.K.L		E.F.G.K
Net: Them/spouse losing their job	7%	9%	5%	5%	5%	8%	6%	12%	2%	2%	5%	8%	8%
	B				H			C.D.F.H.J.L			H		H

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024



Total	Social Grade		Region														
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland		
			M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA
<b>Q17b_rb. How did the cost-of-living crisis have a negative impact on your ability to afford basic toiletries or hygiene items? Please select all that apply.</b>																	
Unweighted base	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55	
Base: All living in hygiene poverty	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59	
The increased cost of toiletries and basic hygiene items	57%	59%	55%	69%	54%	61%	61%	53%	71%	43%	64%	69%	57%	53%	59%	62%	
Less disposable income	56%	60%	53%	54%	54%	59%	70%	51%	60%	46%	60%	60%	55%	60%	57%	63%	
Having to choose between paying for food and bills (electricity, gas, etc) and paying for toiletries and cleaning for products	49%	48%	50%	52%	46%	47%	55%	45%	55%	41%	55%	57%	48%	55%	47%	55%	
Not being able to see friends/family due to the effects of not being able to afford toiletries or cleaning products	23%	21%	24%	22%	21%	29%	27%	22%	22%	17%	26%	27%	23%	23%	21%	22%	
Being unable to qualify for Universal Credit	13%	16%	11%	12%	*	10%	16%	14%	10%	14%	15%	15%	12%	13%	12%	15%	
Not being able to get the same level of support from family or friends that I used to	11%	9%	13%	14%	17%	11%	9%	11%	12%	9%	11%	12%	11%	5%	12%	9%	
Working reduced hours	7%	6%	8%	1%	5%	13%	O.P.U.V.X	6%	10%	7%	6%	2%	7%	7%	8%	11%	
Not being able to access food banks	6%	7%	6%	-	6%	8%	4%	8%	10%	6%	8%	5%	6%	7%	7%	1%	
Losing my job	5%	5%	5%	5%	7%	3%	7%	5%	4%	5%	5%	3%	5%	6%	5%	-	
My spouse/partner losing their job	3%	3%	3%	-	3%	2%	4%	2%	-	*	3%	5%	3%	2%	1%	2%	
Prefer not to say	1%	1%	1%	2%	1%	3%	1%	-	2%	0%	-	1%	1%	1%	1%	2%	
Other	2%	2%	1%	3%	P.W*	1%	2%	2%	2%	1%	2%	-	1%	6%	2%	2%	
Don't know	1%	1%	2%	-	3%	-	1%	3%	-	2%	0%	2%	1%	-	2%	3%	
Not applicable	20%	19%	21%	15%	R.V	17%	12%	25%	20%	30%	12%	16%	21%	17%	22%	14%	
Net: Them/spouse losing their job	7%	7%	7%	5%	9%	5%	10%	6%	4%	6%	8%	7%	7%	7%	5%	2%	

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024



Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

Q17b\_rb. How did the cost-of-living crisis have a negative impact on your ability to afford basic toiletries or hygiene items? Please select all that apply.

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90
The increased cost of toiletries and basic hygiene items	57%	63%	35%	55%	63%	61%	47%	58%	58%	63%	60%	53%	42%
		AC			AD,AG	AG				AL,AM	AL,AM		*
Less disposable income	56%	61%	35%	49%	66%	63%	60%	58%	57%	64%	59%	53%	33%
		AC			AD	AD	AD			AL,AM	AM	AM	*
Having to choose between paying for food and bills (electricity, gas, etc) and paying for toiletries and cleaning for products	49%	52%	36%	49%	55%	51%	35%	51%	50%	56%	52%	44%	44%
		AC			AG	AG	AG			AL	AL		*
Not being able to see friends/family due to the effects of not being able to afford toiletries or cleaning products	23%	23%	21%	26%	23%	15%	17%	17%	25%	32%	21%	20%	14%
				AF					AH	AK,AL,AM			*
Being unable to qualify for Universal Credit	13%	14%	12%	10%	19%	21%	13%	13%	14%	10%	17%	13%	9%
				AD	AD					AJ			*
Not being able to get the same level of support from family or friends that I used to	11%	11%	10%	14%	10%	6%	8%	12%	10%	12%	10%	11%	8%
				AF									*
Working reduced hours	7%	7%	7%	8%	5%	8%	8%	8%	7%	4%	7%	8%	7%
										AJ			*
Not being able to access food banks	6%	6%	6%	7%	8%	6%	4%	8%	6%	5%	7%	7%	3%
													*
Losing my job	5%	5%	4%	5%	5%	2%	8%	3%	6%	5%	6%	4%	2%
				AD			AF		AH				*
My spouse/partner losing their job	3%	3%	1%	2%	5%	3%	2%	2%	3%	1%	4%	3%	2%
				AD					AJ				*
Prefer not to say	1%	1%	-	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%
													*
Other	2%	2%	0%	2%	1%	1%	-	1%	2%	2%	2%	1%	1%
													*
Don't know	1%	1%	2%	2%	2%	1%	1%	2%	2%	1%	1%	2%	2%
													*
Not applicable	20%	16%	34%	AB	22%	16%	17%	22%	21%	18%	12%	18%	23%
				AB	AE		5%	9%	4%	8%	6%	9%	6%
Net: Them/spouse losing their job	7%	7%	5%	6%	9%	5%	9%	4%	8%	6%	6%	9%	4%
									AH				*

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit		
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No		
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB		
<b>Q17b_rb. How did the cost-of-living crisis have a negative impact on your ability to afford basic toiletries or hygiene items? Please select all that apply.</b>																	
Unweighted base	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121	
Base: All living in hygiene poverty	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108	
The increased cost of toiletries and basic hygiene items	57%	61%	63%	62%	52%	55%	51%	49%	55%	75%	66%	19%	29%	63%	61%	55%	
	AQ	AQ	AQ	AQ			*			AR,AS,AT,AU,AW	AR,AS,AT,AU	*		AX,AY	BB		
Less disposable income	56%	61%	59%	60%	52%	56%	47%	49%	47%	68%	59%	19%	31%	61%	55%	56%	
	AQ	AQ	AQ	AQ			*			AR,AS,AT,AU,AW	AU	*		AX,AY			
Having to choose between paying for food and bills (electricity, gas, etc) and paying for toiletries and cleaning for products	49%	59%	50%	54%	43%	46%	36%	48%	52%	68%	61%	21%	32%	53%	56%	47%	
	AO,AP,AQ	AO,AQ	AO,AQ	AO,AQ			*			AS	AR,AS,AT,AU,AW	AR,AS,AT,AU	*		AX,AY	BB	
Not being able to see friends/family due to the effects of not being able to afford toiletries or cleaning products	23%	31%	24%	28%	17%	19%	18%	16%	26%	35%	31%	25%	24%	22%	27%	21%	
	AO,AQ	AQ	AQ	AQ			*			AR,AS,AT	AR,AS,AT	*			BB		
Being unable to qualify for Universal Credit	13%	10%	16%	13%	14%	16%	8%	19%	8%	5%	6%	12%	15%	13%	3%	17%	
	AN		AN	AN		AS,AU,AV,AW	*	AS,AU,AV,AW				*			BA		
Not being able to get the same level of support from family or friends that I used to	11%	14%	11%	13%	9%	9%	13%	4%	14%	15%	14%	14%	15%	10%	14%	10%	
	AQ	AQ	AQ	AQ			AT	AT*	AT	AR,AT	AR,AT	*			BB		
Working reduced hours	7%	5%	8%	7%	7%	9%	13%	1%	3%	0%	2%	11%	13%	5%	5%	8%	
	AN		AN	AN		AT,AV,AW	AT,AU,AV,AW*			AV		*	AZ				
Not being able to access food banks	6%	8%	6%	7%	6%	6%	3%	4%	1%	9%	6%	12%	8%	6%	8%	6%	
						AU	*			AU,AW	AU	*					
Losing my job	5%	5%	5%	5%	5%	4%	8%	1%	7%	7%	7%	9%	9%	4%	6%	5%	
						AT*		AT	AT	AT	AT	*	AZ				
My spouse/partner losing their job	3%	2%	4%	3%	3%	3%	-	2%	1%	3%	2%	5%	4%	2%	2%	3%	
							*					*					
Prefer not to say	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	1%	1%	1%	1%	
						*	*					*					
Other	2%	3%	2%	3%	0%	1%	-	1%	3%	1%	2%	-	1%	2%	2%	1%	
	AQ	AQ	AQ	AQ			*					*					
Don't know	1%	2%	1%	1%	2%	1%	4%	-	2%	2%	2%	-	-	2%	1%	2%	
							*					*					
Not applicable	20%	16%	20%	18%	22%	21%	22%	33%	24%	16%	55%	39%	16%	19%	21%		
					AN	AV	AV*	AR,AV,AW	AV,AW	AV	AY,AZ*	AZ					
Net: Them/spouse losing their job	7%	6%	8%	7%	6%	7%	8%	2%	7%	9%	8%	9%	6%	7%	6%		
							*			AT	AT	*	AZ				

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

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Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
	A	B	C	D	E	F	G	H	I	J	K	L

To what extent do you agree or disagree with the following statements? Most people living in poverty in the UK today are in this situation...

### Q19\_1. Because of their own choices or decisions

Unweighted base			1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228		
Strongly agree	5%	7%	4%	9%	5%	4%	5%	2%	2%	8%	7%	4%	2%		
	B			E.G.H.K.L						**	G.L				
Agree	18%	21%	15%	22%	21%	18%	14%	9%	12%	17%	21%	17%	11%		
	B			F.G.L		F.G.L				**	F.G.H.K.L	G.L			
Neither agree nor disagree	25%	26%	25%	27%	28%	24%	24%	20%	27%	28%	28%	24%	23%		
Disagree	29%	23%	34%	28%	25%	29%	31%	35%	37%	41%	27%	30%	37%		
	A				D.J	D.J				**		D.E.J.K			
Strongly disagree	22%	22%	22%	14%	21%	25%	26%	33%	22%	7%	18%	25%	27%		
	J			C.J	C.J	C.J	C.D.J.L			**	C.J	C.J			
Net: Agree	23%	29%	18%	31%	26%	23%	18%	11%	14%	25%	28%	21%	14%		
	B			E.F.G.H.K.L	F.G.H.L	G.L				**	F.G.H.K.L	G.L			
Net: Disagree	52%	46%	57%	42%	46%	54%	58%	68%	59%	47%	44%	55%	63%		
	A			C.D.E.F.J.K	C.D.J	C.D.J	C.D.E.F.J.K			**	C.D.J	C.D.E.J.K			

### Q19\_8. Because of addiction (e.g. alcoholism, drug, gambling)

Unweighted base			1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228		
Strongly agree	10%	12%	8%	15%	11%	9%	7%	6%	5%	9%	13%	8%	6%		
	B			E.F.G.H.K.L	L					**	F.G.H.K.L				
Agree	25%	26%	24%	35%	25%	22%	20%	15%	26%	23%	30%	21%	20%		
	D.E.F.G.K.L			G						**	D.E.F.G.K.L	G			
Neither agree nor disagree	28%	26%	30%	21%	31%	30%	28%	33%	30%	36%	26%	29%	32%		
	C.J			C				C		**	C	C	C		
Disagree	22%	20%	24%	19%	23%	21%	27%	24%	22%	18%	21%	24%	23%		
	C.J			C.D.J						**	C.D.J				
Strongly disagree	15%	16%	14%	10%	10%	18%	18%	23%	17%	14%	10%	18%	20%		
	C.D.J			C.D.J					J	**	C.D.J	C.D.J			
Net: Agree	34%	37%	32%	50%	36%	31%	27%	21%	31%	32%	43%	29%	25%		
	B			D.E.F.G.H.J.K.L	F.G.K.L	G				**	D.E.F.G.H.K.L	G	G		
Net: Disagree	37%	36%	38%	29%	33%	40%	45%	47%	39%	32%	31%	42%	43%		
	A			C.D.J	C.D.J	C.D.J	C.D.J			**	C.D.J	C.D.J	C.D.J		

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Social Grade		Region														
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland		
			M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA

To what extent do you agree or disagree with the following statements? Most people living in poverty in the UK today are in this situation...

Q19\_1. Because of their own choices or decisions

Unweighted base		1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
Base: All living in hygiene poverty		1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
Strongly agree		5%	6%	5%	10%	6%	6%	8%	5%	4%	6%	2%	2%	5%	3%	9%	3%
Agree		18%	19%	17%	20%	13%	17%	13%	19%	17%	24%	16%	16%	18%	12%	15%	19%
Neither agree nor disagree		25%	22%	28%	17%	33%	22%	24%	21%	22%	26%	26%	24%	25%	38%	18%	29%
Disagree		29%	29%	30%	26%	24%	30%	34%	33%	31%	28%	33%	35%	30%	24%	30%	22%
Strongly disagree		22%	25%	21%	28%	25%	25%	22%	22%	27%	16%	22%	24%	22%	23%	29%	27%
Net: Agree		23%	25%	21%	29%	19%	24%	21%	24%	21%	30%	19%	18%	23%	16%	24%	22%
Net: Disagree		52%	53%	51%	54%	48%	55%	55%	55%	58%	45%	55%	58%	52%	47%	58%	48%

Q19\_8. Because of addiction (e.g. alcoholism, drug, gambling)

Unweighted base		1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
Base: All living in hygiene poverty		1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
Strongly agree		10%	10%	10%	8%	8%	13%	9%	12%	4%	14%	6%	4%	10%	9%	7%	13% T.W*
Agree		25%	24%	25%	22%	26%	24%	22%	17%	26%	30%	23%	23%	25%	20%	26%	25%
Neither agree nor disagree		28%	28%	29%	23%	30%	31%	32%	29%	26%	24%	30%	28%	34%	21%	25%	*
Disagree		22%	23%	22%	28%	19%	19%	27%	26%	24%	21%	21%	25%	22%	21%	26%	17% *
Strongly disagree		15%	15%	15%	18%	17%	13%	10%	16%	20%	10%	16%	17%	14%	16%	20%	20% *
Net: Agree		34%	34%	35%	30%	34%	36%	31%	29%	30%	45%	29%	28%	35%	29%	33%	38% *
Net: Disagree		37%	38%	36%	46%	36%	32%	37%	42%	44%	31%	38%	42%	37%	37%	46%	37% *

Hygiene Bank - Hygiene Poverty 2024

**Fieldwork Dates: 21st February - 8th March 2024**

YouGov

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

To what extent do you agree or disagree with the following statements? Most people living in poverty in the UK today are in this situation...

**Q19 1. Because of their own choices or decisions**

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90
Strongly agree	5%	4%	11%	6%	5%	4%	5%	6%	5%	5%	4%	6%	9%
			AB										AK*
Agree	18%	16%	25%	17%	18%	18%	31%	22%	15%	12%	16%	19%	32%
			AB				AD.AE.AF	AI				AJ	AJ.AK.AL
Neither agree nor disagree	25%	24%	33%	24%	26%	25%	20%	27%	24%	23%	25%	27%	26%
			AB									*	
Disagree	29%	32%	17%	31%	29%	23%	33%	29%	31%	31%	31%	30%	22%
			AC									*	
Strongly disagree	22%	24%	14%	22%	23%	29%	12%	17%	25%	28%	26%	18%	10%
			AC		AG	AG		AH	AL.AM	AL.AM	AL.AM		*
Net: Agree	23%	20%	36%	23%	23%	23%	36%	28%	20%	17%	19%	25%	41%
			AB				AD.AE.AF	AI				AJ AK	AJ.AK.AL
Net: Disagree	52%	57%	31%	53%	52%	52%	44%	46%	56%	60%	56%	48%	32%
			AC					AH	AL.AM	AL.AM	AL.AM	AM	*

**Q19\_8. Because of addiction (e.g. alcoholism, drug gambling)**

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90
Strongly agree	10%	8%	15%	13%	7%	9%	10%	12%	9%	10%	7%	11%	19% AJ,AK*
Agree	25%	23%	30%	25%	24%	26%	27%	26%	24%	20%	24%	26%	34% AJ* AJ*
Neither agree nor disagree	28%	28%	30%	26%	29%	26%	31%	30%	27%	25%	30%	29%	25% * *
Disagree	22%	24%	16%	22%	23%	22%	20%	21%	23%	26%	21%	23%	13% * *
Strongly disagree	15%	17%	8%	15%	16%	17%	13%	11%	17%	19%	18%	11%	8% * *
Net: Agree	34%	31%	46%	37%	32%	35%	37%	38%	34%	30%	31%	37%	53% AJ,AK,AL*
Net: Disagree	37%	41%	24%	37%	40%	39%	33%	32%	40%	45%	39%	34%	22% AM *

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	

To what extent do you agree or disagree with the following statements? Most people living in poverty in the UK today are in this situation...

Q19\_1. Because of their own choices or decisions

Unweighted base		1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base: All living in hygiene poverty		1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Strongly agree		5%	6%	4%	5%	5%	6%	6%	3%	8%	2%	5%	7%	10%	4%	6%	5%
Agree		18%	11%	18% AN.AP	15% AN	21% AN.AP	22% AT.AU.AV.AW	15% +	13%	13%	7%	10% AV	37% AZ*	29% AZ	15%	16%	18%
Neither agree nor disagree		25%	22%	25%	23%	27%	25%	28% +	26%	24%	28%	26%	32% *	26%	25%	25%	25%
Disagree		29%	28%	32%	30%	29%	26%	34% *	39%	33%	35%	34% AR	16% *	21%	31% AX.AY	31%	29%
Strongly disagree		22%	33% AO.AP.AQ	21% AO.AQ	27% AO.AQ	17%	21%	17% *	20%	22%	27%	25%	8% *	14%	24% AX.AY	22%	22%
Net: Agree		23%	17%	22%	20%	27% AN.AP	28% AT.AV.AW	21% AV*	16%	21% AV.AW	9%	15% AV	44% AZ*	40% AZ	19%	21%	23%
Net: Disagree		52%	61% AO.AP.AQ	53% AQ	57% AO.AQ	46%	47%	51% *	59% AR	55%	62%	59% AR	24% *	35% AX	56% AX.AY	54%	51%

Q19\_8. Because of addiction (e.g. alcoholism, drug, gambling)

Unweighted base		1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base: All living in hygiene poverty		1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Strongly agree		10%	11%	7%	9%	10%	10% AV	13% AV*	7%	14% AV.AW	4%	8% AV	24% AZ*	18% AZ	8%	13% BB	9%
Agree		25%	21%	22%	21%	28% AN.AO.AP	26% AV.AW	36% AT.AV.AW*	20%	23%	14%	18% AV	37% AZ*	35% AZ	22%	24%	25%
Neither agree nor disagree		28%	25%	30%	28%	29%	28%	18% *	31%	30%	37%	33% AS	28% *	25%	29%	27%	29%
Disagree		22%	26% AQ	24% AQ	25% AQ	19%	22%	20% *	21%	18%	28% AW	24%	9% *	16%	24% AX.AY	22%	22%
Strongly disagree		15%	17%	17%	17%	13%	14%	12% *	21%	16%	18%	17%	2% *	6%	17% AX.AY	14%	15%
Net: Agree		34%	32%	29%	31%	38% AO.AP	36% AT.AV.AW	50% AR.AT.AV.AW*	27%	37% AV.AW	17%	26% AV	61% AZ*	53% AZ	30%	36%	34%
Net: Disagree		37%	43% AQ	41% AQ	42% AQ	32%	36%	32% *	42%	34%	46%	41%	11% *	41% AX	41% AX.AY	37%	38%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

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Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
	A	B	C	D	E	F	G	H	I	J	K	L

Q19\_9. Because they have no family/friends to rely on

Unweighted base													
Base: All living in hygiene poverty													
Strongly agree	12%	13%	12%	15%	12%	12%	8%	8%	24%	14%	12%	9%	
Agree	33%	31%	35%	43% D.E.F.G.K.L	33%	32%	26%	27%	36%	21%	38% D.F.G.K.L	30%	30%
Neither agree nor disagree	30%	31%	28%	23%	31% J	29%	31%	33%	39%	52%	27%	30%	37% C.E.J.K
Disagree	18%	17%	19%	15%	18%	19%	22%	21% L	14%	3%	17%	20%	17%
Strongly disagree	7%	8%	7%	4%	6%	9% C.J	9% C.J	11% C.H.J.L	4%	-	5%	9% C.J	8% H
Net: Agree	45%	44%	46%	58% D.E.F.G.H.J.K.L	45% G	44%	39%	35%	43%	44%	52% D.E.F.G.K.L	42%	39%
Net: Disagree	25%	25%	26%	19%	24%	27% C.H	31% C.H.J	33% C.H.J.L	17%	3%	22%	29% C.H.J	25% H

Q19\_2. Because of Government policies or actions

Unweighted base													
Base: All living in hygiene poverty													
Strongly agree	54%	54%	55%	43%	51% J	58% C.J	63% C.D.J	60% C.J	60% C.J	41% **	47%	60% C.D.J	58% C.J
Agree	30%	29%	31%	39% D.E.F.G.J.K.L	28%	29%	24%	26%	32%	29%	34% D.F.K	27%	28%
Neither agree nor disagree	12%	13%	11%	10% H	16% H.J.L	12% H	11% H	12% H	3%	18% **	13% H	11% H	9%
Disagree	3%	4%	2%	7% E.F.G.K	3% E.K	1% E.K	2% E.K	2% E.K	3%	12% **	5% D.E.F.K	1% E.K	3%
Strongly disagree	1%	1%	1%	0% E.F.K	1% E.K	0% E.K	1% E.K	1% E.K	2% E	- **	1% E.K	0% E.K	1%
Net: Agree	84%	83%	86%	82%	79%	88% D.J	87% D.J	86%	92% C.D.J.L	70% **	81%	87% D.J	87% D
Net: Disagree	4%	5%	3%	8% E.F.K	4% E.K	1% E.K	2% E.K	3% E.K	5% E.K	12% **	6% E.F.K	1% E.K	4% E.K

Q19\_3. Because of employers' choices or actions

Unweighted base													
Base: All living in hygiene poverty													
Strongly agree	17%	20%	14%	19%	17%	16%	15%	15%	12%	21% **	18%	15%	15%
Agree	33%	34%	32%	38% F.G.L	34% F.G.L	36% F.G.K.L	26%	24%	30%	16% **	36% F.G.L	32% F.L	26%
Neither agree nor disagree	34%	29%	37% A	28%	30%	34%	39% C.D.J	37%	38%	56% **	29%	36% J	39% C.D.J
Disagree	14%	12%	15%	12%	15%	11% E.K	17% E.K	16%	20%	3% **	14%	13% E	16% E
Strongly disagree	3%	4%	3%	2% F.G.H.K.L	3% F.G.L	4% F.G.K.L	3% C.D.F.H.J.K.L	-	4% **	2%	4% F.G.H.K.L	5% F.L	5% H
Net: Agree	49%	54% B	46% F.G.H.K.L	57% F.G.H.K.L	52% F.G.L	52% F.G.K.L	41%	40%	42%	37% **	54% F.G.H.K.L	48% F.L	40%
Net: Disagree	17%	17%	18%	14%	18%	15%	20%	24%	20%	7% **	16%	17%	21% E

Hygiene Bank - Hygiene Poverty 2024

**Fieldwork Dates: 21st February - 8th March 2024**



Total	Social Grade		Region													
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland	
	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	

Q19\_9. Because they have no family/friends to rely on

1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
12%	11%	13%	12%	13%	16%	7%	14%	13%	12%	12%	12%	13%	13%	8%	14%
			*		R			*					*		*
33%	32%	34%	21%	35%	38%	35%	27%	33%	36%	30%	37%	34%	25%	30%	37%
			*	O	O			*	O		O		*		*
30%	30%	29%	28%	27%	24%	31%	30%	32%	30%	28%	28%	29%	40%	31%	26%
			*					*				Q.X*			*
18%	20%	17%	27%	18%	18%	20%	23%	18%	16%	22%	14%	18%	13%	22%	13%
			W*					*					*		*
7%	7%	7%	12%	6%	4%	7%	6%	5%	5%	9%	9%	7%	8%	9%	10%
			Q*					*					*		*
45%	43%	47%	33%	49%	54%	42%	41%	45%	49%	42%	49%	46%	38%	38%	51%
			*	O	O.V.Y.Z			*	O		O		*		*
25%	27%	24%	39%	24%	22%	27%	29%	23%	21%	31%	23%	25%	22%	32%	23%
			P.Q.T.U.W.X.Y*					*	U				*	U	*

**Q19 2. Because of Government policies or actions**

1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
54%	54%	55%	64%	61%	52%	54%	56%	58%	43%	61%	58%	54%	55%	59%	62%
			U*	U.X		U	U	U*		U.X	U	U	*	U	U*
30%	29%	31%	27%	27%	32%	30%	31%	31%	35%	26%	25%	30%	32%	28%	27%
12%	14% N	10%	5% *	8%	14%	11%	10%	7% *	17% O.P.T.X	10%	11%	12%	11% *	10%	11% *
3%	2%	4% M	2% *	3%	2%	4%	1%	5% S*	4%	3%	6% S	3% *	2%	2%	-
1%	1%	0%	2% *	1%	-	1%	2%	-	1%	0%	1%	1%	-	1%	-
84%	83%	86%	92% U*	88% U	84%	84%	87% U	88% U*	78%	87% U	83%	84% U	87% *	87%	89% *
4%	3%	4%	3% *	3%	2%	4%	3%	5% *	5%	3%	7%	4%	2% *	2%	-

**Q19\_3. Because of employers' choices or actions**

1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
17%	16%	17%	9%	19%	19%	19%	14%	24% O.U.W.X*	12%	21%	12%	16%	16%	17%	20%
e	33%	36% N	31%	42% +	38%	32%	35%	33%	31% +	32%	30%	31%	33%	32%	29%
e	34%	33%	34%	29% +	29%	28%	33%	29%	36% +	39% P.AA	36%	35%	34%	30% +	37%
e	14%	12%	15%	12% +	11%	18% T	12%	17%	8% +	14%	10%	17%	14%	18% +	13% +
e	3%	3%	4%	9% Q.R.T.U.X*	3%	2%	1%	8% Q.R.T.U.X	1% +	2%	3%	4%	3%	3% +	4% +
e	49%	52%	47%	51% +	57% U.W.X	52%	54%	47%	55% +	44%	51%	43%	49%	49% +	46% +
e	17%	15%	18%	20% +	14%	20% T	13%	24% P.R.T.V.X	9% +	17%	13%	22% T.V	17%	21% T	17% +

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

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Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

Q19\_9. Because they have no family/friends to rely on

Unweighted base												
Base: All living in hygiene poverty												
Strongly agree	1517	1256	213	642	398	161	125	445	1013	350	468	588
	1517	1186	277	703	364	144	121	427	1019	314	454	619
	12%	12%	15%	16% AF,AG	12%	8%	7%	14%	12%	11%	12%	12% 18% *
Agree	33%	32%	38%	34%	34%	31%	35%	34%	32%	29%	29%	37% AJ,AK *
Neither agree nor disagree	30%	30%	29%	29%	27%	27%	29%	29%	30%	32%	30%	29% 29% *
Disagree	18%	19%	14%	16%	18%	28% AD,AE	22%	18%	19%	20% AM	22% AL,AM	16% 8% *
Strongly disagree	7%	7%	4%	6%	9%	6%	6%	6%	7%	8%	7%	6% 4% *
Net: Agree	45%	44%	52% AB	49% AF	46%	39%	42%	48%	44%	40%	41%	49% 59% AJ,AK* AJ,AK*
Net: Disagree	25%	26%	19% AC	22%	27%	34% AD	29%	24%	26%	28% AL,AM	29% AL,AM	22% 12% *

Q19\_2. Because of Government policies or actions

Unweighted base												
Base: All living in hygiene poverty												
Strongly agree	1517	1256	213	642	398	161	125	445	1013	350	468	588
	1517	1186	277	703	364	144	121	427	1019	314	454	619
	54%	59%	37%	55%	55%	53%	45%	48%	58%	61% AH	60% AL,AM	49% 45% *
Agree	30%	28%	37% AB	30%	31%	29%	32%	31%	29%	29%	27%	33% 31% *
Neither agree nor disagree	12%	10%	19% AB	10%	11%	14%	20% AD,AE	17% AI	9%	9%	9%	13% AK 21% AJ,AK*
Disagree	3%	2%	6% AB	4%	2%	3%	2%	2%	3%	1%	3%	4% - AJ *
Strongly disagree	1%	1%	1%	1%	1%	2%	1%	1%	1%	0%	1%	1% 3% AJ*
Net: Agree	84%	87% AC	74% AG	85% AG	86% AG	82% 3%	78% 5%	80% 3%	88% 4%	89% 2%	87% 4%	82% 2% 77% *
Net: Disagree	4%	3%	7% AB	4%	3%	5%	3%	3%	4%	4%	5% AJ	3% *

Q19\_3. Because of employers' choices or actions

Unweighted base												
Base: All living in hygiene poverty												
Strongly agree	1517	1256	213	642	398	161	125	445	1013	350	468	588
	1517	1186	277	703	364	144	121	427	1019	314	454	619
	17%	16%	19%	18%	16%	13%	17%	13%	18% AH	14%	19%	15% 21% *
Agree	33%	33%	34%	32%	35%	32%	32%	31%	33%	37%	33%	31% 35% *
Neither agree nor disagree	34%	34%	30%	33%	33%	34%	26%	37%	32%	33%	31%	36% 30% *
Disagree	14%	14%	12%	13%	13%	19%	19%	15%	14%	12%	14%	15% 11% *
Strongly disagree	3%	3%	4%	4%	3%	3%	5%	4%	3%	4%	3%	3% 3% *
Net: Agree	49%	49%	53% 17%	50%	51%	45%	49%	44%	51% AH	51%	52%	46% 56% *
Net: Disagree	17%	17%	17%	16%	16%	21%	25% AD	18%	17%	16%	17%	18% 14% *

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	

Q19\_9. Because they have no family/friends to rely on

Unweighted base		1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base: All living in hygiene poverty		1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Strongly agree		12%	16%	12%	14%	11%	13%	11%	10%	17%	11%	14%	25%	20%	11%	13%	12%
AQ								*					AZ*	AZ			
Agree		33%	27%	33%	30%	36%	AN,AP	44%	29%	31%	29%	30%	43%	37%	32%	36%	32%
AR,AT,AV,AW*													*				
Neither agree nor disagree		30%	31%	30%	30%	29%	27%	22%	39%	33%	35%	34%	25%	22%	31%	27%	30%
AR,AS								*					*				
Disagree		18%	19%	17%	18%	19%	19%	19%	16%	9%	18%	14%	3%	14%	19%	16%	19%
AU,AU*													*	AX	AX		
Strongly disagree		7%	8%	8%	8%	6%	7%	2%	7%	10%	7%	8%	2%	7%	7%	7%	7%
AS								*					*				
Net: Agree		45%	42%	45%	44%	47%	46%	55%	38%	48%	40%	44%	69%	57%	43%	49%	44%
AY,AZ*													*				
Net: Disagree		25%	27%	25%	26%	24%	26%	23%	22%	19%	25%	23%	6%	21%	26%	23%	26%
AX								*					*				

Q19\_2. Because of Government policies or actions

Unweighted base		1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base: All living in hygiene poverty		1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Strongly agree		54%	64%	58%	61%	49%	52%	53%	61%	57%	60%	59%	37%	41%	57%	57%	53%
AQ								*	AR	AR	AR	AR	*				
Agree		30%	26%	28%	27%	33%	AN,AP	31%	31%	27%	32%	24%	28%	35%	35%	29%	31%
AV								*					*				
Neither agree nor disagree		12%	8%	10%	9%	14%	AN,AP	13%	8%	5%	9%	15%	13%	18%	16%	11%	12%
AT								*					*				
Disagree		3%	2%	4%	3%	3%	3%	3%	8%	6%	1%	0%	1%	10%	7%	2%	2%
AU,AU,AW*														*	AZ		3%
Strongly disagree		1%	0%	1%	1%	1%	1%	1%	-	1%	-	0%	-	1%	1%	0%	1%
AV								*					*				
Net: Agree		84%	90%	85%	88%	82%	83%	85%	88%	89%	84%	86%	72%	76%	86%	86%	84%
AZ*								*					*				
Net: Disagree		4%	2%	5%	4%	4%	4%	AV,AW	8%	7%	2%	0%	1%	10%	7%	3%	4%
AV,AW*														*	AZ		

Q19\_3. Because of employers' choices or actions

Unweighted base		1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base: All living in hygiene poverty		1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Strongly agree		17%	18%	17%	18%	16%	17%	22%	13%	18%	13%	16%	23%	23%	15%	19%	16%
AQ								*					*	AZ			
Agree		33%	29%	35%	32%	34%	35%	30%	27%	36%	24%	29%	39%	33%	33%	31%	34%
AV								*					*	AV			
Neither agree nor disagree		34%	32%	33%	33%	34%	31%	31%	40%	34%	45%	40%	25%	30%	34%	36%	32%
AR								*					*	AR			
Disagree		14%	15%	13%	14%	14%	14%	14%	17%	9%	15%	13%	9%	11%	14%	10%	15%
AR,AS,AW								*					*				
Strongly disagree		3%	6%	3%	4%	AO	2%	4%	2%	3%	3%	3%	4%	3%	3%	4%	3%
AV,AW								*					*				
Net: Agree		49%	48%	51%	49%	50%	52%	AT,AV	52%	40%	55%	37%	45%	AV	62%	56%	48%
AZ*								*					*	AZ		50%	49%
Net: Disagree		17%	20%	16%	18%	16%	18%	16%	20%	11%	18%	15%	13%	14%	18%	14%	18%
AV,AW*								*					*	AZ			

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age										
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+	
	A	B	C	D	E	F	G	H	I	J	K	L	
<b>Q19_4. Because they are sick, disabled or otherwise unable to work</b>													
Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Strongly agree	21%	21%	20%	25%	15%	18%	25%	21%	24%	26%	20%	21%	22%
Agree	35%	35%	35%	40%	40%	32%	27%	33%	40%	29%	40%	30%	35%
Neither agree nor disagree	23%	22%	23%	19%	21%	26%	22%	28%	21%	25%	20%	24%	25%
Disagree	15%	14%	16%	11%	18%	18%	17%	13%	11%	12%	14%	17%	12%
Strongly disagree	6%	7%	6%	5%	6%	7%	9%	6%	4%	8%	6%	8%	5%
Net: Agree	55%	56%	55%	64%	D.E.F.G.K	55%	50%	52%	54%	64%	55%	60%	51%
Net: Disagree	22%	22%	22%	16%	J	24%	25%	26%	19%	15%	20%	25%	17%
<b>Q19_5. Because they are unlucky</b>													
Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Strongly agree	7%	9%	6%	8%	9%	5%	10%	6%	2%	4%	8%	7%	5%
Agree	21%	18%	23%	24%	24%	22%	19%	15%	12%	6%	24%	21%	13%
Neither agree nor disagree	27%	29%	26%	29%	25%	28%	23%	27%	34%	37%	27%	26%	30%
Disagree	24%	21%	27%	A	24%	24%	24%	26%	32%	27%	24%	24%	28%
Strongly disagree	20%	23%	19%	15%	19%	21%	24%	25%	21%	26%	17%	22%	24%
Net: Agree	28%	27%	29%	32%	G.H.L	32%	27%	29%	21%	14%	11%	32%	28%
Net: Disagree	45%	44%	46%	39%	43%	45%	48%	52%	52%	52%	41%	46%	52%
<b>Q19_6. Because poverty is an inevitable part of modern society</b>													
Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Strongly agree	12%	13%	11%	14%	15%	10%	10%	9%	6%	18%	15%	10%	9%
Agree	26%	30%	22%	32%	D.E.G.K	24%	22%	26%	21%	31%	30%	28%	23%
Neither agree nor disagree	19%	18%	19%	20%	17%	19%	16%	23%	22%	22%	18%	18%	23%
Disagree	22%	17%	26%	A	22%	23%	23%	21%	21%	19%	22%	23%	20%
Strongly disagree	22%	22%	22%	11%	22%	26%	27%	26%	22%	7%	16%	26%	23%
Net: Agree	37%	43%	33%	47%	E.F.G.K.L	38%	31%	36%	30%	37%	48%	43%	33%
Net: Disagree	44%	39%	48%	A	33%	45%	50%	48%	47%	41%	29%	39%	44%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Social Grade		Region													
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland	
			M	N	O	P	Q	R	S	T	U	V	X	Y	Z	AA
<b>Q19_4. Because they are sick, disabled or otherwise unable to work</b>																
<b>Unweighted base</b>	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
<b>Base: All living in hygiene poverty</b>	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
Strongly agree	21%	19%	22%	22%	25%	22%	14%	26%	22%	17%	23%	17%	20%	12%	22%	35%
Agree	35%	34%	35%	28%	34%	41%	35%	29%	33%	35%	35%	38%	35%	42%	30%	33%
Neither agree nor disagree	23%	24%	22%	29%	21%	22%	30%	24%	21%	27%	18%	20%	24%	19%	20%	16%
Disagree	15%	17%	14%	13%	14%	10%	15%	14%	16%	17%	16%	19%	15%	14%	19%	11%
Strongly disagree	6%	6%	7%	8%	5%	5%	6%	7%	8%	5%	7%	7%	6%	12%	9%	5%
Net: Agree	55%	53%	57%	50%	60%	62%	49%	55%	55%	52%	58%	55%	55%	54%	52%	68%
Net: Disagree	22%	23%	21%	21%	20%	15%	20%	21%	24%	21%	23%	26%	21%	26%	28%	16%
<b>Q19_5. Because they are unlucky</b>																
<b>Unweighted base</b>	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
<b>Base: All living in hygiene poverty</b>	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
Strongly agree	7%	9%	6%	5%	10%	8%	6%	9%	9%	7%	7%	4%	7%	6%	6%	7%
Agree	21%	23%	19%	11%	18%	25%	23%	21%	20%	24%	21%	18%	21%	18%	15%	22%
Neither agree nor disagree	27%	24%	30%	22%	26%	26%	26%	24%	22%	30%	31%	30%	27%	27%	27%	24%
Disagree	24%	24%	25%	27%	24%	21%	29%	22%	28%	25%	24%	29%	25%	19%	27%	11%
Strongly disagree	20%	21%	20%	35%	22%	21%	15%	24%	21%	14%	16%	19%	19%	30%	24%	37%
Net: Agree	28%	32%	25%	16%	28%	32%	30%	30%	29%	32%	28%	22%	29%	25%	21%	29%
Net: Disagree	45%	45%	45%	62%	46%	42%	44%	46%	49%	39%	41%	48%	44%	49%	51%	47%
<b>Q19_6. Because poverty is an inevitable part of modern society</b>																
<b>Unweighted base</b>	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
<b>Base: All living in hygiene poverty</b>	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
Strongly agree	12%	12%	12%	3%	14%	16%	12%	15%	8%	12%	8%	7%	11%	9%	15%	17%
Agree	26%	24%	27%	26%	23%	24%	26%	26%	21%	27%	30%	24%	26%	29%	20%	24%
Neither agree nor disagree	19%	17%	20%	9%	17%	16%	17%	23%	18%	25%	18%	13%	19%	17%	15%	18%
Disagree	22%	23%	22%	22%	24%	24%	23%	20%	27%	18%	23%	31%	23%	23%	24%	15%
Strongly disagree	22%	24%	20%	39%	23%	20%	21%	16%	25%	18%	21%	24%	21%	23%	27%	28%
Net: Agree	37%	36%	38%	29%	37%	40%	38%	41%	30%	39%	38%	32%	37%	37%	35%	40%
Net: Disagree	44%	47%	42%	62%	46%	44%	45%	36%	52%	36%	44%	55%	44%	45%	51%	42%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM
<b>Q19_4. Because they are sick, disabled or otherwise unable to work</b>												
<b>Unweighted base</b>	1517	1256	213	642	398	161	125	445	1013	350	468	588
<b>Base: All living in hygiene poverty</b>	1517	1186	277	703	364	144	121	427	1019	314	454	619
Strongly agree	21%	21%	20%	26%	18%	11%	9%	17%	22%	21%	21%	18%
Agree	35%	36%	29%	35%	34%	31%	40%	33%	36%	34%	34%	36%
Neither agree nor disagree	23%	21%	31% AB	21%	23%	23%	22%	26%	20%	21%	23%	22%
Disagree	15%	16%	14%	11%	18% AD	28% AD,AE	22% AD	18%	14%	16%	14%	18% AM
Strongly disagree	6%	6%	5%	7%	7%	6%	7%	6%	7%	8%	7%	6%
<b>Net: Agree</b>	<b>55%</b>	<b>56%</b>	<b>49%</b>	<b>61% AE,AF,AG</b>	<b>52%</b>	<b>43%</b>	<b>48%</b>	<b>50%</b>	<b>58% AH</b>	<b>55%</b>	<b>55%</b>	<b>54%</b>
<b>Net: Disagree</b>	<b>22%</b>	<b>22%</b>	<b>20%</b>	<b>18%</b>	<b>25% AD</b>	<b>34% AD,AE</b>	<b>29% AD</b>	<b>24%</b>	<b>21% AM</b>	<b>24%</b>	<b>21%</b>	<b>23% AM</b>
<b>Q19_5. Because they are unlucky</b>												
<b>Unweighted base</b>	1517	1256	213	642	398	161	125	445	1013	350	468	588
<b>Base: All living in hygiene poverty</b>	1517	1186	277	703	364	144	121	427	1019	314	454	619
Strongly agree	7%	6%	11% AB	7%	8%	8%	6%	9%	7%	4%	6%	8% AJ
Agree	21%	20%	25%	22%	21%	18%	33% AD,AE,AF	22%	19%	19%	19%	22% AJ,AK*
Neither agree nor disagree	27%	26%	31%	29%	26%	24%	20%	27%	27%	26%	26%	29% *
Disagree	24%	26%	20%	23%	24%	29%	28%	25%	25%	25%	26%	24% 23% *
Strongly disagree	20%	22% AC	13%	20%	21%	21%	12%	17%	22% AH	25% AL,AM	24% AL,AM	17% 12% *
<b>Net: Agree</b>	<b>28%</b>	<b>26%</b>	<b>35% AB</b>	<b>29%</b>	<b>29%</b>	<b>26%</b>	<b>40% AD,AE,AF</b>	<b>31%</b>	<b>26%</b>	<b>24%</b>	<b>25%</b>	<b>30% AJ</b>
<b>Net: Disagree</b>	<b>45%</b>	<b>47% AC</b>	<b>34%</b>	<b>43%</b>	<b>45%</b>	<b>50%</b>	<b>40% AD,AE,AF</b>	<b>42%</b>	<b>47%</b>	<b>50% AL,AM</b>	<b>49% AL,AM</b>	<b>41% AJ,AK,AL*</b>
<b>Q19_6. Because poverty is an inevitable part of modern society</b>												
<b>Unweighted base</b>	1517	1256	213	642	398	161	125	445	1013	350	468	588
<b>Base: All living in hygiene poverty</b>	1517	1186	277	703	364	144	121	427	1019	314	454	619
Strongly agree	12%	11%	15%	13%	11%	10%	11%	13%	11%	10%	11%	12% AJ,AK,AL*
Agree	26%	23%	32% AB	27%	27%	23%	20%	25%	26%	25%	24%	29% 20% *
Neither agree nor disagree	19%	18%	25% AB	20% AE	14%	15%	18%	19%	18%	17%	17%	20% 23% *
Disagree	22%	24% AC	15%	21%	23%	27%	28%	22%	23%	23%	25%	20% 22% *
Strongly disagree	22%	24% AC	12%	18%	24% AD	25%	23%	21%	23%	25% AL	23%	19% 14% *
<b>Net: Agree</b>	<b>37%</b>	<b>34%</b>	<b>47% AB</b>	<b>40%</b>	<b>38%</b>	<b>33%</b>	<b>31%</b>	<b>38%</b>	<b>37%</b>	<b>35%</b>	<b>34%</b>	<b>41% 41% *</b>
<b>Net: Disagree</b>	<b>44%</b>	<b>48% AC</b>	<b>28%</b>	<b>40%</b>	<b>48% AD</b>	<b>52% AD</b>	<b>51% AD</b>	<b>44%</b>	<b>45%</b>	<b>48% AL</b>	<b>49% AL</b>	<b>39% 36% *</b>

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	
<b>Q19_4. Because they are sick, disabled or otherwise unable to work</b>																
<b>Unweighted base</b>	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
<b>Base: All living in hygiene poverty</b>	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Strongly agree	21%	34%	20%	27%	14%	14%	21%	29%	28%	33%	31%	35%	28%	19%	26%	19%
Agree	35%	34%	37%	35%	34%	35%	41%	33%	35%	30%	32%	35%	31%	36%	36%	35%
Neither agree nor disagree	23%	17%	24%	20%	26%	24%	18%	21%	19%	27%	23%	17%	21%	23%	21%	24%
Disagree	15%	9%	12%	10%	20%	20%	13%	12%	12%	6%	9%	9%	14%	16%	11%	17%
Strongly disagree	6%	6%	8%	7%	6%	7%	8%	5%	6%	4%	5%	4%	7%	6%	6%	7%
Net: Agree	55%	68%	57%	63%	48%	49%	61%	62%	63%	62%	63%	70%	59%	55%	62%	53%
Net: Disagree	22%	15%	20%	17%	26%	27%	20%	16%	18%	11%	14%	13%	21%	22%	17%	23%
<b>Q19_5. Because they are unlucky</b>																
<b>Unweighted base</b>	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
<b>Base: All living in hygiene poverty</b>	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Strongly agree	7%	10%	6%	8%	6%	8%	6%	2%	8%	4%	6%	15%	12%	6%	7%	7%
Agree	21%	17%	21%	19%	22%	23%	28%	8%	21%	16%	18%	33%	25%	20%	18%	22%
Neither agree nor disagree	27%	24%	25%	25%	29%	26%	25%	37%	31%	28%	30%	29%	28%	27%	29%	26%
Disagree	24%	23%	25%	24%	25%	24%	22%	31%	24%	28%	26%	12%	19%	26%	24%	25%
Strongly disagree	20%	25%	23%	24%	17%	19%	20%	22%	16%	23%	20%	11%	16%	21%	22%	20%
Net: Agree	28%	27%	28%	27%	29%	31%	33%	10%	29%	20%	24%	48%	37%	26%	25%	29%
Net: Disagree	45%	48%	48%	46%	42%	43%	42%	53%	40%	51%	46%	23%	35%	47%	46%	44%
<b>Q19_6. Because poverty is an inevitable part of modern society</b>																
<b>Unweighted base</b>	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
<b>Base: All living in hygiene poverty</b>	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Strongly agree	12%	14%	10%	12%	11%	12%	14%	8%	15%	9%	12%	22%	18%	10%	14%	11%
Agree	26%	24%	26%	25%	26%	26%	27%	31%	30%	21%	25%	42%	34%	24%	25%	26%
Neither agree nor disagree	19%	17%	16%	17%	21%	19%	11%	22%	22%	20%	21%	23%	17%	19%	20%	18%
Disagree	22%	19%	21%	20%	25%	22%	31%	19%	14%	26%	21%	9%	15%	24%	21%	23%
Strongly disagree	22%	26%	26%	26%	17%	22%	18%	20%	19%	25%	22%	3%	15%	23%	20%	22%
Net: Agree	37%	38%	36%	37%	36%	38%	40%	39%	45%	29%	36%	64%	52%	34%	39%	37%
Net: Disagree	44%	45%	48%	46%	42%	43%	49%	40%	33%	51%	43%	13%	30%	47%	41%	45%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
	A	B	C	D	E	F	G	H	I	J	K	L

Q19\_7. Because of the impact of coronavirus on our economy

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Strongly agree	17%	16%	18%	21%	17%	16%	18%	17%	12%	9%	19%	17%	14%
Agree	36%	34%	37%	41%	39%	37%	29%	27%	31%	37%	40%	34%	29%
Neither agree nor disagree	23%	25%	22%	22%	23%	21%	24%	25%	29%	50%	22%	22%	29%
Disagree	17%	17%	17%	12%	15%	19%	22%	19%	20%	3%	14%	20%	18%
Strongly disagree	7%	8%	5%	3%	6%	7%	7%	12%	9%	-	5%	7%	10%
Net: Agree	53%	50%	55%	63%	56%	53%	47%	43%	42%	46%	46%	51%	43%
Net: Disagree	24%	25%	23%	16%	21%	26%	29%	32%	29%	3%	18%	27%	28%

Q19\_10. Because of the impact of the cost-of-living crisis

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Strongly agree	56%	56%	56%	49%	51%	59%	64%	61%	61%	45%	50%	61%	60%
Agree	32%	31%	33%	35%	34%	31%	27%	28%	34%	51%	35%	30%	32%
Neither agree nor disagree	9%	10%	9%	12%	12%	8%	7%	9%	3%	4%	12%	8%	6%
Disagree	2%	2%	2%	2%	3%	2%	1%	1%	1%	-	2%	1%	1%
Strongly disagree	1%	1%	0%	2%	-	0%	1%	1%	-	-	1%	0%	1%
Net: Agree	88%	88%	89%	84%	86%	90%	91%	89%	95%	96%	85%	90%	92%
Net: Disagree	2%	3%	2%	4%	3%	2%	2%	2%	1%	-	3%	2%	2%

Q14. Which of the following best describes how much you know about 'The Hygiene Bank'?

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Know a lot about them	4%	5%	4%	6%	4%	6%	3%	1%	2%	-	5%	4%	1%
Heard of them and know a bit about them	21%	19%	22%	26%	22%	22%	16%	19%	6%	11%	24%	20%	14%
Heard of them, but don't know anything about them	25%	23%	26%	27%	29%	25%	19%	19%	20%	33%	28%	23%	20%
Haven't heard of them before	50%	53%	48%	40%	45%	47%	62%	62%	72%	55%	43%	53%	65%
Net: Heard of them and know a bit/a lot	25%	24%	26%	32%	26%	28%	19%	20%	8%	11%	29%	24%	15%
Net: Heard of them	50%	47%	52%	60%	55%	53%	38%	38%	28%	45%	57%	47%	35%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Social Grade		Region													
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland	
			M	N	O	P	Q	R	S	T	U	V	X	Y	Z	AA
<b>Q19_7. Because of the impact of coronavirus on our economy</b>																
<b>Unweighted base</b>	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
<b>Base: All living in hygiene poverty</b>	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
Strongly agree	17%	16%	18%	17%	16%	17%	17%	16%	18%	18%	17%	17%	17%	16%	22%	17%*
Agree	36%	36%	36%	30%*	37%	38%	39%	38%	35%	39%	33%	32%	37%	29%	32%	36%*
Neither agree nor disagree	23%	23%	24%	27%*	23%	20%	21%	23%	23%	25%	21%	21%	23%	33%	20%	21%*
Disagree	17%	19%	16%	19%*	19%	17%	18%	19%	17%	13%	19%	23% U.Y	17%	11%*	20%	18%*
Strongly disagree	7%	6%	7%	8%*	6%	8%	4%	4%	8%	5%	10% U.X	6%	6%	12% R.S.U*	6%	8%*
<b>Net: Agree</b>	<b>53%</b>	<b>52%</b>	<b>54%</b>	<b>47%*</b>	<b>53%</b>	<b>55%</b>	<b>56%</b>	<b>54%</b>	<b>53%*</b>	<b>57%</b>	<b>49%</b>	<b>49%</b>	<b>53%</b>	<b>45%*</b>	<b>54%</b>	<b>54%*</b>
<b>Net: Disagree</b>	<b>24%</b>	<b>26%</b>	<b>22%</b>	<b>27%*</b>	<b>25%</b>	<b>25%</b>	<b>22%</b>	<b>23%</b>	<b>25%*</b>	<b>18%</b>	<b>29% U</b>	<b>30% U</b>	<b>24%</b>	<b>23%*</b>	<b>26%</b>	<b>25%*</b>
<b>Q19_10. Because of the impact of the cost-of-living crisis</b>																
<b>Unweighted base</b>	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
<b>Base: All living in hygiene poverty</b>	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
Strongly agree	56%	54%	58%	58%*	61% U	57%	58%	56%	56%	49%	57%	58%	55%	58%	64%*	60%*
Agree	32%	34%	30%	34%*	30%	33%	34%	29%	30%*	36%	33%	32%	33%	31%*	25%	32%*
Neither agree nor disagree	9%	9%	9%	5%*	8%	9%	5%	12%	8%*	12% R	7%	7%	9%	9%	8%	8%*
Disagree	2%	2%	2%	3%*	1%	1%	3%	2%	4%*	3%	2%	3%	2%	-	-	-
Strongly disagree	1%	1%	0%	-*	1%	-	1%	0%	1% U*	-	1%	-	0%	2% U*	3% U.W.X	-
<b>Net: Agree</b>	<b>88%</b>	<b>88%</b>	<b>89%</b>	<b>92%*</b>	<b>91%</b>	<b>90%</b>	<b>92%</b>	<b>85%</b>	<b>86%*</b>	<b>85%</b>	<b>90%</b>	<b>89%</b>	<b>88%</b>	<b>89%*</b>	<b>89%</b>	<b>92%*</b>
<b>Net: Disagree</b>	<b>2%</b>	<b>3%</b>	<b>2%</b>	<b>3%*</b>	<b>1%</b>	<b>1%</b>	<b>3%</b>	<b>2%</b>	<b>5% Q*</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>	<b>-</b>	<b>-</b>
<b>Q14. Which of the following best describes how much you know about 'The Hygiene Bank'?</b>																
<b>Unweighted base</b>	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
<b>Base: All living in hygiene poverty</b>	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59
Know a lot about them	4%	6%	3%	5%*	5%	3%	5%	3%	2%*	8%	2%	2%	5%	3%	1%	3%*
Heard of them and know a bit about them	21%	22%	20%	23%*	15%	21%	18%	15%	23%*	27% P.S.W.X	24% P.S.W	14%	21% W	16%*	25% P.S.W	19%*
Heard of them, but don't know anything about them	25%	28%	22%	18%*	17%	25%	29%	28%	25%*	27% P	26%	23%	25%	21%*	22%	29%*
Haven't heard of them before	50%	45%	55% M	55% U*	64% Q.R.T.U.V.X	51% U	48%	54%	51% U*	38%	48%	62%	50%	59% U*	52% U	49%*
Net: Heard of them and know a bit/a lot	25%	27%	23%	27%*	20%	23%	23%	18%	25%*	35% P.Q.R.S.W.X.Y	26% W	15%	25% S.W	19%*	26% W	22%*
Net: Heard of them	50%	55% N	45%	45%*	36%	49%	52%	46%	49% P*	62% P.Q.S.T.V.W.X.Y	52% P.W	38%	50% P.W	41%*	48%	51%*

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

Q19\_7. Because of the impact of coronavirus on our economy

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90
Strongly agree	17%	16%	20%	20%	16%	11%	16%	22%	15%	15%	15%	18%	28% AJ.AK*
Agree	36%	35%	37%	34%	37%	37%	41%	36%	36%	33%	35%	39%	34% *
Neither agree nor disagree	23%	23%	26%	25% AG	23%	21%	14%	22%	23%	25%	21%	23%	27% *
Disagree	17%	19%	12%	15%	17%	25% AD	20%	15%	19%	19%	22%	14%	9% *
Strongly disagree	7%	7%	5%	6%	7%	6%	8%	5%	8%	9%	7%	6%	2% *
Net: Agree	53%	51%	57%	54%	53%	49%	57%	58% AI	51%	48%	50%	57%	61% AJ.AK*
Net: Disagree	24%	25%	17%	21%	25%	30% AD	29%	20%	26%	28% AH	30% AL.AM	20%	11% *

Q19\_10. Because of the impact of the cost-of-living crisis

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90
Strongly agree	56%	58%	48%	57%	59%	51%	50%	53%	58%	59%	61% AL	52%	51% *
Agree	32%	32%	32%	30%	31%	36%	41% AD	33%	32%	35%	31%	32%	31% *
Neither agree nor disagree	9%	7%	18% AB	11%	8%	9%	6%	11% AI	7%	5%	6%	13% AJ.AK	13% AJ.AK*
Disagree	2%	2%	2%	1%	2%	4% AD	3%	2%	2%	1%	3%	1%	4% *
Strongly disagree	1%	0%	1%	1%	0%	-	1%	1%	1%	0%	1%	1%	1% *
Net: Agree	88%	91% AC	79%	87%	90%	88%	91%	86%	90% AH	94% AL.AM	91% AL.AM	85%	82% *
Net: Disagree	2%	2%	2%	2%	2%	4%	4%	3%	2%	3%	2%	5%	5% *

Q14. Which of the following best describes how much you know about 'The Hygiene Bank'?

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619	90
Know a lot about them	4%	4%	4%	4%	3%	6%	9% AD.AE	6%	3%	2%	3%	6%	7% AJ.AK
Heard of them and know a bit about them	21%	19%	29% AB	23%	18%	25%	22%	22%	20%	19%	18%	23%	22% *
Heard of them, but don't know anything about them	25%	24%	28%	23%	28%	27%	26%	27%	24%	20%	25%	28%	23% *
Haven't heard of them before	50%	53% AC	39%	49%	51%	42%	43%	44%	53% AH	58% AL	55% AL	43%	48% *
Net: Heard of them and know a bit/a lot	25%	22% AC	33% AB	27% AE	21%	31% AE	31% AE	29% AI	23%	21% AH	21% AL.AM	29% AJ.AK	30% *
Net: Heard of them	50%	47%	61% AB	51%	49%	58%	57%	56% AI	47%	42%	45%	57% AJ.AK	53% *

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	
<b>Q19_7. Because of the impact of coronavirus on our economy</b>																
<b>Unweighted base</b>	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
<b>Base: All living in hygiene poverty</b>	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Strongly agree	17%	22%	17%	20%	15%	17%	24%	8%	21%	16%	18%	28%	23%	16%	22%	16%
		AQ	AQ	AQ	AQ	AT	AT*	AT	AT	AT	AT	AZ*	AZ	BB		
Agree	36%	28%	35%	32%	40%	36%	42%	32%	38%	31%	34%	47%	44%	34%	36%	36%
					AN,AP		*					AZ*	AZ			
Neither agree nor disagree	23%	22%	25%	23%	23%	22%	21%	29%	22%	30%	26%	14%	18%	24%	23%	23%
							*			AR		AY				
Disagree	17%	18%	16%	17%	17%	19%	11%	20%	12%	16%	14%	10%	10%	19%	15%	18%
							*					*				
Strongly disagree	7%	10%	7%	8%	5%	6%	3%	10%	7%	8%	7%	2%	5%	7%	4%	7%
							*	AS				*			BA	
<b>Net: Agree</b>	<b>53%</b>	<b>50%</b>	<b>52%</b>	<b>51%</b>	<b>55%</b>	<b>53%</b>	<b>66%</b>	<b>41%</b>	<b>59%</b>	<b>47%</b>	<b>52%</b>	<b>75%</b>	<b>67%</b>	<b>50%</b>	<b>58%</b>	<b>51%</b>
<b>Net: Disagree</b>	<b>24%</b>	<b>27%</b>	<b>23%</b>	<b>25%</b>	<b>22%</b>	<b>25%</b>	<b>13%</b>	<b>30%</b>	<b>19%</b>	<b>24%</b>	<b>22%</b>	<b>12%</b>	<b>15%</b>	<b>26%</b>	<b>19%</b>	<b>26%</b>
							AS	AS,AU		AS		*	AX,AY			
<b>Q19_10. Because of the impact of the cost-of-living crisis</b>																
<b>Unweighted base</b>	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
<b>Base: All living in hygiene poverty</b>	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Strongly agree	56%	61%	59%	60%	52%	56%	56%	62%	50%	58%	54%	38%	48%	58%	59%	55%
		AQ	AQ	AQ	AQ	*						*				
Agree	32%	29%	31%	30%	35%	32%	33%	33%	38%	28%	32%	34%	31%	32%	31%	32%
							*					*				
Neither agree nor disagree	9%	8%	8%	8%	11%	10%	9%	3%	8%	12%	10%	20%	14%	8%	8%	10%
						AT	*			AT	AT	AZ*	AZ			
Disagree	2%	2%	2%	2%	2%	2%	-	2%	3%	3%	3%	4%	4%	1%	1%	2%
							*					*				
Strongly disagree	1%	0%	1%	1%	1%	1%	3%	-	0%	-	0%	4%	2%	0%	0%	1%
						AR,AW*						AZ*	AZ			
<b>Net: Agree</b>	<b>88%</b>	<b>90%</b>	<b>90%</b>	<b>90%</b>	<b>87%</b>	<b>88%</b>	<b>89%</b>	<b>95%</b>	<b>88%</b>	<b>86%</b>	<b>87%</b>	<b>72%</b>	<b>79%</b>	<b>90%</b>	<b>90%</b>	<b>88%</b>
<b>Net: Disagree</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>	<b>2%</b>	<b>3%</b>	<b>3%</b>	<b>3%</b>	<b>8%</b>	<b>6%</b>	<b>2%</b>	<b>2%</b>	<b>3%</b>
							*	AR,AW				AZ*	AX,AY			
<b>Q14. Which of the following best describes how much you know about 'The Hygiene Bank'?</b>																
<b>Unweighted base</b>	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
<b>Base: All living in hygiene poverty</b>	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Know a lot about them	4%	5%	3%	4%	4%	5%	4%	2%	4%	2%	3%	16%	11%	3%	4%	4%
							*					AZ*	AZ			
Heard of them and know a bit about them	21%	22%	22%	22%	18%	23%	21%	11%	19%	16%	17%	44%	33%	18%	28%	18%
						AT,AV,AW	AT*					AZ*	AZ	BB		
Heard of them, but don't know anything about them	25%	19%	29%	24%	26%	25%	31%	23%	24%	22%	23%	24%	26%	25%	23%	26%
						AN,AP	AN					*				
Haven't heard of them before	50%	53%	46%	50%	52%	47%	44%	64%	54%	60%	57%	17%	30%	55%	46%	52%
						AP	*	AR,AS		AR,AS	AR,AS	*	AX	AX,AY	BA	
Net: Heard of them and know a bit/a lot	25%	27%	25%	26%	22%	28%	25%	13%	23%	18%	20%	60%	44%	21%	32%	22%
						AT,AV,AW	AT*	AT				AZ	AZ	BB		
Net: Heard of them	50%	47%	54%	50%	48%	53%	56%	36%	46%	40%	43%	83%	70%	45%	54%	48%
						AT,AV,AW	AT,AV,AW*					AZ*	AZ	BB		

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
	A	B	C	D	E	F	G	H	I	J	K	L

Q15. Which, if any, of the following activities do you believe The Hygiene Bank does? Please tick all that apply.

Unweighted base													
Base: All living in hygiene poverty aware of the Hygiene Bank	716	284	432	112	134	245	123	63	28	11	246	368	102
	752	314	438	191	166	217	98	49	23	8	357	315	80
Ensure people have the hygiene products to meet their needs	57%	51%	62%	47%	58%	64%	59%	65%	55%	40%	52%	63%	59%
Raises awareness about hygiene poverty in the UK	52%	49%	54%	45%	56%	55%	51%	60%	50%	24%	50%	53%	54%
Ensure local organisations, services, and charities are able to supply people with hygiene products	43%	39%	45%	48%	33%	47%	42%	45%	34%	33%	41%	45%	40%
Runs campaigns to influence government policy on the issue of hygiene poverty	34%	31%	36%	41%	31%	33%	28%	31%	29%	33%	36%	32%	31%
Research the issue of hygiene poverty and ways to end hygiene poverty	31%	31%	32%	36%	28%	31%	29%	32%	26%	50%	32%	30%	32%
Helps to create fundraising campaigns for local charities	25%	24%	26%	31%	22%	29%	17%	27%	14%	-	27%	25%	21%
Other	1%	1%	1%	-	-	2%	3%	2%	-	15%	-	2%	3%
None of these	6%	6%	7%	6%	4%	7%	9%	2%	6%	20%	5%	8%	5%

Q16. Have you or your household ever received hygiene products provided by The Hygiene Bank or its partners?

Unweighted base													
Base: All living in hygiene poverty aware of the Hygiene Bank	716	284	432	112	134	245	123	63	28	11	246	368	102
	752	314	438	191	166	217	98	49	23	8	357	315	80
Yes, multiple times	6%	11%	3%	9%	7%	7%	4%	-	7%	-	8%	6%	2%
Yes, once	15%	20%	12%	31%	13%	10%	8%	7%	-	-	G	6%	G*
Never	75%	65%	82%	55%	75%	81%	84%	93%	89%	93%	64%	82%	92%
Prefer not to say	4%	5%	3%	6%	5%	1%	4%	-	4%	7%	6%	2%	2%
Net: Yes	22%	30%	15%	39%	19%	17%	12%	7%	7%	-	30%	16%	7%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Social Grade		Region														
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland		
			M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA

Q15. Which, if any, of the following activities do you believe The Hygiene Bank does? Please tick all that apply.

Unweighted base																	
Base: All living in hygiene poverty aware of the Hygiene Bank	716	388	328	25	57	59	66	68	45	131	100	55	606	32	51	27	
	752	368	384	23	53	55	59	62	43	215	82	48	640	36	46	30	
Ensure people have the hygiene products to meet their needs	57%	60%	54%	64%	63%	53%	68%	56%	61%	52%	54%	55%	56%	57%	57%	72%	
				**	*	*	U*	*	*	*	*	*	*	**	*	**	
Raises awareness about hygiene poverty in the UK	52%	53%	51%	72%	53%	42%	63%	45%	64%	45%	57%	58%	52%	58%	48%	54%	
				**	*	*	Q.U*	*	Q.U*	*	*	*	*	**	*	**	
Ensure local organisations, services, and charities are able to supply people with hygiene products	43%	42%	43%	31%	53%	47%	59%	33%	62%	36%	39%	48%	43%	26%	58%	32%	
				**	S.U*	*	S.U.V.X*	*	S.U.V.X*	*	*	*	*	**	S.U.V.X*	**	
Runs campaigns to influence government policy on the issue of hygiene poverty	34%	36%	31%	24%	40%	37%	43%	36%	55%	28%	30%	40%	35%	26%	31%	27%	
				**	*	*	*	*	U.V.X.Z*	*	*	*	*	**	*	**	
Research the issue of hygiene poverty and ways to end hygiene poverty	31%	33%	30%	39%	37%	33%	37%	30%	48%	23%	30%	34%	31%	38%	40%	22%	
				**	U*	*	U*	*	U.X*	*	*	*	U	**	U*	**	
Helps to create fundraising campaigns for local charities	25%	28%	23%	21%	29%	26%	32%	22%	33%	24%	21%	25%	25%	17%	38%	18%	
				**	*	*	*	*	*	*	*	*	*	**	V*	**	
Other	1%	1%	1%	-	-	1%	-	2%	2%	-	4%	3%	1%	-	2%	-	
				**	*	*	*	U*	U*	U.X*	U*	U	**	*	**	**	
None of these	6%	3%	10%	3%	1%	9%	6%	10%	4%	6%	6%	1%	6%	11%	4%	16%	
			M	**	*	*	*	*	*	*	*	*	**	*	**	**	

Q16. Have you or your household ever received hygiene products provided by The Hygiene Bank or its partners?

Unweighted base																	
Base: All living in hygiene poverty aware of the Hygiene Bank	716	388	328	25	57	59	66	68	45	131	100	55	606	32	51	27	
	752	368	384	23	53	55	59	62	43	215	82	48	640	36	46	30	
Yes, multiple times	6%	6%	7%	-	7%	10%	2%	7%	8%	10%	2%	4%	7%	10%	4%	-	
				**	*	V*	*	*	*	V	*	*	V	**	*	**	
Yes, once	15%	15%	15%	22%	13%	17%	6%	9%	16%	22%	8%	8%	15%	13%	19%	14%	
				**	*	*	*	*	*	R.S.V.W.X	*	*	R.V	**	R*	**	
Never	75%	75%	74%	78%	75%	73%	88%	82%	68%	63%	86%	82%	74%	74%	72%	86%	
				**	*	*	*	Q.T.U.X.Z*	U*	*	T.U.X*	U*	U	**	*	**	
Prefer not to say	4%	3%	4%	-	4%	-	3%	2%	8%	5%	4%	6%	4%	3%	5%	-	
				**	*	*	*	*	Q*	*	*	*	**	*	*	**	
Net: Yes	22%	22%	21%	22%	20%	27%	8%	16%	24%	32%	10%	12%	22%	23%	23%	14%	
			**	*	R.V*	*	*	*	R.V*	R.S.V.W.X	*	*	R.V	**	R.V*	**	

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

Q15. Which, if any, of the following activities do you believe The Hygiene Bank does? Please tick all that apply.

Unweighted base												
Base: All living in hygiene poverty aware of the Hygiene Bank												
Ensure people have the hygiene products to meet their needs	57%	63%	41%	51%	63%	58%	70%	59%	58%	64%	61%	55%
Raises awareness about hygiene poverty in the UK	52%	55%	40%	49%	54%	70% AD, AE, AG*	48% * AD*	51%	54%	50%	55%	52%
Ensure local organisations, services, and charities are able to supply people with hygiene products	43%	45%	38%	42%	44%	47%	43%	41%	45%	42%	45%	43%
Runs campaigns to influence government policy on the issue of hygiene poverty	34%	36%	31%	34%	33%	43%	32%	33%	34%	30%	39%	31%
Research the issue of hygiene poverty and ways to end hygiene poverty	31%	33%	27%	31%	34%	38%	26%	31%	32%	31%	35%	30%
Helps to create fundraising campaigns for local charities	25%	27%	23%	26%	23%	31% * *	25% * *	27%	26%	24%	25%	25%
Other	1%	1%	0%	2%	0%	- * *	- * *	1%	1%	2%	2%	1%
None of these	6%	6%	5%	8%	2%	2% * AE*	8% * AE*	5%	7%	9%	7%	5%

Q16. Have you or your household ever received hygiene products provided by The Hygiene Bank or its partners?

Unweighted base												
Base: All living in hygiene poverty aware of the Hygiene Bank												
Yes, multiple times	6%	6%	9%	8%	6%	2% * *	6% * *	9%	5%	5%	5%	7%
Yes, once	15%	12%	25% AB	20% AE	10%	18% * *	10% * *	15%	14%	8%	10%	19% AJ, AK AJ, AK*
Never	75%	81%	56% AC	68%	80% AD	79% * *	81% AD*	73%	78%	86% AL, AM	79% AL, AM	70% 58% *
Prefer not to say	4%	2%	9% AB	4%	3%	1% * *	3% * *	3%	3%	1%	5%	4% 3% *
Net: Yes	22%	18%	35% AB	28% AE, AG	16%	20% *	16% *	24%	19%	12%	16%	27% AJ, AK 39% AJ, AK*

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	

Q15. Which, if any, of the following activities do you believe The Hygiene Bank does? Please tick all that apply.

Unweighted base																	
Base: All living in hygiene poverty aware of the Hygiene Bank																	
	716	178	198	376	316	435	55	46	54	75	129	52	146	570	200	516	
Ensure people have the hygiene products to meet their needs	752	182	198	381	344	452	80	36	64	70	134	73	195	557	223	530	
Raises awareness about hygiene poverty in the UK	57%	59%	55%	57%	58%	56%	61%	52%	60%	57%	59%	45%	45%	61%	57%	57%	
Ensure local organisations, services, and charities are able to supply people with hygiene products	52%	52%	53%	52%	53%	53%	54%	46%	51%	46%	48%	44%	40%	56%	57%	50%	
Runs campaigns to influence government policy on the issue of hygiene poverty	43%	45%	42%	43%	41%	41%	55%	45%	41%	43%	42%	30%	35%	45%	44%	42%	
Research the issue of hygiene poverty and ways to end hygiene poverty	34%	35%	35%	35%	33%	33%	42%	42%	35%	26%	30%	35%	35%	34%	33%	34%	
Helps to create fundraising campaigns for local charities	31%	38%	27%	32%	32%	30%	42%	40%	25%	25%	25%	27%	30%	32%	33%	31%	
Other	25%	29%	23%	26%	24%	28%	AV.AW	33%	20%	20%	13%	17%	27%	28%	24%	28%	25%
None of these	1%	3%	1%	2%	0%	1%	-	5%	1%	2%	2%	1%	0%	1%	1%	1%	
	6%	7%	7%	7%	6%	4%	9%	8%	11%	10%	11%	2%	3%	7%	6%	6%	

Q16. Have you or your household ever received hygiene products provided by The Hygiene Bank or its partners?

Unweighted base																	
Base: All living in hygiene poverty aware of the Hygiene Bank																	
	716	178	198	376	316	435	55	46	54	75	129	52	146	570	200	516	
Yes, multiple times	752	182	198	381	344	452	80	36	64	70	134	73	195	557	223	530	
Yes, once	6%	10%	3%	7%	6%	8%	4%	6%	11%	2%	6%	16%	17%	3%	9%	5%	
Never	15%	17%	14%	15%	15%	16%	AT.AV	23%	2%	16%	3%	9%	45%	35%	8%	17%	14%
Prefer not to say	75%	68%	80%	74%	AN.AP	76%	73%	66%	90%	69%	93%	81%	24%	42%	86%	72%	76%
Net: Yes	4%	5%	2%	4%	3%	3%	8%	2%	5%	1%	3%	14%	AY.AZ*	6%	3%	2%	4%
	22%	27%	17%	22%	AO	21%	24%	AT.AV	26%	AT.AV*	8%	26%	6%	16%	62%	52%	20%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
	A	B	C	D	E	F	G	H	I	J	K	L

F2. Which, if any, of the following benefits do you or a member of your household currently receive? Please select all that apply.

	Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
	Base: All living in hygiene poverty	1517	667	850	319	303	410	258	128	81	18	622	667	228
Pension credit (not the standard state retirement pension)		3%	4%	2%	6%	2%	1%	1%	-	14%	18%	4%	1%	7%
Housing benefit		12%	12%	12%	4%	7%	13%	19%	17%	19%	19%	6%	15%	18%
Income support		3%	5%	2%	7%	4%	2%	2%	2%	1%	-	5%	2%	1%
Working tax credit		2%	2%	2%	3%	2%	2%	3%	1%	-	-	3%	2%	0%
Council tax benefit (not 25 per cent single person discount)		11%	8%	13%	6%	7%	10%	17%	17%	22%	7%	6%	13%	18%
Income based jobseeker's allowance		2%	4%	0%	5%	3%	1%	1%	-	1%	-	4%	1%	0%
Income based employment and support allowance		7%	7%	7%	6%	4%	6%	13%	10%	3%	-	5%	9%	6%
Universal credit		27%	25%	28%	25%	30%	30%	30%	28%	5%	-	27%	30%	17%
Child Tax Credit		6%	6%	7%	4%	8%	10%	6%	1%	2%	-	6%	9%	1%
Personal Independence Payment (PIP)		19%	18%	21%	13%	16%	19%	27%	28%	27%	-	14%	22%	25%
Disability Living Allowance (DLA)		6%	7%	5%	1%	4%	8%	7%	11%	6%	18%	3%	7%	10%
Carer's Allowance		6%	6%	6%	3%	5%	9%	9%	5%	2%	3%	4%	9%	4%
Prefer not to say		4%	4%	3%	4%	4%	4%	3%	2%	3%	-	4%	3%	2%
None of these		41%	39%	42%	41%	44%	43%	37%	38%	35%	53%	42%	40%	38%
Don't know		2%	2%	2%	5%	2%	1%	1%	1%	-	7%	4%	1%	1%
Other (1)		3%	3%	3%	3%	2%	3%	2%	3%	10%	3%	3%	3%	5%
Net: Any		54%	54%	53%	50%	49%	53%	59%	60%	63%	40%	50%	55%	59%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024



Total	Social Grade		Region													
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland	
			M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z

F2. Which, if any, of the following benefits do you or a member of your household currently receive? Please select all that apply.

Unweighted base	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55	
Base: All living in hygiene poverty	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96	59	
Pension credit (not the standard state retirement pension)	3%	4%	2%	-	*	2%	3%	1%	5%	3%	5%	2%	4%	3%	-	3%	2%
Housing benefit	12%	8%	15%	16%	12%	6%	7%	12%	22%	10%	13%	13%	12%	12%	12%	12%	*
Income support	3%	4%	3%	7%	2%	3%	2%	4%	4%	4%	2%	2%	3%	3%	3%	2%	8% W*
Working tax credit	2%	3%	2%	4%	2%	1%	1%	2%	3%	3%	0%	3%	2%	1%	4%	-	*
Council tax benefit (not 25 per cent single person discount)	11%	8%	13%	18%	11%	10%	8%	13%	19%	6%	12%	16%	11%	12%	13%	1%	*
Income based jobseeker's allowance	2%	3%	1%	3%	1%	2%	1%	2%	-	6%	0%	-	2%	-	1%	-	*
Income based employment and support allowance	7%	6%	7%	6%	8%	6%	6%	10%	5%	7%	7%	7%	8%	6%	6%	4%	*
Universal credit	27%	18%	34%	31%	32%	29%	31%	26%	32%	24%	24%	27%	27%	28%	24%	22%	*
Child Tax Credit	6%	6%	7%	13%	7%	2%	10%	5%	9%	5%	9%	4%	6%	3%	11%	4%	*
Personal Independence Payment (PIP)	19%	16%	22%	20%	19%	21%	22%	26%	23%	12%	20%	25%	19%	25%	19%	16%	*
Disability Living Allowance (DLA)	6%	5%	7%	7%	4%	5%	6%	6%	6%	4%	8%	9%	6%	5%	8%	5%	*
Carer's Allowance	6%	5%	7%	7%	8%	5%	4%	7%	11%	3%	7%	9%	6%	12%	3%	5%	*
Prefer not to say	4%	3%	4%	3%	3%	1%	3%	7%	2%	5%	2%	2%	3%	3%	3%	11% P.Q.R.T.V.W.X*	*
None of these	41%	50%	34%	41%	40%	41%	44%	33%	36%	44%	45%	35%	41%	41%	37%	47%	*
Don't know	2%	1%	3%	-	4%	2%	-	3%	2%	3%	0%	2%	2%	-	1%	1%	*
Other (1)	3%	3%	3%	-	2%	3%	5%	1%	4%	3%	3%	6%	3%	4%	3%	-	*
Net: Any	54%	46%	59%	56%	53%	56%	53%	56%	60%	48%	52%	61%	54%	56%	58%	41%	*

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM
F2. Which, if any, of the following benefits do you or a member of your household currently receive? Please select all that apply.												
Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588
Base: All living in hygiene poverty	1517	1186	277	703	364	144	121	427	1019	314	454	619
Pension credit (not the standard state retirement pension)	3%	2%	6%	5%	2%	-	1%	2%	4%	3%	2%	3%
AB	AE,AF											6% AK*
Housing benefit	12%	13%	6%	16%	10%	1%	2%	12%	12%	20%	9%	10%
AC	AE,AF,AG			AE,AG	AF,AG					AK,AL		10% *
Income support	3%	3%	6%	5%	1%	3%	4%	7%	2%	0%	2%	6% AJ,AK
AB	AE							AI				8% AJ,AK*
Working tax credit	2%	2%	3%	3%	3%	2%	2%	5%	1%	0%	1%	4% AJ,AK
								AI				3% AJ*
Council tax benefit (not 25 per cent single person discount)	11%	12%	3%	16%	8%	2%	2%	12%	11%	17%	9%	10%
AC	AE,AF,AG			AE,AG	AF,AG					AK,AL,AM		5% *
Income based jobseeker's allowance	2%	1%	5%	3%	2%	0%	1%	2%	2%	1%	1%	3%
AB	AB											2% *
Income based employment and support allowance	7%	8%	2%	10%	5%	3%	1%	5%	8%	9%	6%	7%
AC	AE,AF,AG			AE,AF,AG	AF,AG					AK		3% *
Universal credit	27%	28%	23%	35%	26%	8%	9%	38%	23%	33%	21%	29%
AE,AF,AG	AE,AF,AG			AE,AG	AF,AG			AI		AK		29% *
Child Tax Credit	6%	7%	5%	6%	7%	7%	10%	18%	2%	1%	4%	12% AJ,AK
								AI				6% AJ*
Personal Independence Payment (PIP)	19%	22%	9%	24%	18%	10%	5%	16%	21%	22%	19%	20%
AC	AE,AF,AG			AE,AG	AF,AG				AH	AM	AM	9% *
Disability Living Allowance (DLA)	6%	7%	3%	6%	8%	5%	3%	9%	5%	5%	5%	7%
								AI				6% *
Carer's Allowance	6%	7%	5%	7%	7%	4%	2%	9%	5%	2%	5%	10%
AG	AG			AG	AG			AI		AJ		6% *
Prefer not to say	4%	3%	4%	2%	1%	2%	2%	2%	3%	2%	4%	3%
												3% *
None of these	41%	42%	40%	28%	50%	67%	70%	30%	46%	41%	51%	36%
				AD	AD,AE			AD,AE	AH		AJ,AL,AM	32% *
Don't know	2%	1%	6%	3%	0%	1%	1%	0%	2%	0%	1%	2%
AB	AE								AH		AJ,AK	6% AJ,AK*
Other (1)	3%	3%	1%	3%	3%	0%	2%	3%	3%	3%	3%	3% *
												2% *
Net: Any	54%	54%	50%	67%	49%	30%	27%	68%	49%	57%	45%	59%
				AE,AF,AG	AF,AG			AI		AK		59% AK*

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	
F2. Which, if any, of the following benefits do you or a member of your household currently receive? Please select all that apply.																
Unweighted base	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base: All living in hygiene poverty	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Pension credit (not the standard state retirement pension)	3%	3%	3%	3%	3%	2%	3%	16%	1%	0%	1%	11%	9%	2%	2%	3%
Housing benefit	12%	22%	12%	17%	AQ	AO,AQ	7%	6%	6%	18%	18%	28%	23%	15%	11%	12%
Income support	3%	3%	3%	3%	4%	3%	4%	2%	3%	3%	3%	3%	13%	10%	2%	2%
Working tax credit	2%	1%	3%	2%	2%	3%	4%	2%	-	1%	1%	7%	5%	1%	1%	3%
Council tax benefit (not 25 per cent single person discount)	11%	22%	11%	16%	AQ	AO,AQ	5%	8%	17%	11%	30%	22%	15%	8%	12%	17%
Income based jobseeker's allowance	2%	2%	2%	2%	2%	2%	2%	1%	5%	1%	2%	12%	8%	1%	3%	2%
Income based employment and support allowance	7%	16%	4%	10%	AQ	AO,AQ	3%	3%	2%	4%	9%	23%	17%	15%	9%	6%
Universal credit	27%	37%	33%	35%	AQ	AQ	18%	21%	10%	3%	56%	51%	53%	32%	33%	26%
Child Tax Credit	6%	5%	6%	6%	7%	6%	AT	3%	1%	6%	12%	9%	14%	9%	6%	5%
Personal Independence Payment (PIP)	19%	48%	18%	33%	AQ	AO,AQ	5%	10%	8%	28%	23%	50%	38%	20%	17%	20%
Disability Living Allowance (DLA)	6%	10%	8%	9%	AQ	AQ	3%	5%	1%	10%	5%	11%	8%	10%	8%	5%
Carer's Allowance	6%	10%	8%	9%	AQ	AQ	3%	3%	6%	4%	18%	12%	8%	5%	6%	8%
Prefer not to say	4%	4%	2%	3%	3%	3%	6%	1%	4%	4%	4%	2%	2%	4%	-	5%
None of these	41%	14%	36%	25%	57%	AN,AP	54%	51%	37%	18%	6%	11%	14%	27%	44%	-
Don't know	2%	0%	2%	1%	3%	AN,AP	1%	9%	1%	2%	1%	2%	1%	2%	2%	3%
Other (1)	3%	6%	3%	5%	2%	AQ	1%	8%	8%	4%	5%	5%	-	1%	3%	2%
Net: Any	54%	81%	60%	71%	36%	AO,AP,AQ	42%	33%	60%	76%	89%	83%	83%	68%	50%	100%
						AQ,AQ	*	AR,AS	AR,AS,AT	AR,AS,AT,AU	AR,AS,AT,AU	AY,AZ*	AZ	AZ	BB	36%

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Gender		Age									
	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Net: 18-34	Net: 35-54	Net: 55+
	A	B	C	D	E	F	G	H	I	J	K	L

F4. Which, if any, of the following issues have you had with receiving your benefits in the last 12 months? Please select all that apply.

Unweighted base	823	349	474	96	123	248	183	96	68	9	219	431	173
Base: All living in hygiene poverty who receive benefits	813	363	450	159	150	217	153	77	51	7	308	370	135
Not being able to afford the essentials due to a lack of income during the five week wait for Universal Credit													
15%	18%	12%	23%	18%	14%	11%	13%	2%	-	20%	13%	8%	
				E.F.H.K.L*	H.L	H	H.L*	*	**	F.H.K.L	H	H	
Universal Credit/benefits being cut	11%	9%	12%	14%	16%	10%	7%	9%	1%	-	15%	9%	6%
			H.L*	F.H.K.L	H		H*	*	**	F.H.K.L	H	H	
Not qualifying for Universal Credit/benefits anymore	7%	8%	6%	12%	9%	3%	4%	9%	5%	-	10%	3%	7%
			E.F.K*	E.K			E.K*	*	**	E.F.K		E.K	
Partner/spouse not receiving it anymore	5%	9%	2%	12%	7%	3%	1%	2%	6%	-	9%	2%	4%
		B	E.F.G.K.L*	F.K			*	F*	**	E.F.G.K.L			
Having deductions to your benefit payments because of having to repay DWP (e.g. for an advance Universal Credit payment, a budgeting loan or crisis loan, a benefit overpayment, or a fine)													
24%	24%	24%	26%	22%	25%	24%	31%	9%	-	24%	25%	21%	
			H*	H	H	H	H.L*	*	**	H	H	H	
Having your benefits cut off	8%	10%	6%	17%	10%	4%	5%	3%	5%	-	13%	5%	3%
	B		E.F.G.H.K.L*	E.G.K.L			*	*	**	E.F.G.K.L			
Having to pay the bedroom tax	8%	10%	6%	8%	7%	7%	9%	13%	4%	-	8%	8%	9%
	*		*				*	*	**				
Reaching the benefit cap	7%	9%	6%	9%	13%	6%	4%	2%	4%	-	11%	6%	2%
			G.L*	F.G.K.L			*	*	**	F.G.K.L			
Other	7%	4%	10%	1%	7%	9%	10%	9%	4%	-	4%	10%	7%
		A	*	C	C.J	C.J	C*	*	**	F.G.K.L	C.J	C	
N/A – I haven't had any issues with receiving my benefits	35%	31%	39%	21%	31%	38%	41%	32%	61%	100%	26%	39%	47%
		A	*	C.J	C.J	C.J	C.D.E.F.G.J.K.L*	*	**	C.D.E.F.G.J.K.L*	C.J	C.D.G.J	
Don't know	5%	6%	4%	5%	6%	5%	4%	4%	11%	-	6%	5%	6%
		*					*	F.K*	**				
Net: Any	59%	63%	57%	74%	62%	57%	55%	64%	28%	-	68%	56%	47%
			E.F.H.K.L*	H.L	H.L	H	H.L*	*	**	E.F.H.K.L	H.L	H	

income\_attitude\_pdl. Which, if any, of the below statements best defines your attitude towards your present income?

Unweighted base	1517	657	860	191	252	470	310	163	107	24	443	780	294
Base	1517	667	850	319	303	410	258	128	81	18	622	667	228
Comfortable on present income													
3%	4%	2%	3%	5%	2%	1%	1%	2%	3%	4%	2%	1%	
				F.G.K.L						G			
Coping on present income	17%	19%	15%	28%	17%	16%	10%	7%	18%	22%	23%	14%	12%
	B		D.E.F.G.J.K.L	F.G				G.L	**	D.E.F.G.K.L	F.G	G	
Finding it difficult on present income	38%	37%	38%	36%	38%	37%	39%	39%	43%	57%	37%	38%	42%
										**			
Finding it very difficult on present income	38%	35%	40%	27%	32%	42%	47%	53%	35%	18%	30%	44%	44%
				C.D.J	C.D.H.J	C.D.E.H.J.K.L			**		C.D.J	C.D.H.J	
Don't know	2%	1%	2%	2%	3%	2%	1%	1%	1%	-	2%	1%	1%
										**			
Prefer not to say	3%	3%	2%	4%	6%	1%	2%	1%	1%	-	5%	2%	1%
	L		E.F.G.K.L							**	E.G.K.L		

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I/J/K/L, M/N, O/P/Q/R/S/T/U/V/W/X/Y/Z/AA, AB/AC, AD/AE/AF/AG, AH/AI, AJ/AK/AL/AM, AN/AO/AP/AC

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov

Total	Social Grade		Region														
	ABC1	C2DE	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East	London	South East	South West	NET: England	Wales	Scotland	Northern Ireland		
			M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA
<b>F4. Which, if any, of the following issues have you had with receiving your benefits in the last 12 months? Please select all that apply.</b>																	
<b>Unweighted base</b>	823	351	472	32	82	71	66	85	58	103	99	92	688	45	66	24	
<b>Base: All living in hygiene poverty who receive benefits</b>	813	310	503	28	77	63	61	76	52	166	83	77	683	50	56	24	
Not being able to afford the essentials due to a lack of income during the five week wait for Universal Credit	15%	13%	16%	13%	21%	22%	15%	11%	12%	18%	11%	6%	15%	17%	15%	10%	
				**	W*	W*	*	*	*	W*	*	*	W	*	*	**	
Universal Credit/benefits being cut	11%	13%	9%	3%	13%	9%	8%	11%	12%	14%	12%	10%	11%	11%	5%	4%	
				**	*	*	*	*	*	*	*	*	*	*	*	**	
Not qualifying for Universal Credit/benefits anymore	7%	8%	6%	18%	6%	9%	4%	8%	6%	6%	4%	6%	7%	7%	8%	-	
				**	*	*	*	*	*	*	*	*	*	*	*	**	
Partner/spouse not receiving it anymore	5%	8%	3%	3%	5%	3%	2%	5%	4%	11%	4%	-	5%	-	10%	4%	
				**	W*	*	*	W*	*	W.X.Y*	*	*	W	*	W.Y*	**	
Having deductions to your benefit payments because of having to repay DWP (e.g. for an advance Universal Credit payment, a budgeting loan or crisis loan, a benefit overpayment, or a fine)	24%	22%	25%	43%	28%	24%	22%	13%	21%	25%	22%	18%	23%	33%	22%	37%	
				**	S*	*	*	*	*	*	*	*	S	S*	*	**	
Having your benefits cut off	8%	8%	8%	3%	6%	7%	5%	11%	-	15%	5%	12%	9%	2%	3%	-	
				**	*	T*	*	T*	*	T.V.X.Y.Z*	*	T.Y.Z*	T	*	*	**	
Having to pay the bedroom tax	8%	6%	9%	21%	8%	8%	8%	7%	11%	10%	4%	6%	8%	6%	10%	-	
				**	*	*	*	*	*	*	*	*	*	*	*	**	
Reaching the benefit cap	7%	11%	5%	-	5%	4%	6%	8%	3%	16%	10%	3%	8%	2%	4%	-	
				**	*	*	*	*	*	P.Q.T.W.X.Y.Z*	*	*	*	*	*	**	
Other	7%	7%	7%	15%	6%	6%	11%	4%	10%	5%	5%	9%	7%	7%	7%	8%	
				**	*	*	*	*	*	*	*	*	*	*	*	**	
N/A – I haven't had any issues with receiving my benefits	35%	34%	36%	23%	28%	38%	40%	41%	38%	28%	40%	43%	35%	31%	36%	44%	
				**	*	*	*	*	*	*	*	*	*	*	*	**	
Don't know	5%	5%	5%	-	3%	2%	3%	10%	7%	4%	7%	10%	5%	4%	9%	-	
				**	*	*	*	Q*	*	*	*	Q*	*	*	*	**	
<b>Net: Any</b>	<b>59%</b>	<b>61%</b>	<b>58%</b>	<b>77%</b>	<b>69%</b>	<b>61%</b>	<b>57%</b>	<b>49%</b>	<b>55%</b>	<b>68%</b>	<b>53%</b>	<b>47%</b>	<b>60%</b>	<b>65%</b>	<b>55%</b>	<b>56%</b>	
				**	S.V.W*	*	*	*	*	S.V.W*	*	*	W	*	*	**	

income\_attitude\_pdi. Which, if any, of the below statements best defines your attitude towards your present income?

Unweighted base	1517	754	763	57	160	123	128	151	97	216	192	148	1272	80	110	55
	Base	1517	667	850	50	147	113	114	135	86	344	159	126	1274	88	96
Comfortable on present income	3%	4%	2%	2%	2%	1%	2%	4%	2%	5%	2%	2%	3%	-	3%	-
				*	*	*	*	*	*	Q	*	*	*	*	*	*
Coping on present income	17%	18%	17%	15%	20%	14%	11%	18%	18%	19%	13%	21%	17%	14%	21%	20%
				*	R	*	*	*	*	*	*	R.V	*	*	R	*
Finding it difficult on present income	38%	39%	37%	46%	30%	48%	46%	38%	33%	37%	38%	32%	38%	42%	39%	26%
				P.AA*	P.T.W.X.AA	P.W.AA	*	*	*	*	*	*	P	*	*	*
Finding it very difficult on present income	38%	36%	39%	37%	43%	34%	38%	32%	44%	33%	44%	42%	38%	37%	33%	52%
				*	S.U	*	*	*	*	*	*	S.U	*	*	Q.S.U.X.Z*	*
Don't know	2%	1%	2%	-	1%	2%	1%	2%	-	3%	2%	1%	2%	4%	1%	-
				*	*	*	*	*	*	*	*	*	*	*	*	*
Prefer not to say	3%	2%	3%	-	4%	2%	2%	5%	3%	3%	2%	2%	3%	3%	3%	2%

Cell Contents (CQ, AR/AS/AT/AU/AV/AW, AX/AY/AZ, BA/BB, Minimum Base: 30 (\*\*), Small Base: 100 (\*))

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Ethnicity		Household income				Responsibility for children in household		Household size			
	White	BAME	Up to £20,000 per year	£20,000 - £39,000 per year	£40,000 - £59,000 per year	£60,000 and above per year	Yes	No	1 Person	2 people	3-5 people	6+ people
	AB	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM

F4. Which, if any, of the following issues have you had with receiving your benefits in the last 12 months? Please select all that apply.

Unweighted base	823	685	108	452	195	47	33	294	510	206	211	349	44
Base: All living in hygiene poverty who receive benefits	813	639	139	470	178	43	32	291	499	179	203	365	53
Not being able to afford the essentials due to a lack of income during the five week wait for Universal Credit	15%	15%	16%	16%	15%	14%	13%	13%	17%	15%	10%	18%	9%
		*				*	**					AK	*
Universal Credit/benefits being cut	11%	9%	16%	10%	15%	4%	9%	14%	9%	6%	10%	12%	17%
		AB*			*	**						AJ	AJ*
Not qualifying for Universal Credit/benefits anymore	7%	6%	9%	7%	7%	2%	12%	4%	8%	7%	5%	8%	7%
		*			*	**						*	*
Partner/spouse not receiving it anymore	5%	4%	9%	5%	6%	2%	9%	5%	4%	1%	4%	6%	17%
		AB*			*	**						AJ	AJ,AK,AL*
Having deductions to your benefit payments because of having to repay DWP (e.g. for an advance Universal Credit payment, a budgeting loan or crisis loan, a benefit overpayment, or a fine)	24%	25%	20%	27%	23%	15%	30%	29%	21%	26%	21%	25%	23%
		*				*	**						*
Having your benefits cut off	8%	6%	14%	9%	7%	4%	3%	6%	9%	4%	7%	10%	5%
		AB*			*	**						AJ	*
Having to pay the bedroom tax	8%	9%	5%	10%	5%	10%	5%	4%	11%	10%	11%	7%	2%
		*			*	**						AH	*
Reaching the benefit cap	7%	7%	11%	7%	9%	3%	21%	9%	6%	3%	5%	10%	12%
		*			*	**						AJ,AK	AJ*
Other	7%	7%	4%	7%	8%	2%	2%	7%	7%	11%	7%	5%	4%
		*			*	**						AL	*
N/A – I haven't had any issues with receiving my benefits	35%	38%	23%	33%	33%	47%	38%	34%	37%	38%	37%	34%	35%
		AC	*		*	*	**						*
Don't know	5%	5%	5%	4%	3%	8%	6%	5%	5%	4%	8%	5%	2%
		*			*	*	**						*
<b>Net: Any</b>	<b>59%</b>	<b>56%</b>	<b>72%</b>	<b>63%</b>	<b>64%</b>	<b>45%</b>	<b>56%</b>	<b>61%</b>	<b>58%</b>	<b>59%</b>	<b>55%</b>	<b>61%</b>	<b>64%</b>
		AB*			AF	*	**						*

income\_attitude\_pdi. Which, if any, of the below statements best defines your attitude towards your present income?

Unweighted base	1517	1256	213	642	398	161	125	445	1013	350	468	588	74
Base	1517	1186	277	703	364	144	121	427	1019	314	454	619	90
Comfortable on present income	3%	2%	6%	2%	3%	6%	5%	4%	1%	1%	2%	2%	14%
		AB				AD	AD	AI					AJ,AK,AL*
Coping on present income	17%	16%	24%	18%	13%	20%	32%	16%	18%	14%	15%	20%	25%
		AB				AE	AD,AE,AF					AJ,AK	AJ,AK*
Finding it difficult on present income	38%	39%	33%	35%	42%	41%	41%	43%	37%	38%	40%	38%	32%
					AD	AG	AI						*
Finding it very difficult on present income	38%	39%	30%	41%	40%	31%	20%	34%	40%	45%	39%	35%	26%
		AC		AF,AG	AG		AH	AL,AM					*
Don't know	2%	1%	3%	2%	0%	1%	1%	1%	1%	0%	1%	2%	1%
				AE								AJ	*
Prefer not to say	3%	2%	5%	3%	2%	1%	1%	2%	2%	2%	3%	3%	2%
		AB											*

Cell Contents (C)

## Hygiene Bank - Hygiene Poverty 2024

Fieldwork Dates: 21st February - 8th March 2024

YouGov®

Total	Disability status				Employment status							Housing status - last 3 months			Receives universal credit	
	Yes, limited a lot	Yes, limited a little	Net: Yes	No	Working (fulltime/ part time)	Full time student	Retired	Unemployed	Not working	Net: Unemployed/N of working	Most at risk	At risk (at all)	Not at risk	Yes	No	
	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW	AX	AY	AZ	BA	BB	

F4. Which, if any, of the following issues have you had with receiving your benefits in the last 12 months? Please select all that apply.

Unweighted base	823	342	226	568	240	343	34	78	97	176	273	53	145	678	396	427
Base: All living in hygiene poverty who receive benefits	813	316	221	538	260	356	48	59	105	156	260	73	191	622	409	404
Not being able to afford the essentials due to a lack of income during the five week wait for Universal Credit	15%	13%	12%	13%	19%	16%	21%	6%	22%	12%	16%	17%	22%	13%	22%	8%
Universal Credit/benefits being cut	11%	10%	14%	12%	7%	14%	16%	6%	10%	6%	8%	17%	14%	10%	18%	4%
Not qualifying for Universal Credit/benefits anymore	7%	5%	7%	6%	8%	10%	11%	9%	3%	2%	2%	11%	11%	5%	4%	9%
Partner/spouse not receiving it anymore	5%	5%	7%	5%	5%	6%	10%	7%	3%	1%	2%	30%	14%	2%	4%	6%
Having deductions to your benefit payments because of having to repay DWP (e.g. for an advance Universal Credit payment, a budgeting loan or crisis loan, a benefit overpayment, or a fine)	24%	26%	24%	25%	21%	23%	25%	6%	32%	26%	29%	35%	30%	22%	34%	14%
Having your benefits cut off	8%	8%	7%	8%	8%	9%	14%	5%	9%	4%	6%	25%	17%	5%	6%	10%
Having to pay the bedroom tax	8%	10%	10%	10%	4%	8%	3%	3%	9%	8%	8%	13%	11%	7%	7%	9%
Reaching the benefit cap	7%	4%	7%	5%	11%	10%	7%	6%	6%	4%	4%	23%	14%	5%	10%	4%
Other	7%	8%	7%	8%	6%	7%	3%	3%	3%	8%	6%	3%	1%	9%	8%	6%
N/A – I haven't had any issues with receiving my benefits	35%	36%	31%	34%	38%	31%	19%	65%	30%	45%	39%	8%	17%	41%	25%	45%
Don't know	5%	3%	7%	5%	6%	7%	3%	10%	4%	3%	4%	3%	4%	6%	3%	7%
Net: Any	59%	61%	61%	61%	56%	62%	78%	25%	65%	52%	57%	89%	79%	54%	71%	47%

income\_attitude\_pdi. Which, if any, of the below statements best defines your attitude towards your present income?

Unweighted base	1517	416	381	797	680	857	93	130	122	196	318	66	223	1294	396	1121
Base	1517	391	368	759	715	850	142	99	138	175	312	88	280	1237	409	1108
Comfortable on present income	3%	2%	1%	2%	4%	4%	-	1%	1%	1%	1%	7%	7%	2%	2%	3%
Coping on present income	17%	11%	18%	14%	20%	19%	26%	17%	13%	9%	11%	27%	24%	16%	14%	18%
Finding it difficult on present income	38%	34%	40%	37%	39%	38%	44%	48%	28%	33%	31%	29%	31%	39%	34%	39%
Finding it very difficult on present income	38%	51%	40%	45%	31%	35%	24%	32%	50%	52%	51%	34%	33%	39%	47%	35%
Don't know	2%	1%	1%	1%	2%	1%	1%	1%	4%	2%	3%	2%	3%	1%	2%	2%
Prefer not to say	3%	1%	1%	1%	4%	5%	AT*	-	4%	3%	3%	2%	2%	3%	2%	3%

Cell Contents (C)