

**MONEY SUPERMARKET**

**HOUSEHOLD MONEY INDEX**  
**2026**

# FOREWORD

Our fourth annual MoneySuperMarket Household Money Index (HMI) shows that the average person has less disposable income than a year ago, spending £1,477.85 a month across the 31 bills and expenses we track, accounting for 67% of their reported income. That leaves £725.15 each month after bills and outgoings, £175.76 less than a year ago.

People are spending less across a range of household costs, from insurance to subscription services, compared with this time last year. But reported incomes have also fallen, while some essential bills, including energy, are rising, leaving households with less money at the end of the month.

The MoneySuperMarket HMI combines extensive consumer research with MoneySuperMarket's own data to understand how spending on everyday bills and outgoings is changing over time.

Energy bills are firmly in focus as we head into winter, with costs expected to rise again in January. With nearly one in three households unsure which tariff they're on, our new MoneySuperMarket energy tariff checker can help people see whether moving to a fixed deal could save them money. Understanding where your money goes is only the first step. What matters is being able to act on it, whether that means cutting a bill, planning ahead or putting money towards your future.

This year's HMI shows just how resourceful people are when it comes to looking after their future finances. We're calling them the 'Future Me Funders'. Our research reveals that more than half of people across the UK are finding creative ways to free up money and put it towards their future. That might mean continuing to put aside the same amount after a bill changes or finance agreement ends, such as once a mobile phone handset is paid off, or saving

the money that would have been spent if a night out gets cancelled. These small actions are helping people build a habit to save for their future.

We recently launched Savings and Investments by MoneySuperMarket to make it even easier for these Future Me Funders, offering a wealth of options all within the MoneySuperMarket app. That's because we believe that understanding where your money goes is only the first step. What matters is being able to act on it, whether that means cutting a bill, planning ahead or putting money towards your future.

## **Lis Barton**

Chief Customer Officer  
of MONY Group



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# HMI BY NUMBERS

The latest MoneySuperMarket HMI, our quarterly barometer of UK household spending, shows that people are now reporting spending an average £1,477.85 a month across the bills and outgoings tracked by the HMI.

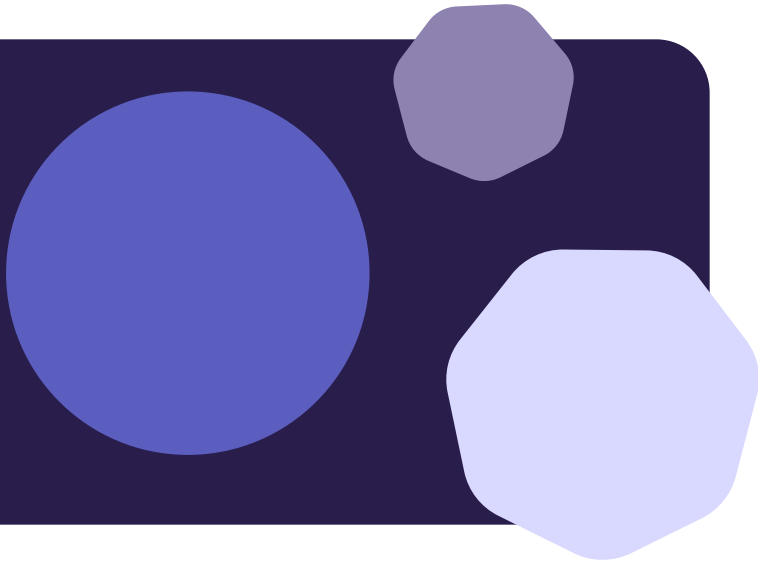
That works out at £49.26 every day - down from £55.26 this time last year.

On the surface, that looks like welcome relief. But households have less room in their budgets as reported average monthly income after tax has fallen from £2,558.58 last year to £2,203.00. As a result, bills and outgoings now take up 67% of income, compared with 65% a year ago.

People have an average £725.15 left after bills each month - £175.76 less than this time last year. The squeeze has intensified since the summer, with monthly outgoings rising by £23.31 since July.

£49.26

The average amount Brits spend every day on the bills and outgoings tracked by the HMI.



GOING DOWN

Total monthly HMI  
October 2026

£1,477.85

October 2025: £1,657.67

GOING UP

Committed spending (of income)  
October 2026

67%

October 2025: 65%

GOING DOWN

Daily cost  
October 2026

£49.26

October 2025: £55.26

GOING DOWN

Disposable income (per month)  
October 2026

£725.15

October 2025: £900.91

# YEAR IN REVIEW: THE SQUEEZE SHIFTS

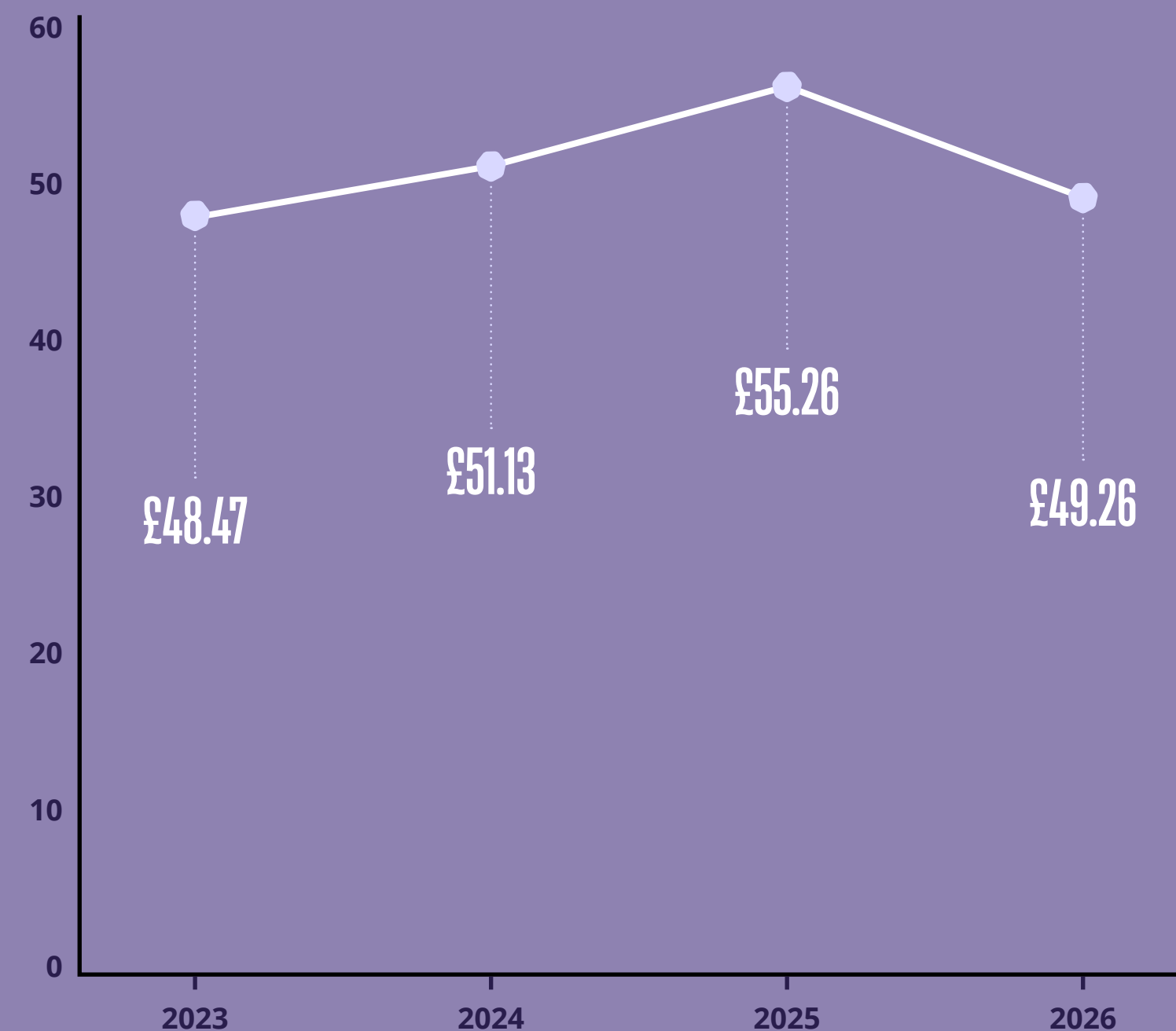
Over the past four years, the HMI has shown household budgets gradually moving towards a better balance between income and expenditure.

The proportion of income going towards bills and other outgoings fell from 70% in 2023 to 65% in 2025. But that progress has started to reverse this year, with the proportion rising again to 67%.

What's interesting is that this isn't being driven by higher spending across the board. At £49.26 a day, the cost of the bills and outgoings tracked by the HMI is lower than at the last annual HMI.

Instead, the squeeze is shifting. With less income coming in, everyday costs are taking up more of household budgets. So even where people aren't spending as much, there is less room for manoeuvre.

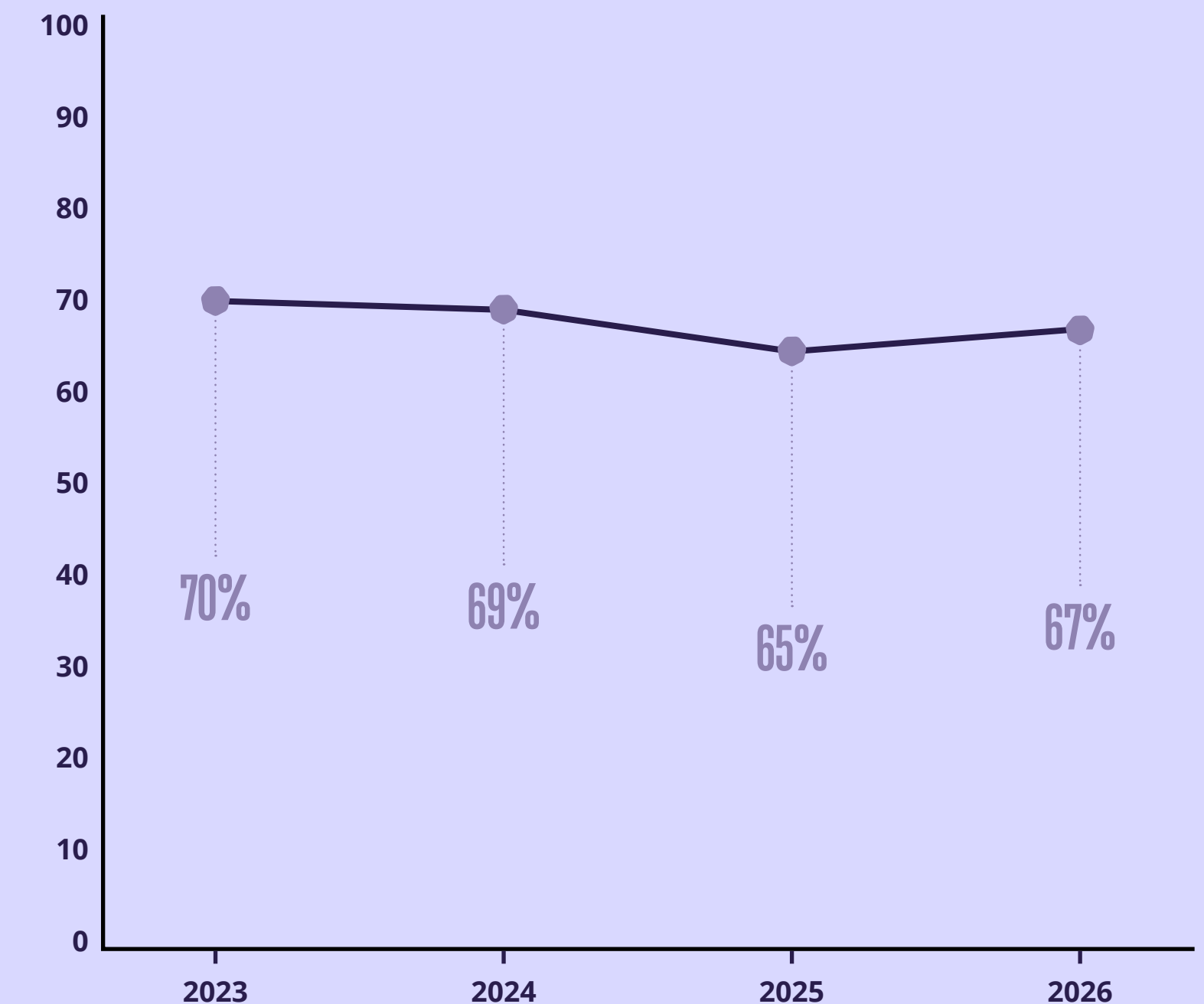
## DAILY HMI SPEND (£)



# £49.26

Daily HMI spending is decreasing compared to the last two years.

## HMI AS A % OF REPORTED INCOME



# 67%

Spending on household bills and expenses is taking a bigger share of income again.

# THE BILL DIVIDE: WHERE HOUSEHOLD COSTS TAKE UP THE MOST INCOME

Where people live can make a big difference to how far their income stretches – and the places with the highest household bills and expenses aren’t necessarily where people feel the greatest squeeze.

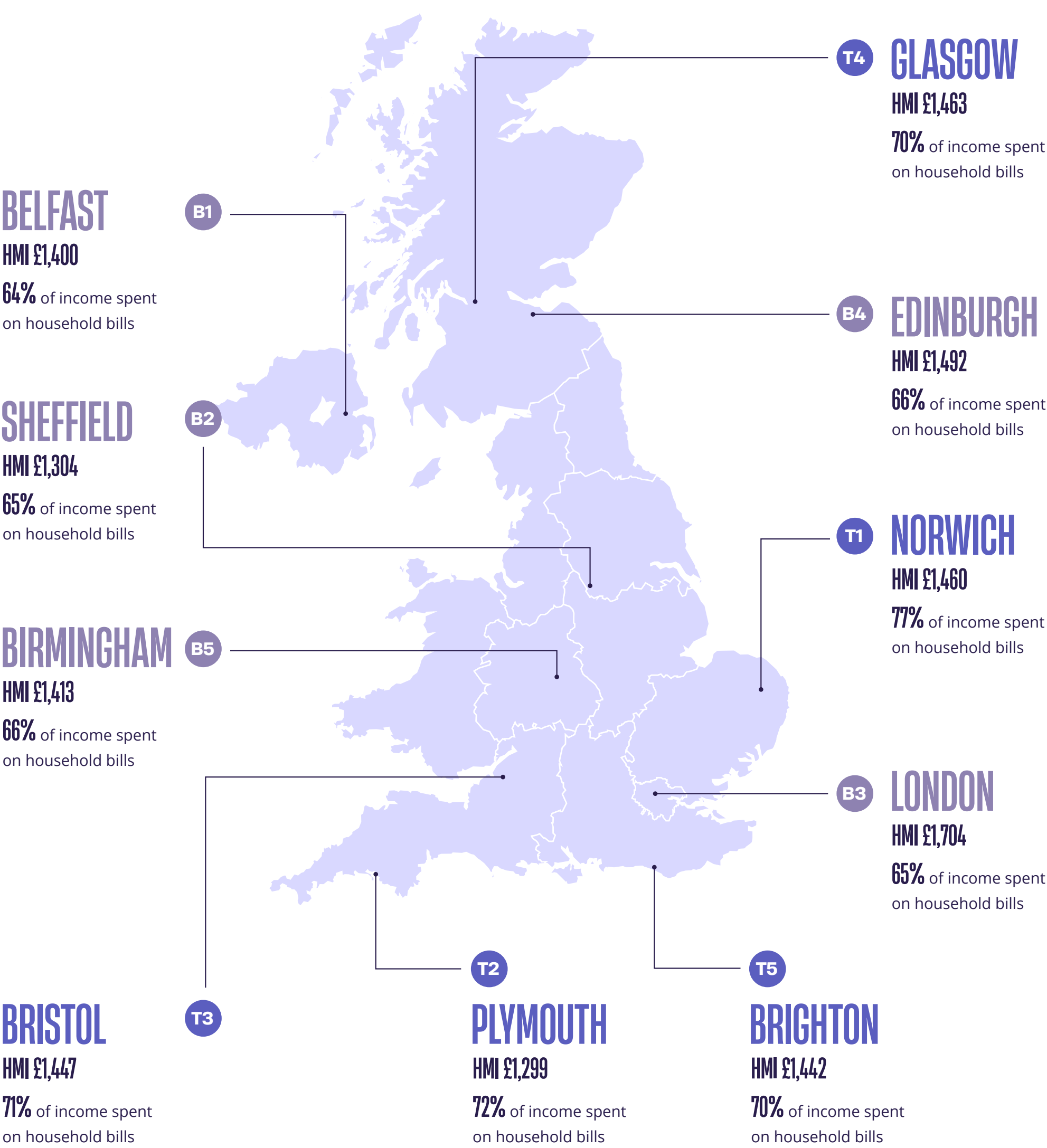
London has the highest monthly HMI of the cities measured, at £1,703.60. But higher incomes mean those costs take up around 65% of reported income, leaving Londoners with an average £898.90 after HMI costs, the most of any city in our Index.

Norwich sits at the other end of the HMI affordability scale. 77% of reported income goes towards the 31 spending categories tracked by the HMI, the highest proportion of any city measured. And while its total HMI of £1,459.90 is lower than London’s, people in Norwich are left with £428.43 after those costs each month.

Belfast offers the most breathing room relative to income, with around 64% committed to HMI costs, followed by Sheffield and London at 65%. By contrast, Bristol, Plymouth and Norwich all spend more than 70% of reported income on the bills and outgoings tracked by the MoneySuperMarket HMI.

The figures show why looking at household costs alone only tells part of the story. What matters isn’t just how much people spend, but how much of their income those costs take up, and what they have left afterwards.

## AREAS OF THE UK SPENDING THE LOWEST AND HIGHEST PERCENTAGE OF INCOME ON HOUSEHOLD BILLS



| HIGHEST PROPORTION OF INCOME SPENT | % OF INCOME | TOTAL HMI | DISPOSABLE INCOME |
|------------------------------------|-------------|-----------|-------------------|
| 1. NORWICH                         | 77%         | £1,459.90 | £428.43           |
| 2. PLYMOUTH                        | 72%         | £1,299.04 | £503.79           |
| 3. BRISTOL                         | 71%         | £1,447.18 | £591.07           |
| 4. GLASGOW                         | 70%         | £1,463.02 | £625.73           |
| 5. BRIGHTON                        | 70%         | £1,442.04 | £628.71           |

| LOWEST PROPORTION OF INCOME SPENT | % of INCOME | TOTAL HMI | DISPOSABLE INCOME |
|-----------------------------------|-------------|-----------|-------------------|
| 1. BELFAST                        | 64%         | £1,400.49 | £802.76           |
| 2. SHEFFIELD                      | 65%         | £1,303.64 | £692.11           |
| 3. LONDON                         | 65%         | £1,703.60 | £898.90           |
| 4. EDINBURGH                      | 66%         | £1,491.84 | £772.41           |
| 5. BIRMINGHAM                     | 66%         | £1,412.71 | £725.21           |

Rankings are based on unrounded figures

**77%** of reported income is spent on 31 HMI categories in Norwich - the highest of the cities measured.

**64%** of reported income goes towards 31 HMI categories in Belfast, the lowest proportion in the UK.

# HOW OUR HMI FAMILIES ARE MAKING THEIR MONEY GO FURTHER

KELLY MILES  
£1,880  
ANNUAL SAVINGS



Our two HMI families are three-quarters of the way through their year-long 50-30-20 challenge and have saved a combined total of £3,676. The 50-30-20 framework means allocating 50% of household income to essentials, 30% to wants and 20% to savings.

Since January, Charlie and Kelly have been working using the tools and guides from MoneySuperMarket to review their household bills, switch to better deals and find new ways to make their money go further.

Both families say the challenge has changed how they think about their finances, helping them feel more confident and in control.

Charlie Shardlow lives in Stafford with her husband Jordan and their two children, Luna and Rex.

By reviewing costs across the household, Charlie and her family have found £1,796 in annual savings. That includes switching their pet insurance, broadband and phone contract, as well as looking more closely at everyday spending such as contact lenses and subscriptions, making use of cashback opportunities and keeping track of renewal dates so they can review their options before contracts automatically roll over.

Charlie said: *"It's definitely opened my eyes to what we can actually save money on."*

*"Before this year, I wasn't shopping around. It's made me much more aware of what we're paying, when contracts are up for renewal and when we should be looking for better deals."*

The money freed up is being put towards decorating their family home, which they moved into last year. Charlie and Jordan are saving enough to tackle one room at a time, giving their savings a clear purpose.

Kelly Miles, 33, lives in Portsmouth with her children, Jensen and Lilah.

By reviewing household spending, switching energy providers and changing the way they shop for groceries, Kelly and her family have identified changes worth £1,880 in annual savings.

The experience has also reinforced the value of planning for unexpected costs. When the family faced a series of unplanned expenses, including a flood at their home, Kelly had already put aside in an emergency savings pot helped cover urgent repairs and additional day-to-day costs.

Kelly said: *"I feel more on top of our finances and know more ways to review my spending and save. Having money put aside meant that, on the hard days, we could use it to help pay for emergency repairs."*

The challenge has also changed how Kelly approaches household bills. She now checks renewal prices more proactively, shops around rather than automatically staying with the same provider and uses MoneySuperMarket's SuperSaveClub to access additional rewards.

Charlie and her family



CHARLIE SHARDLOW  
£1,796  
ANNUAL SAVINGS

# THE CAPITAL CUSHION: BIGGER BILLS, MORE BREATHING ROOM



Living in a capital city often comes with a higher price tag. But the latest HMI shows that higher household costs don't necessarily mean greater financial pressure.

Across the four capital cities measured - London, Edinburgh, Cardiff and Belfast - average monthly HMI outgoings are £1,511.96, around £119 more than the £1,392.49 average for the other 13 cities measured.

Higher reported incomes, however, give people living in the capitals more room to absorb those costs. HMI spending accounts for an average 66% of reported income across the four capitals, compared with 69% across the other cities measured.

That leaves people in the capitals with an average £782.42 a month after covering the 31 costs tracked by the HMI, £148.18 more than the £634.24 left across the other cities.



|                                     | CAPITAL CITIES MEASURED* | OTHER CITIES MEASURED |
|-------------------------------------|--------------------------|-----------------------|
| AVERAGE MONTHLY HMI                 | £1,511.96                | £1,392.49             |
| AVERAGE HMI AS % OF REPORTED INCOME | 66%                      | 69%                   |
| AVERAGE AMOUNT LEFT AFTER HMI COSTS | £782.42                  | £634.24               |

£148.18  
MORE

left each month after HMI costs across the four capital cities measured.

3 PERCENTAGE  
POINTS LESS

of reported income is absorbed by HMI costs across the capitals.

\*Capital-city calculation uses London, Edinburgh, Cardiff and Belfast. Other-city calculation uses Birmingham, Brighton, Bristol, Glasgow, Leeds, Liverpool, Manchester, Newcastle, Norwich, Nottingham, Plymouth, Sheffield and Southampton. Figures are simple averages across the city-level HMI data.

# WHERE THE PRESSURE IS SHIFTING

The headline HMI figure only tells part of the story. Looking at spending on individual bills reveals a mixed picture across household finances.

Some of the biggest year-on-year falls are coming from reported average spend on home and car insurance, with reported spending down 18% and 15% respectively compared to this time last year.

Some costs are beginning to edge upwards again. Since July, average energy spending has risen 2% to £98.40 a month, while water bills have increased 3% to £42.50.

The result is a household budget where the overall cost of the HMI basket has eased compared with last year, but the pressure is not disappearing evenly. As winter approaches, energy and water are among the costs starting to rise again.



## ENERGY

|              |         |
|--------------|---------|
| OCTOBER 2025 | £105.90 |
| JULY 2026    | £96.40  |
| OCTOBER 2026 | £98.40  |



## GROCERIES

|              |         |
|--------------|---------|
| OCTOBER 2025 | £187.90 |
| JULY 2026    | £177.00 |
| OCTOBER 2026 | £180.20 |



## WATER

|              |        |
|--------------|--------|
| OCTOBER 2025 | £45.80 |
| JULY 2026    | £41.20 |
| OCTOBER 2026 | £42.50 |



## VEHICLE FUEL

|              |        |
|--------------|--------|
| OCTOBER 2025 | £56.60 |
| JULY 2026    | £48.50 |
| OCTOBER 2026 | £54.20 |



## CAR INSURANCE

|              |        |
|--------------|--------|
| OCTOBER 2025 | £51.42 |
| JULY 2026    | £43.46 |
| OCTOBER 2026 | £43.61 |



## BROADBAND

|              |        |
|--------------|--------|
| OCTOBER 2025 | £41.20 |
| JULY 2026    | £36.10 |
| OCTOBER 2026 | £35.70 |



## HOME & CONTENTS INSURANCE

|              |        |
|--------------|--------|
| OCTOBER 2025 | £18.68 |
| JULY 2026    | £15.29 |
| OCTOBER 2026 | £15.40 |



## COUNCIL TAX

|              |         |
|--------------|---------|
| OCTOBER 2025 | £131.10 |
| JULY 2026    | £123.30 |
| OCTOBER 2026 | £124.50 |

# MONEY FOR THE FUTURE

Across the UK, people are finding inventive ways to free up money for the future, from changing what they buy to creating their own saving habits.

Nearly three in five (58%) say they're making more effort to cut spending than they were a year ago, while just over two in five (41%) are looking for ways to increase their income.

For some, that means making simple trade-offs. More than two in five (42%) have skipped a purchase they wanted to make, while two in five (40%) have chosen a cheaper alternative and put the difference aside.

Others have created their own habits to put money aside for the future. One in six (16%) continue

making a regular payment to themselves after a bill such as car finance or a phone contract ends. Almost one in five (18%) put aside money they had budgeted for plans that were later cancelled, while nearly one in four (24%) walk or cycle to save on transport and parking costs.

We call them 'Future Me Funders': people who turn financial wins into future opportunities by giving the money a purpose before it's spent elsewhere.

And those actions can add up. On average, people using these approaches say they've freed up £162.90 over the past year. More than one in three have found at least £100, while 8% have freed up £500 or more.



**42%** More than 2 in 5 skipped a purchase they wanted

**40%** 2 in 5 chose a cheaper alternative and saved the difference

**24%** Almost 1 in 4 walked or cycled instead of paying for transport or parking

**31%** Nearly 1 in 3 saved cashback, rewards or discounts

**18%** Nearly 1 in 5 banked money from cancelled plans

**16%** Around 1 in 6 kept a 'phantom bill' going

**£162.90**  
AVERAGE AMOUNT FREED UP USING THESE  
MONEY-SAVING TACTICS OVER THE PAST YEAR

# GIVE SAVINGS A PURPOSE

Finding extra money is only half the challenge. The next question is what happens to it once you've freed it up.

More than half (53%) say money they free up often ends up going towards everyday spending. Among those who have freed up money, 37% used some for essentials such as bills or groceries, while 19% put some towards paying off debt.

Many would also like to give that money a longer-term purpose, with 57% saying they would prefer what they free up to go towards something for their future.

Some are already doing that. Almost a third (31%) of those freeing up money put some into cash savings, while 11% put some into investments and 4% made additional pension contributions.

For those saving or investing, motivations range from building an emergency fund (40%) and creating greater financial freedom (25%) to preparing for retirement (24%). More than two-thirds (68%) also agree that it's easier to save little and often than to wait until they have a large lump sum available.

For MoneySuperMarket it's about helping people find more ways to save, and giving them the tools to decide what they want that money to do for them.

## FROM SAVING IT TO GIVING IT A PURPOSE

### FIND IT

**58% PUTTING MORE EFFORT INTO REDUCING SPENDING**

### CAPTURE IT

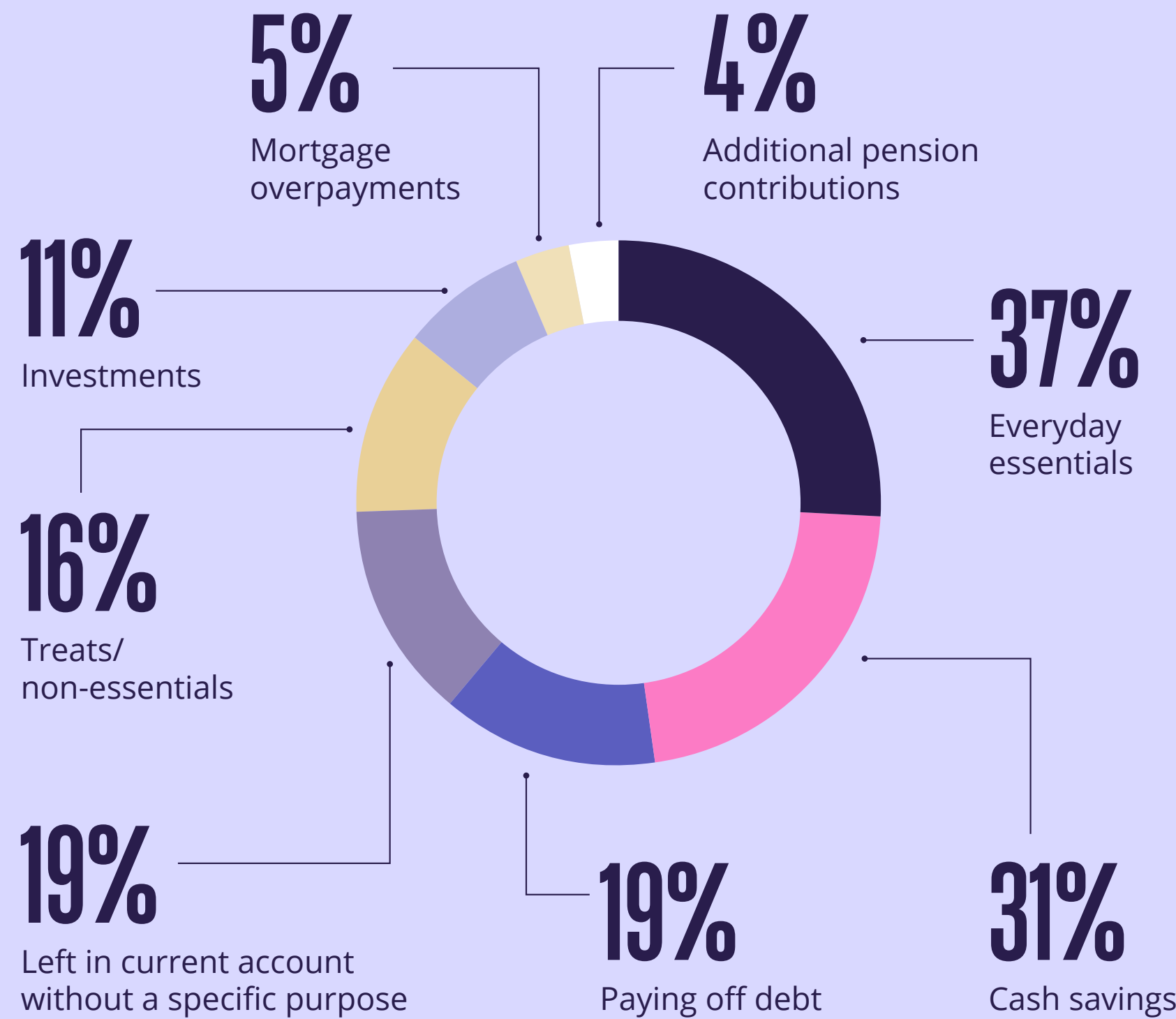
**£162.90 FREED UP ON AVERAGE USING MONEY-SAVING TACTICS**

### GIVE IT A PURPOSE

**57% WOULD PREFER FREED-UP MONEY TO GO TOWARDS THEIR FUTURE**

## WHERE FREED-UP MONEY IS GOING

Respondents could select more than one answer



# COULD TODAY'S SAVINGS BECOME TOMORROW'S INVESTMENTS?

Investing is already one destination for some Future Me Funders, but the HMI suggests others are still considering whether it's right for them, with confidence and understanding among the factors shaping that decision.

Among people who freed up money, 11% put at least some of it into investments, rising to 16% among 18-34-year-olds. Younger people are also more likely to use some of the saving habits identified by the HMI: more than one in four (26%) set aside money from cancelled plans and one in five (20%) continued making a 'phantom bill' payment after the original bill had ended.

For those who freed up money but didn't invest it, there were other priorities. Almost three in 10 (29%) needed the money for everyday living costs, while 23% preferred to keep it in cash savings.

Others pointed to concerns or uncertainty around investing. More than one in five (22%) were worried about losing money, while 20% felt the amounts

they had freed up were too small to make investing worthwhile. A further 15% said investing felt too complicated or confusing, while 14% weren't sure how to get started.

The findings follow the recent launch of Savings and Investments by MoneySuperMarket. For people whose shorter-term needs are covered and who feel ready to think further ahead, it offers another option to explore for their money.

MoneySuperMarket has long helped people compare household bills and find ways to save. Investments by MoneySuperMarket builds on that, giving customers who feel ready to consider investing another way to think about their money for the longer term.

Being a Future Me Funder isn't about investing every spare pound. It's about giving the money they save a purpose that works for them, whether that's covering costs today, building savings or thinking further ahead.

Investments can fall as well as rise in value, so you could get back less than you invest.

## WHAT'S STOPPING PEOPLE INVESTING?

29% Need the money for everyday living costs

23% Prefer to keep it in cash savings

22% Worried about losing money

20% Amount feels too small to invest

15% Investing feels too complicated

14% Don't know how to get started

# MEET OUR 'FUTURE ME FUNDERS'

From 'phantom bills' to saving spare pennies, Brits are finding inventive ways to free up money and put it towards their future.

Meet two of MoneySuperMarket's Future Me Funders who are turning everyday financial wins into bigger opportunities, whether that's building a financial safety net, paying off their mortgage or investing for their children's future.



When mum-of-two Mia Harrison, 27, sold her financed car six months ago, she suddenly had an extra £180 a month.

Because the family was already used to budgeting for the payment, Mia Harrison and her husband decided to keep setting the £180 aside each month, redirecting approximately £1,000 into savings and investments over six months.

*"It's money we were already used to living without, so we're trying to give it a longer-term purpose."*

The couple have also started using cashback rewards on everyday purchases to make mortgage overpayments, while Mia has made a couple of hundred pounds selling unwanted clothes on Vinted.

Mia is now taking a more active role in managing their investments, with ambitions to help their two young children onto the property ladder and eventually enjoy greater financial freedom.

Mia said: *"We'd love to be in a position where we could help them buy a house or put down a big deposit."*



## MIA HARRISON TURNING A £180 CAR PAYMENT INTO FUTURE SAVINGS

## HAYLEY UPTON TURNING SPARE PENNIES INTO FINANCIAL SECURITY



For mum-of-two Hayley Upton, 37, no amount is too small to save.

From rounding down her bank balance and completing penny-saving challenges to reselling second-hand clothes on Vinted, Hayley has developed her own money rules to make sure every pound has a purpose.

With nearly £50,000 spread across 14 savings and budgeting accounts, she has built a financial safety net that she says helped her navigate three redundancies and make the move into self-employment.

*"Even if you're only saving pennies, it all adds up. Knowing that money is there makes such a difference."*

Hayley calls one of her favourite saving techniques 'spreading butter', moving spare pennies from her current account into savings or investments.



She also puts money earned from Vinted towards investments for her children and has redirected £50 a month saved on energy towards her mortgage. Alongside her wider mortgage overpayments, she says this has helped reduce her mortgage term by two and a half years.

Hayley said: *"If there's anything left over, I'll put it towards the mortgage. If we've used less energy or I've saved money somewhere else, I'd rather put that towards paying something off."*

# SAVING FOR THE FUTURE

Saving for the future doesn't have to mean finding hundreds of pounds of spare cash every month. Kara Gammell, Personal Finance Expert at MoneySuperMarket, shares simple ways to make more of your money, whether you're building an emergency fund, saving for a house deposit or thinking further ahead.

## 1. FIND THE MONEY YOU'RE ALREADY SAVING

Saving can feel daunting if you think you need to find a big chunk of spare cash every month. But you may already be freeing up some amounts of money without really noticing. The trick is to spot those savings and put them aside before they get absorbed into your everyday spending.

## 2. KEEP PAYING A BILL EVEN WHEN IT ENDS

Finished paying off your phone or car? If you can afford to, consider keeping the payment going, but this time pay your future self.

Set up a standing order for the same amount into savings. You're already used to managing without that money, so it can be a relatively painless way to build your pot.

## 3. TURN SAVINGS INTO FUTURE MONEY

Cancelled a subscription, skipped a takeaway, earned cashback or sold something you no longer need? Consider moving that money straight into savings. Bank round-ups can also help you put money aside into savings automatically.

## 4. GIVE EVERY POUND A PURPOSE

Think about what you want your money to achieve. That could mean paying down high-interest debt, building an emergency fund or saving towards a deposit on a property.

If you're looking further ahead, you may also want to explore whether investing could be appropriate for some of your money.

## 5. MAKE SAVING AUTOMATIC

If possible, set up a regular transfer into savings shortly after payday rather than waiting to see what's left at the end of the month. Automating the habit can make saving part of your regular routine.

## 6. GIVE YOUR SAVINGS A NAME

A pot simply called 'savings' can be tempting to dip into. Calling it 'house deposit', 'emergency fund' or even 'future me' makes your goal more tangible.

## 7. MAKE SURE YOUR CASH IS WORKING FOR YOU

Don't automatically leave spare cash in your current account. Compare savings accounts, considering the interest rate alongside when you'll need to access your money. Always check any withdrawal restrictions, penalties, or conditions.

## 8. THINK ABOUT YOUR TIME HORIZON

Where you put your money should reflect what you're saving for and when you'll need it. Cash can be important for an emergency fund or shorter-term goals.

For longer-term goals, you might explore investing once you understand the risks and have considered whether it suits your circumstances. Investments can fall as well as rise in value, so you could get back less than you invest. Thinking about when you'll need your money can help you choose an approach that works towards your goals.

## 9. BE REALISTIC, NOT PERFECT

There will be months when saving doesn't go to plan or you need to use money you've put aside. That doesn't undo your progress. Adjust when you need to and restart when circumstances allow.

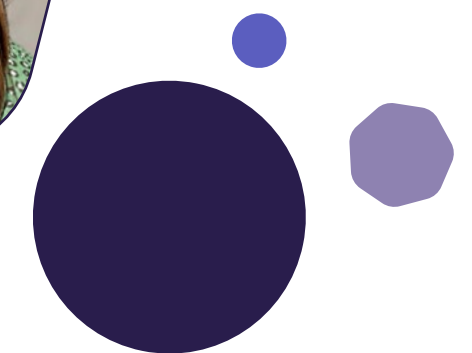
## 10. HAVE A REGULAR MONEY CHECK-IN

Set aside time regularly to check a renewal, cancel something you no longer use, compare your savings account or review your spending.

Start with one saving and decide where you want it to go next. Saving money is only the first step. What matters is deciding what that money can do for you, whether that's building a financial safety net, earning interest towards a nearer-term goal or, where appropriate, investing for the longer term.

### Kara Gammell

Personal Finance Expert  
MoneySuperMarket



# THE WINTER ENERGY SQUEEZE

As winter approaches, concerns about energy costs are putting pressure on household budgets, with many people planning to cut back elsewhere.

With Ofgem due to announce the next Energy Price Cap in November, households are waiting to find out what their energy costs could look like in the new year. It follows a 4% increase in the price cap in October, adding to concerns about the cost of keeping homes warm this winter.

MoneySuperMarket's latest research shows that almost half (47%) of UK adults expect their energy bills to increase, and that concern is already influencing spending decisions elsewhere.

Nearly one in three (32%) are cutting back on non-essential spending to help cover energy bills, while 29% are spending less on meals out and the same proportion on clothes. More than one in five (21%) are reducing spending on holidays or travel, while 19% are cutting back on subscriptions.



Those concerns are also shaping Christmas spending plans.

More than a quarter (27%) plan to spend less on Christmas presents to help cover their energy bills, while 26% are cutting back on festive socialising and 24% on Christmas food. One in five (20%) also plan to spend less on travel to visit family and friends.

Some households are preparing for higher bills by putting more money aside, but others have less room to do so. More than a quarter (27%) are actively trying to save more in anticipation of higher energy bills, while 17% say they are worried about rising costs but cannot afford to put any more aside.



## THE ENERGY SQUEEZE

What Brits plan to spend less on to help cover energy bills

**27%** Christmas presents

**26%** Christmas parties, meals out and festive socialising

**24%** Christmas food

**20%** Travel to visit family and friends

**19%** Entertaining guests at home

# KNOW YOUR TARIFF

With energy costs influencing household spending, knowing what bills could look like in the months ahead can make it easier to plan. Yet almost one in three (32%) don't know or aren't sure which energy tariff their household is currently on. More than a quarter (28%) say they're not confident about estimating how much they're likely to spend on gas and electricity this winter.

The energy price cap can add another layer of uncertainty. More than one in four (26%) aren't sure what a change to the cap could mean for their household finances, while more than one in five (22%) aren't confident their current tariff is the best option for them.

Compared with six months ago, 26% say they feel less in control of their energy costs, while 21% feel less in control of their regular household bills.

A clearer picture of future costs could help. Nearly a third (31%) say a better estimate of their energy costs over the coming months would help them feel more in control of

their household finances. Three in 10 (30%) say it would help them work out how much to set aside each month, while 28% say it would help them plan what they can afford to spend elsewhere.

Some households are already taking action. Over the past six months, 27% have reviewed their regular household bills and 22% have compared or changed their energy tariff to feel more in control of their finances.

MoneySuperMarket's [energy tariff checker](#) can help people see whether moving to a fixed deal could save them money.



## THE ENERGY KNOWLEDGE GAP

**32%** Don't know or aren't sure which energy tariff they're on

**28%** Not confident in estimating their winter energy costs

**26%** Not confident in understanding what a price cap change means for their finances

**22%** Not confident assessing whether their current tariff is the best option

# AN EXPERT VIEW ON THE ENERGY MARKET

Energy costs are firmly back in focus. Our latest MoneySuperMarket HMI shows spending on energy has started to rise again since the summer, with forecasts of a further increase to the Ofgem energy price cap in January adding to the pressure households could face this winter.

We're waiting to see whether Ofgem activates the Market Stabilisation Charge, a mechanism linked to what happens between energy suppliers when customers switch. If activated, it could influence how competitive the tariffs suppliers offer are and, in turn, mean fewer deals are available to households.

With the market potentially changing, it's important to know what tariff you're currently on and compare your options. Our research shows almost one in three people aren't sure which tariff they're on, so checking your current deal is a sensible place to start.

For some households, moving to a fixed tariff could offer greater certainty over their unit rates and may provide an opportunity to save. But there's no single answer that's right for everyone. The best option will depend on your circumstances, your current tariff and the deals available.

The important thing is not to assume you're already on the best option. Check what you're paying, compare the deals available and consider whether switching makes sense for your household this winter.

**Ashton Berkhauer**  
Energy Expert at  
MoneySuperMarket



# SOURCES & METHODOLOGY

## POLLING

All consumer polling figures for 2025 and 2026 (unless otherwise stated) are from a poll of 2,000 or 8,000 adults carried out on behalf of MONY Group by Opinium on the following dates:

- 9 October 2026 – 13 October 2026
- 25 September 2026 – 5 October 2026
- 19 June 2026 – 30 June 2026
- 31 March 2026 – 10 April 2026
- 21 January 2026 – 4 February 2026
- 16 September 2025 – 30 September 2025
- 27 June 2025 – 1 July 2025
- 25 March 2025 – 28 March 2025

Opinium is a company partner of the Market Research Society (MRS) and abides by its code of conduct and guidelines for best practice when carrying out research for clients, ensuring results are accurate, impartial and fair to both clients and participants. The core MoneySuperMarket Household Money Index (HMI) was calculated from the replies of 8,000 adults self-reporting how much they spend in the average month on 27 different categories. Four categories: car, life, home and pet insurance have been rebased with MoneySuperMarket’s data on average premium prices between July and September 2026.

## SOURCES & METHODOLOGY

The categories were determined by MONY Group experts to represent a ‘basket’ of common household bills and expenditures. Results have been weighted to be nationally representative.

## EXPERTISE INTEGRATION

Polling data was subjected to statistical analysis, including cross-tabulations and sentiment analysis. These analyses allowed for the identification of significant trends, preferences, and consumer sentiments pertaining to the HMI. MoneySuperMarket’s three decades of experience and expertise in the finance sector played a pivotal role in the analysis process. Subject matter experts with a deep understanding of financial services were actively involved in interpreting the data, providing insights and contextualising findings.

## SYNTHESIS OF FINDINGS

The insights derived from website data analysis, consumer polling, and the invaluable input of MONY Group’s seasoned experts were meticulously synthesised. This synthesis encompassed identifying key trends, challenges, opportunities, and actionable recommendations to produce the results throughout the MoneySuperMarket HMI and accompanying report.

## FACT CHECKING

All information in the Household Money Index and accompanying report has been professionally fact-checked and is correct to the best of MONY Group’s knowledge at the time of publication on 2 November 2026.

## PROPRIETARY DATA

MoneySuperMarket.com is a price comparison site processing millions of quotes per month on over 40 financial products and services. These millions of quotes provide a rich source of data from which MoneySuperMarket has determined historic policy prices for the insights throughout this document.

## ABOUT MONEYSUPERMARKET

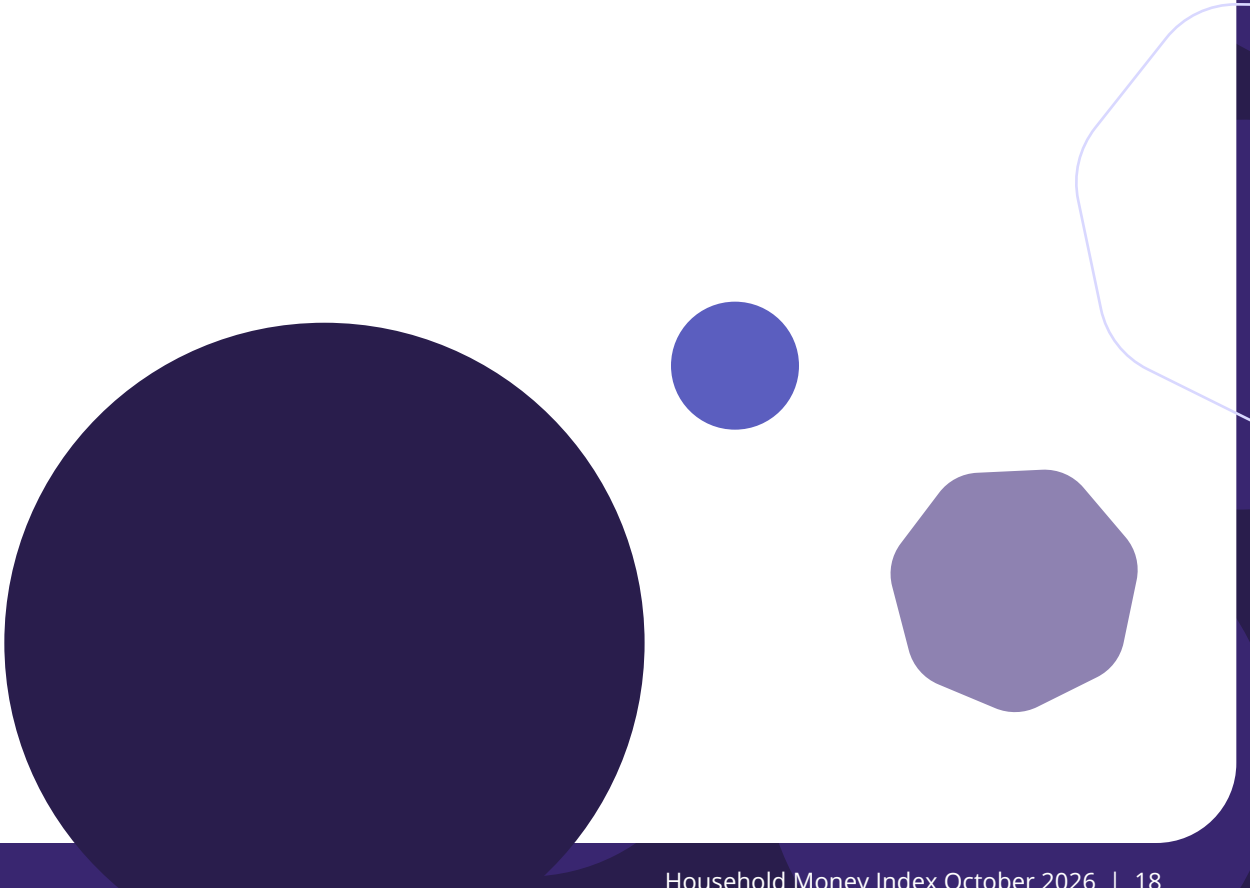
MoneySuperMarket is the UK’s most recommended price comparison website, and an everyday financial companion trusted by millions. It enables customers to switch and save across Insurance, Money and Home Services; track and improve their credit score; monitor spending; and make smarter money decisions every day, helping them manage, save and grow their finances in one place.

MoneySuperMarket is part of MONY Group, a FTSE 250 business with over 13 million active users, focused on helping households get more value from their money.

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