



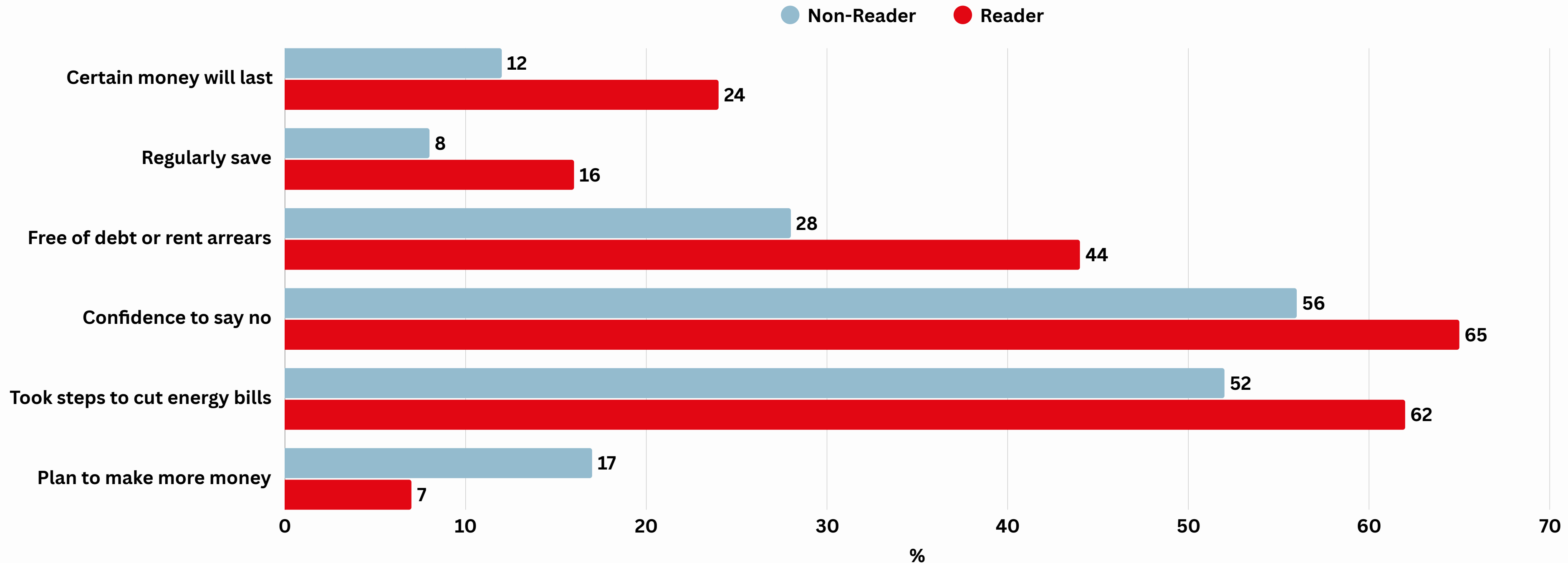
# INFORMATION AS A GAME CHANGER

Comparing *Quids in!* Readers vs Non-  
Readers: Cost of Living Outcomes

Our data shows that readers of *Quids in!* tend to have better cost-of-living outcomes compared to non-readers.

# READERS SHOWED BETTER OUTCOMES

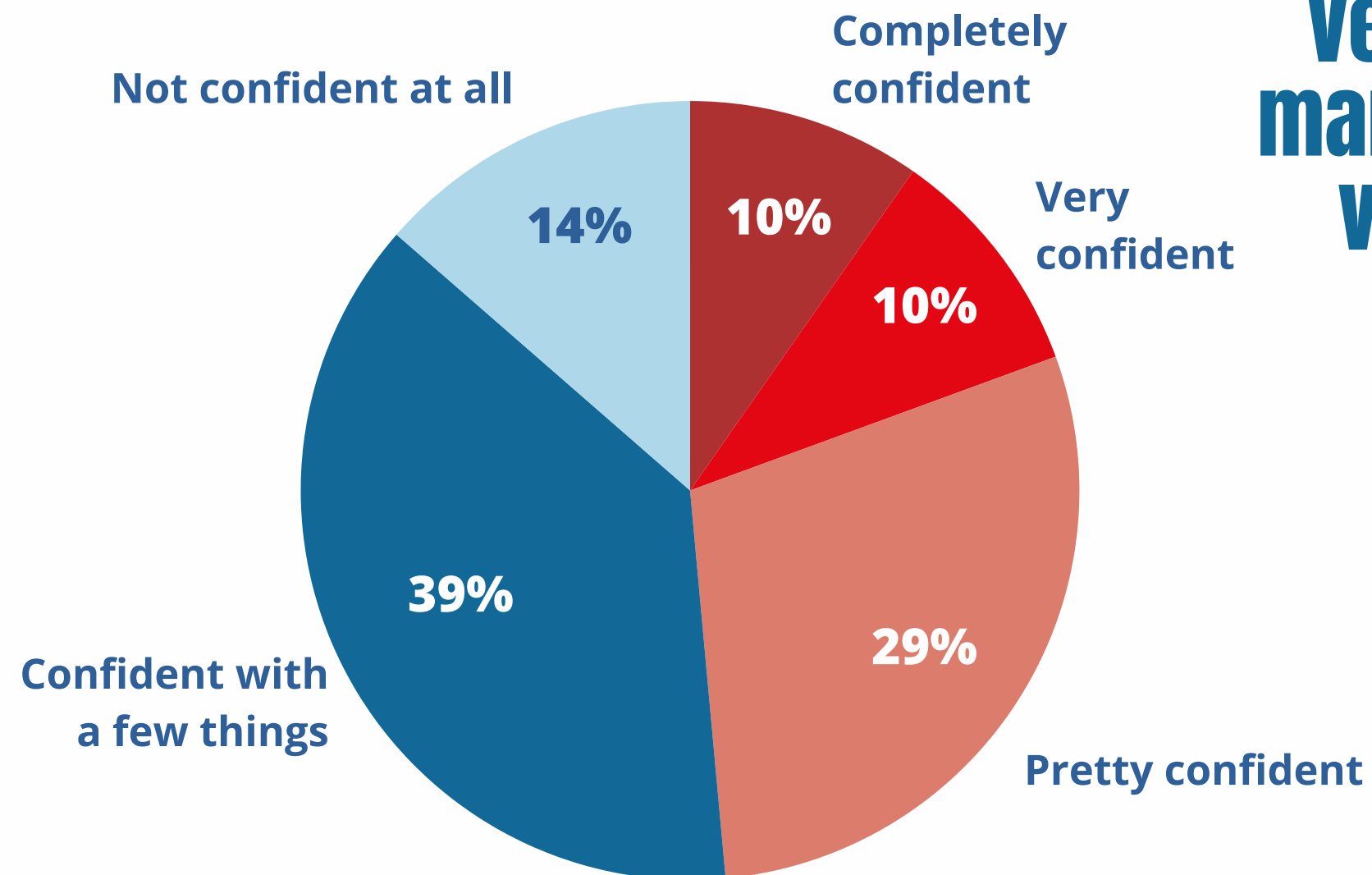
## Financial Resilience



# READERS SHOWED BETTER OUTCOMES

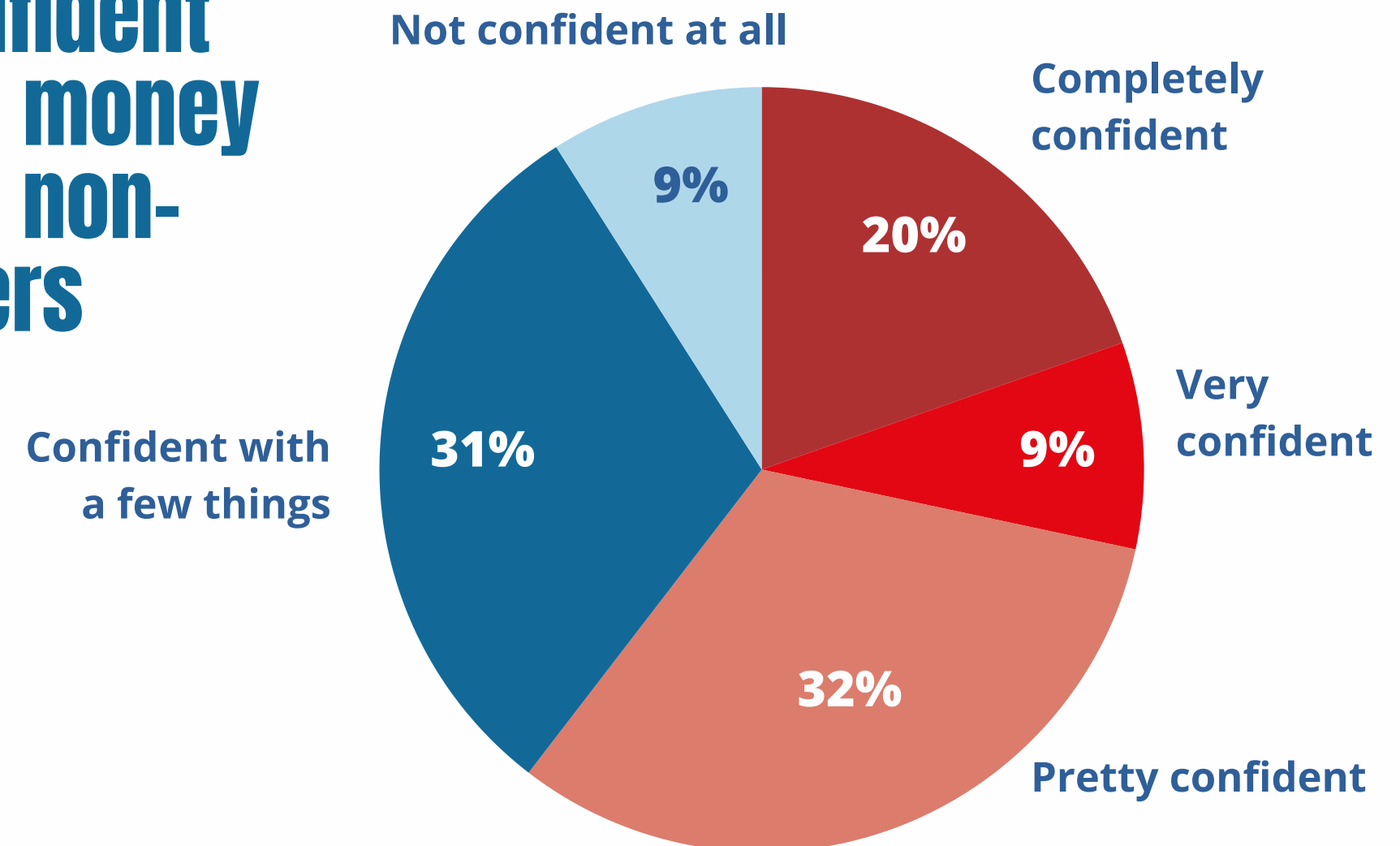
## Confidence Managing Money

### Non-Readers



**29%** of readers  
**very confident**  
**managing money**  
**vs 19%** non-  
**readers**

### Readers



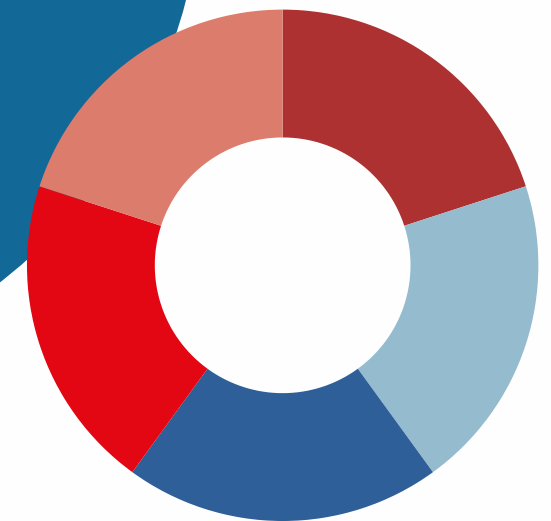
# READERS SHOWED REAL IMPROVEMENTS

## Money Worries

24% fewer  
felt unable  
to treat  
their kids

10% fewer  
needed food  
banks or  
hardship  
grants

14% fewer  
fell behind or  
struggled to  
pay bills



# HOWEVER...

Readers are not immune to wider pressures of the crisis.

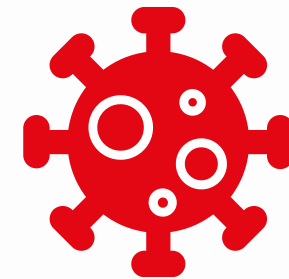
Readers and non-readers scored almost the exact same on the following issues:



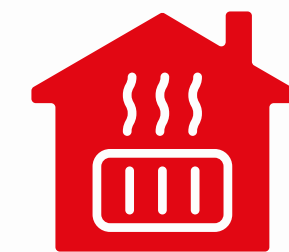
Skipping meals



Feeling frightened, anxious or depressed



Becoming physically ill



Turning off heating despite being cold



Facing serious financial problems

# THE VALUE OF *£quids in!*

Standout figures

How readers themselves value  
and describe the information  
they received from *Quids in!*

Find QI useful

95%

Find QI highly useful

60%

Thought more carefully  
about finances

29%

Felt less alone

37%

Acted on advice or got  
help

26%



**“You don’t have the  
opportunity to change if you  
don’t know something.”**

**Stian Reimers**