

Do you **really** know what's coming in and going out?

Insights from a UK-wide survey into personal financial awareness

Every month, money moves in and out of our bank accounts - salaries, bills, subscriptions, groceries, loan payments, etc. But how many of us truly know what's happening with our finances?

To explore this, IE Hub partnered with OnePoll to survey 2,000 UK adults. The goal was simple: to understand how financially aware people really are - and how they feel about managing their money.

We think we know our income but the numbers say otherwise

When asked if they knew how much money they had coming in each month, 87.6% of respondents said yes. But only 38.9% could state the exact amount. Nearly half admitted they only knew "approximately," and one in eight confessed they didn't really know at all.

This gap isn't surprising in today's economy, where side gigs, zero-hour contracts, and shifting benefit payments make income less predictable. Among 18 to 24-year-olds, 13% said they have a rough idea and 5% said their income varied too much to track reliably.

More than one in 10 (11%) of people in the UK, it turns out, can't say with certainty how much income they have coming in.

Outgoing bills: confidence lags behind

When it comes to outgoing bills, the picture isn't much clearer. Just 30.4% said they were "very confident" about what leaves their account each month for essentials such as rent, utilities, and council tax.

More than half (51.1%) said they were only "fairly confident," while nearly 15% admitted to having little or no confidence at all.

Tracking spending: The digital divide

Despite the rise of budgeting apps and mobile banking, 42% of people who do not budget currently said the reason for it is because they don't think they need to budget. One in five (20.3%) admit to relying on their bank balance or notifications to manage money, and 17% say they don't want to budget.

This lack of visibility increases the risk of missed payments, overdraft charges, and financial mistakes. With no system in place, even well-intentioned money management becomes guesswork.

It's not just financial, it's emotional

Financial uncertainty doesn't just impact bank balances - it takes a toll on mental health. 15% of people who don't budget admit to finding budgeting too stressful and overwhelming, and the same amount admitted that reducing stress or anxiety would motivate them to create a budget.

Helping people take back control

At IE Hub, we believe people deserve clarity and confidence when it comes to their finances, especially in today's cost-of-living crisis.

Our platform is designed to give people a clear picture of what's coming in and going out, help them build realistic budgets, and ensure they're not missing out on available benefits or support.

IE Hub also makes it easier to share financial information securely with creditors, councils, and utility providers, reducing the stress of repeating the same information over and over.

Knowledge is power

This survey shows that while many people think they're in control of their money, the reality is often more uncertain.

Without accurate insight and simple tools, even the most careful individuals can struggle to stay on top of their finances.

IE Hub is here to change that so people can move from confusion to clarity, and from stress to confidence.