

Under embargo until 10th July 2026

Tell your boss what you really think? A third of Brits would for £1 million

- Over half would give up smoking or vaping, while almost a third would ditch tea and coffee, for a £1 million payout
- Around a third would also be willing to bungee jump, or live off the same meal for a year
- A fifth would reveal their internet history and seven in 10 would even go to prison for a year
- Lloyds customers could win up to £1 million without doing a thing, as new prize draw launches

What would you be willing to do for £1 million?

According to new research, Brits would go to surprising lengths for a million pounds - from giving up alcohol and social media, to bungee jumping, or even telling their boss what they really think of them.

More than half (55%) said they would give up smoking or vaping, while over two fifths would quit alcohol (41%) or social media (36%). A third would take on more extreme challenges, like doing a bungee jump (34%), or eating the same meal every day for a year (32%).

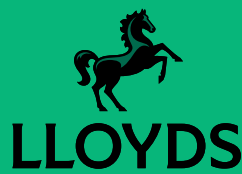
Some would go even further, with one in eight (8%) willing to bare all on the TV show 'Naked Attraction', or go to prison for a year (7%). A brave 2% would be up for getting a permanent forehead tattoo saying 'millionaire'.

While many say they'd go to these great lengths for a life-changing windfall, Lloyds customers don't need to do, or give up, anything.

Lloyds customers are in with a chance to win a share of £2million in cash prizes across four monthly draws, including a £1 million top prize in November.

What cash prizes are available?

The cash prize draws will run between August and November, with most banking and savings customers automatically entered*.



- In August, September and October, five customers will win **£10,000 each month** and **200 customers will win £1,000 each month**.
- In November, **one customer will win £1,000,000** and **five customers will win £50,000**.

Paul Wilkinson, Rewards and Loyalty Director at Lloyds, said “Our research shows people are prepared to do all sorts of things for a million-pound payout, but our customers don’t need to do anything dramatic. With our new prize draws, it could be as simple as banking or saving with us.”

What cashback and offers can Lloyds customers get?

Lloyds customers can also find cashback offers, prize draws and other perks in the Rewards space in the Lloyds app.

Offers are tailored, so customer offers may vary, depending on their account, eligibility and location.

Customers can check the app to see:

- current cashback offers from selected retailers
- live prize draws and competitions
- personalised rewards available to them
- time-limited offers and promotions

Offers are subject to eligibility, availability and terms and conditions.

What do customers need to do to be in with a chance to win the cash prize draws?

Eligible Lloyds customers are entered automatically, with extra entries available for those holding larger balances and by activating a bonus entry in the Lloyds app.

Halifax customers are also eligible, in line with terms and conditions.

- Have an eligible personal current or savings account, with Lloyds or Halifax*
- Be over 18 and resident in the UK
- Customers will get extra entries into the prize draw, for every £10,000 they hold in qualifying accounts
- Customers will get an extra entry to the November draw by activating their bonus entry in the Rewards space in the Lloyds app.



- Entries are capped at 25 per person
- Lloyds will aim to contact winners within 30 days of the draw, with cash paid into accounts 30 days after contact is made.

Ends

Notes to Eds

The information in our press releases is intended solely for journalists and media professionals. It does not constitute financial advice or a personal recommendation and should not be relied upon by consumers when making financial decisions. Products and services referenced are subject to eligibility criteria, terms and conditions.

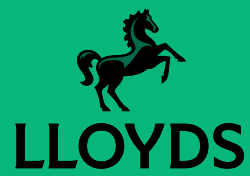
Find Out Now surveyed 1,000 GB adults on 12th June for Lloyds, weighted to be representative by age, gender and region. Find Out Now is a member of the British Polling Council and abides by its rules.

*The Super Prize Draw is open to eligible Lloyds and Halifax personal current account and savings account customers, although some exclusions apply. Eligible accounts and full terms and conditions available [here](#) for both Lloyds and Halifax customers.

Terms and conditions apply to all offers. Information accurate as at 09th July 2026. Offers and rates subject to change and/or removal.

Tables

What would you be prepared to do, in exchange for £1,000,000? (All)	
Go to prison for a year	7%
Go to work in your under garments	16%
Get back with your ex	7%
Do a bungee jump	34%
Let a public vote decide where you must live	5%
Perform a two-hour concert, including dance routines, to everyone at your workplace	19%
Publicly share your internet search history	20%
Eat the same meal, for every meal, for a year	32%
Go on the TV show 'Naked Attraction'	8%
Get a tattoo on your forehead that says 'millionaire' that you're not allowed to remove	2%
Tell your boss what you really think of them - in front of everyone	32%
None of the above - wouldn't do any of these for one million pounds	17%
Don't know	18%



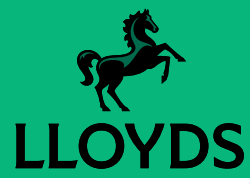
What would you be prepared to do, in exchange for £1,000,000? (Gender)		
	Female	Male
Go to prison for a year	6%	9%
Go to work in your under garments	12%	21%
Get back with your ex	5%	10%
Do a bungee jump	33%	35%
Let a public vote decide where you must live	4%	6%
Perform a two-hour concert, including dance routines, to everyone at your workplace	20%	18%
Publicly share your internet search history	23%	16%
Eat the same meal, for every meal, for a year	33%	30%
Go on the TV show 'Naked Attraction'	4%	11%
Get a tattoo on your forehead that says 'millionaire' that you're not allowed to remove	1%	3%
Tell your boss what you really think of them - in front of everyone	32%	32%
None of the above - wouldn't do any of these for one million pounds	18%	17%
Don't know	16%	20%



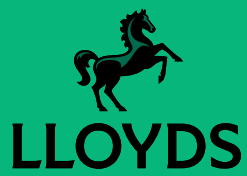
What would you be prepared to do, in exchange for £1,000,000? (Nations and Regions)											
	East Midlands	East of England	London	North East	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Go to prison for a year	5%	4%	6%	14%	12%	8%	7%	6%	8%	6%	7%
Go to work in your undergarments	19%	18%	17%	14%	14%	20%	18%	19%	12%	15%	8%
Get back with your ex	10%	4%	11%	7%	8%	6%	8%	3%	8%	10%	7%
Do a bungee jump	36%	33%	37%	30%	37%	38%	34%	37%	20%	24%	36%
Let a public vote decide where you must live	3%	5%	5%	7%	8%	7%	5%	3%	6%	4%	6%
Perform a two-hour concert, including dance routines, to everyone at your workplace	23%	18%	19%	12%	22%	17%	22%	20%	14%	12%	18%
Publicly share your internet search history	15%	22%	19%	9%	22%	27%	20%	25%	22%	16%	16%
Eat the same meal, for every meal, for a year	32%	33%	33%	21%	38%	30%	34%	29%	26%	34%	29%
Go on the TV show 'Naked Attraction'	12%	6%	6%	5%	9%	6%	7%	6%	12%	10%	7%
Get a tattoo on your forehead that says 'millionaire' that you're not allowed to remove	4%	1%	1%	0%	4%	1%	2%	2%	4%	0%	1%
Tell your boss what you really think of them - in front of everyone	32%	23%	30%	21%	32%	30%	37%	31%	32%	36%	37%
None of the above - wouldn't do any of these for one million pounds	22%	14%	17%	33%	14%	24%	19%	14%	18%	17%	10%
Don't know	17%	21%	15%	16%	19%	16%	14%	22%	30%	14%	22%



What would you be prepared to do, in exchange for £1,000,000? (Age)						
	18-29	30-39	40-54	55-64	65-74	75+
Go to prison for a year	11%	11%	9%	2%	5%	3%
Go to work in your under garments	14%	23%	26%	15%	6%	3%
Get back with your ex	13%	4%	9%	7%	7%	3%
Do a bungee jump	46%	49%	42%	23%	16%	8%
Let a public vote decide where you must live	9%	6%	7%	4%	2%	3%
Perform a two-hour concert, including dance routines, to everyone at your workplace	30%	28%	24%	12%	2%	2%
Publicly share your internet search history	20%	29%	24%	20%	11%	8%
Eat the same meal, for every meal, for a year	39%	43%	43%	25%	16%	8%
Go on the TV show 'Naked Attraction'	11%	11%	10%	4%	2%	3%
Get a tattoo on your forehead that says 'millionaire' that you're not allowed to remove	4%	1%	3%	1%	0%	0%
Tell your boss what you really think of them - in front of everyone	38%	39%	42%	27%	21%	8%
None of the above - wouldn't do any of these for one million pounds	4%	8%	13%	21%	30%	43%
Don't know	21%	16%	14%	18%	17%	25%



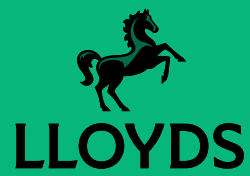
What would you be prepared to give up, forever, in exchange for one million pounds? (All)	
Alcohol	41%
Chocolate	22%
Chips	26%
Crisps	35%
Cigarettes or Vaping	55%
Tea	32%
Coffee	31%
Social media	36%
Your spouse	9%
None of the above - wouldn't give up any of these for one million pounds	5%
Don't know	11%



What would you be prepared to give up, forever, in exchange for one million pounds? (Gender)		
	Female	Male
Alcohol	45%	36%
Chocolate	20%	25%
Chips	26%	26%
Crisps	33%	37%
Cigarettes or Vaping	55%	56%
Tea	33%	30%
Coffee	31%	31%
Social media	31%	42%
Your spouse	10%	8%
None of the above - wouldn't give up any of these for one million pounds	4%	6%
Don't know	10%	11%



What would you be prepared to give up, forever, in exchange for one million pounds? (Nations and Regions)											
	East Midlands	East of England	London	North East	North West	Scotland	South East	South West	Wales	West Midlands	Yorkshire and the Humber
Alcohol	46%	43%	42%	28%	39%	45%	43%	32%	30%	47%	40%
Chocolate	29%	18%	23%	28%	23%	22%	22%	23%	28%	21%	16%
Chips	29%	22%	29%	30%	29%	24%	27%	27%	18%	17%	25%
Crisps	44%	26%	37%	40%	35%	36%	33%	37%	32%	29%	37%
Cigarettes or Vaping	58%	56%	65%	42%	50%	51%	52%	61%	46%	52%	62%
Tea	38%	34%	32%	26%	32%	28%	28%	34%	30%	35%	32%
Coffee	29%	36%	26%	47%	28%	30%	34%	37%	22%	24%	30%
Social media	35%	36%	37%	33%	42%	36%	38%	41%	28%	38%	28%
Your spouse	10%	12%	10%	9%	8%	3%	13%	5%	8%	7%	7%
None of the above - wouldn't give up any of these for one million pounds	4%	7%	5%	9%	4%	3%	4%	5%	6%	5%	1%
Don't know	9%	9%	8%	7%	13%	12%	12%	14%	14%	5%	11%



What would you be prepared to give up, forever, in exchange for one million pounds? (Age)						
	18-29	30-39	40-54	55-64	65-74	75+
Alcohol	42%	51%	47%	36%	31%	28%
Chocolate	20%	26%	26%	21%	21%	14%
Chips	26%	33%	30%	24%	18%	18%
Crisps	33%	37%	41%	34%	27%	28%
Cigarettes or Vaping	55%	61%	58%	56%	47%	49%
Tea	36%	45%	36%	25%	21%	18%
Coffee	34%	37%	36%	30%	21%	15%
Social media	34%	45%	39%	36%	33%	24%
Your spouse	11%	6%	14%	7%	5%	7%
None of the above - wouldn't give up any of these for one million pounds	2%	2%	3%	2%	12%	13%
Don't know	15%	11%	8%	9%	9%	14%