

## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 1  
**Q1. Taking everything into consideration how satisfied or dissatisfied are you with your life overall at the moment?**  
Base: All respondents

|                                    | Gender  |          | Age        |                  |                  |                  |                     | Social Grade     |                  |                     |                   | Working Status   |                   |                   |                        |                        | Tenure              |                             |                     |                     |                    |                      |                     |                         |                  |                         |                    |                   |               |
|------------------------------------|---------|----------|------------|------------------|------------------|------------------|---------------------|------------------|------------------|---------------------|-------------------|------------------|-------------------|-------------------|------------------------|------------------------|---------------------|-----------------------------|---------------------|---------------------|--------------------|----------------------|---------------------|-------------------------|------------------|-------------------------|--------------------|-------------------|---------------|
|                                    | Total   | Male (a) | Female (b) | 18-29 (c)        | 30-49 (d)        | 50-64 (e)        | 65+ (f)             | 18-34 (g)        | 35-64 (h)        | 55+ Not Retired (i) | AB (j)            | C1 (k)           | C2 (l)            | DE (m)            | Full time employed (n) | Part time employed (o) | Unemployed (p)      | Not working but seeking (q) | State pension (r)   | Private pension (s) | House person (t)   | NET: Home-owners (u) | Owned outright (v)  | Owned with mortgage (w) | NET: Renters (x) | Rented from council (y) | Rented from HA (z) | Other Rent (A)    | Rent free (B) |
| Unweighted base                    | 1215    | 577      | 638        | 165              | 385              | 327              | 338                 | 253              | 624              | 194                 | 381               | 326              | 192               | 316               | 390                    | 226                    | 83                  | 45                          | 96                  | 258                 | 117                | 809                  | 499                 | 310                     | 387              | 97                      | 112                | 178               | 19            |
| Weighted base                      | 1215    | 509      | 706        | 81               | 293              | 362              | 480                 | 131              | 605              | 226                 | 430               | 317              | 165               | 304               | 414                    | 178                    | 46*                 | 49*                         | 185*                | 299                 | 44*                | 878                  | 544                 | 334                     | 310              | 97*                     | 84*                | 129               | 27**          |
| Very satisfied                     | (5) 174 | 67       | 107        | 9                | 21               | 55               | 88                  | 14               | 72               | 34                  | 64                | 38               | 31                | 41                | 50                     | 17                     | 7                   | 5                           | 30                  | 62                  | 4                  | 148                  | 115                 | 33                      | 26               | 13                      | 8                  | 6                 | -             |
|                                    | 14%     | 13%      | 15%        | 12%              | 7%               | 15% <sup>d</sup> | 18% <sup>dgh</sup>  | 11%              | 12%              | 15%                 | 15%               | 12%              | 19%               | 13%               | 12%                    | 9%                     | 15%                 | 10%                         | 16%                 | 21% <sup>mns</sup>  | 8%                 | 17% <sup>w</sup>     | 21% <sup>vyz</sup>  | 10%                     | 8%               | 13% <sup>z</sup>        | 9%                 | 4%                | -             |
| Fairly satisfied                   | (4) 619 | 272      | 347        | 40               | 145              | 159              | 274                 | 64               | 280              | 101                 | 242               | 171              | 84                | 122               | 198                    | 101                    | 14                  | 14                          | 104                 | 169                 | 19                 | 463                  | 285                 | 178                     | 142              | 47                      | 38                 | 57                | 13            |
|                                    | 51%     | 53%      | 49%        | 50%              | 50%              | 44%              | 57% <sup>eh</sup>   | 49%              | 46%              | 45%                 | 56% <sup>l</sup>  | 54% <sup>l</sup> | 51%               | 40%               | 48% <sup>op</sup>      | 57% <sup>op</sup>      | 31%                 | 28%                         | 56% <sup>op</sup>   | 56% <sup>ops</sup>  | 44%                | 53%                  | 52%                 | 53%                     | 46%              | 48%                     | 46%                | 44%               | 49%           |
| Neither satisfied nor dissatisfied | (3) 198 | 73       | 126        | 17               | 51               | 60               | 70                  | 26               | 102              | 35                  | 59                | 45               | 24                | 70                | 77                     | 28                     | 7                   | 8                           | 35                  | 36                  | 8                  | 136                  | 75                  | 61                      | 56               | 10                      | 18                 | 28                | 6             |
|                                    | 16%     | 14%      | 18%        | 22%              | 17%              | 16%              | 15%                 | 20%              | 17%              | 16%                 | 14%               | 14%              | 15%               | 23% <sup>ij</sup> | 19% <sup>r</sup>       | 16%                    | 14%                 | 16%                         | 19%                 | 12%                 | 19%                | 16%                  | 14%                 | 18%                     | 18%              | 10%                     | 21%                | 21% <sup>u</sup>  | 22%           |
| Fairly dissatisfied                | (2) 166 | 67       | 99         | 9                | 54               | 65               | 38                  | 21               | 107              | 43                  | 48                | 49               | 18                | 51                | 65                     | 28                     | 8                   | 16                          | 14                  | 23                  | 11                 | 100                  | 57                  | 44                      | 62               | 22                      | 12                 | 27                | 5             |
|                                    | 14%     | 13%      | 14%        | 12%              | 18% <sup>f</sup> | 18% <sup>f</sup> | 8%                  | 16% <sup>f</sup> | 18% <sup>f</sup> | 19%                 | 11%               | 15%              | 11%               | 17%               | 16% <sup>r</sup>       | 16% <sup>r</sup>       | 19% <sup>qr</sup>   | 33% <sup>mnqr</sup>         | 8%                  | 8%                  | 24% <sup>qr</sup>  | 11%                  | 10%                 | 13%                     | 20% <sup>t</sup> | 23% <sup>u</sup>        | 15%                | 21% <sup>u</sup>  | 17%           |
| Very dissatisfied                  | (1) 55  | 27       | 27         | 4                | 18               | 23               | 9                   | 5                | 41               | 13                  | 16                | 14               | 5                 | 19                | 22                     | 4                      | 10                  | 6                           | 1                   | 9                   | 2                  | 28                   | 12                  | 16                      | 24               | 5                       | 8                  | 11                | 3             |
|                                    | 4%      | 5%       | 4%         | 5% <sup>f</sup>  | 6% <sup>f</sup>  | 6% <sup>f</sup>  | 2%                  | 3%               | 7% <sup>f</sup>  | 6%                  | 4%                | 4%               | 3%                | 6%                | 5% <sup>q</sup>        | 2%                     | 22% <sup>mnqr</sup> | 13% <sup>nqr</sup>          | 1%                  | 3%                  | 5% <sup>q</sup>    | 3%                   | 2%                  | 5%                      | 8% <sup>t</sup>  | 5%                      | 9% <sup>u</sup>    | 9% <sup>u</sup>   | 12%           |
| NET: Satisfied                     | 793     | 339      | 454        | 50               | 167              | 214              | 362                 | 79               | 352              | 135                 | 306               | 210              | 114               | 163               | 248                    | 118                    | 21                  | 19                          | 134                 | 231                 | 23                 | 611                  | 400                 | 211                     | 169              | 60                      | 46                 | 63                | 13            |
|                                    | 65%     | 67%      | 64%        | 61%              | 57%              | 59%              | 76% <sup>cd</sup>   | 60%              | 58%              | 60%                 | 71% <sup>l</sup>  | 66% <sup>l</sup> | 69% <sup>l</sup>  | 54%               | 60% <sup>op</sup>      | 66% <sup>ops</sup>     | 45%                 | 38%                         | 73% <sup>mops</sup> | 77% <sup>mnop</sup> | 52%                | 70% <sup>w</sup>     | 74% <sup>vyz</sup>  | 63% <sup>z</sup>        | 54%              | 62%                     | 55%                | 49%               | 49%           |
| NET: Dissatisfied                  | 221     | 95       | 126        | 14               | 72               | 88               | 47                  | 26               | 148              | 56                  | 64                | 63               | 24                | 70                | 87                     | 33                     | 18                  | 22                          | 15                  | 33                  | 13                 | 128                  | 68                  | 59                      | 85               | 27                      | 20                 | 38                | 8             |
|                                    | 18%     | 19%      | 18%        | 17% <sup>f</sup> | 25% <sup>f</sup> | 24% <sup>f</sup> | 10%                 | 20% <sup>f</sup> | 24% <sup>f</sup> | 25%                 | 15%               | 20%              | 14%               | 23% <sup>i</sup>  | 21% <sup>qr</sup>      | 18% <sup>qr</sup>      | 40% <sup>mnqr</sup> | 46% <sup>mnqr</sup>         | 8%                  | 11%                 | 30% <sup>nqr</sup> | 15%                  | 13%                 | 18%                     | 28% <sup>t</sup> | 28% <sup>u</sup>        | 24% <sup>u</sup>   | 30% <sup>uv</sup> | 29%           |
| Don't know                         | 3       | 3        | *          | -                | 3                | -                | -                   | *                | 3                | -                   | -                 | -                | 3                 | *                 | 3                      | -                      | -                   | -                           | -                   | -                   | -                  | 3                    | -                   | 3                       | *                | -                       | -                  | *                 | -             |
|                                    | *       | 1%       | *          | -                | 1%               | -                | -                   | *                | *                | -                   | -                 | -                | 2% <sup>i</sup>   | *                 | 1%                     | -                      | -                   | -                           | -                   | -                   | -                  | *                    | -                   | 1%                      | *                | -                       | -                  | *                 | -             |
| Mean                               | 3.57    | 3.56     | 3.58       | 3.51             | 3.34             | 3.44             | 3.82 <sup>cde</sup> | 3.48             | 3.39             | 3.45                | 3.67 <sup>i</sup> | 3.54             | 3.71 <sup>l</sup> | 3.38              | 3.46 <sup>op</sup>     | 3.55 <sup>ops</sup>    | 2.98                | 2.90                        | 3.80 <sup>mno</sup> | 3.84 <sup>mno</sup> | 3.26               | 3.69 <sup>w</sup>    | 3.80 <sup>vxy</sup> | 3.51 <sup>z</sup>       | 3.28             | 3.42                    | 3.31               | 3.15              | 3.07          |
| Standard deviation                 | 1.04    | 1.05     | 1.03       | 1.02             | 1.06             | 1.14             | 0.89                | 1.01             | 1.12             | 1.13                | 0.99              | 1.03             | 1.01              | 1.11              | 1.06                   | 0.95                   | 1.41                | 1.24                        | 0.82                | 0.95                | 1.09               | 0.99                 | 0.96                | 1.00                    | 1.11             | 1.13                    | 1.12               | 1.08              | 1.09          |
| Standard error                     | 0.03    | 0.04     | 0.04       | 0.08             | 0.05             | 0.06             | 0.05                | 0.06             | 0.04             | 0.08                | 0.05              | 0.06             | 0.07              | 0.06              | 0.05                   | 0.06                   | 0.15                | 0.19                        | 0.08                | 0.06                | 0.10               | 0.03                 | 0.04                | 0.06                    | 0.06             | 0.12                    | 0.11               | 0.08              | 0.25          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



**Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern**  
**ONLINE Fieldwork : January to December 2018**

Absolutes/col percents

Table 2  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-Summary**  
**Base: All respondents**

| Q2 Summary                             |   |   |                                   |                               |   |   |                              |                                   |                              |                                    |   |                                     |
|--|---|---|-----------------------------------|-------------------------------|---|---|------------------------------|-----------------------------------|------------------------------|------------------------------------|---|-------------------------------------|
|  | The income of your household (including total salary and any benefits received) (a) | Your house / flat (i.e. where you currently live) (b) | Your husband / wife / partner (c) | Your job (d)                  | The amount of leisure time you have (e) | The way you spend your leisure time (f) | Your social life (g)         | Your local community (h)          | Your health (i)              | Direction of the UK as a whole (j) | Your household's standard of living (k) | Your household level of savings (l) |
| Unweighted base                        | 1215  | 1215  | 1215                              | 1215                          | 1215                                    | 1215                                    | 1215                         | 1215                              | 1215                         | 1215                               | 1215                                    | 1215                                |
| Weighted base                          | 1215  | 1215  | 1215                              | 1215                          | 1215                                    | 1215                                    | 1215                         | 1215                              | 1215                         | 1215                               | 1215                                    | 1215                                |
| Base (exl NA for %)                    | 1210  | 1215  | 881                               | 628                           | 1203                                    | 1211                                    | 1197                         | 1210                              | 1215                         | 1215                               | 1214                                    | 1185                                |
| Very satisfied (5)                     | 133<br>11% <sub>j</sub>   | 446<br>37% <sub>adefghijkl</sub>                      | 564<br>64% <sub>abdefghijkl</sub> | 96<br>15% <sub>aj</sub>       | 467<br>39% <sub>adefghijkl</sub>        | 303<br>25% <sub>adghijl</sub>           | 204<br>17% <sub>ahjl</sub>   | 148<br>12% <sub>j</sub>           | 183<br>15% <sub>aj</sub>     | 13<br>1%                           | 269<br>22% <sub>adghijl</sub>           | 143<br>12% <sub>j</sub>             |
| Fairly satisfied (4)                   | 514<br>42% <sub>cejl</sub>  | 522<br>43% <sub>cejl</sub>                            | 201<br>23%                        | 284<br>45% <sub>cejl</sub>    | 422<br>35% <sub>cj</sub>                | 529<br>44% <sub>cejl</sub>              | 514<br>43% <sub>cejl</sub>   | 575<br>48% <sub>abceglj</sub>     | 571<br>47% <sub>acejl</sub>  | 292<br>24%                         | 607<br>50% <sub>abceglj</sub>           | 422<br>36% <sub>cj</sub>            |
| Neither satisfied nor dissatisfied (3) | 232<br>19% <sub>bcefk</sub>   | 103<br>8%   | 54<br>6%                          | 105<br>17% <sub>bce</sub>     | 149<br>12% <sub>bc</sub>                | 183<br>15% <sub>bc</sub>                | 233<br>19% <sub>bcefik</sub> | 313<br>26% <sub>abcdefgijkl</sub> | 191<br>16% <sub>bce</sub>    | 292<br>24% <sub>abcdefgijkl</sub>  | 164<br>14% <sub>bc</sub>                | 212<br>18% <sub>bcek</sub>          |
| Fairly dissatisfied (2)                | 202<br>17% <sub>bcdefhk</sub>   | 103<br>8% <sub>c</sub>                                | 28<br>3%                          | 78<br>12% <sub>bc</sub>       | 125<br>10% <sub>c</sub>                 | 143<br>12% <sub>bc</sub>                | 167<br>14% <sub>bceh</sub>   | 122<br>10% <sub>c</sub>           | 174<br>14% <sub>bcehk</sub>  | 361<br>30% <sub>abcdefghijkl</sub> | 134<br>11% <sub>bc</sub>                | 203<br>17% <sub>bcdefhk</sub>       |
| Very dissatisfied (1)                  | 127<br>11% <sub>bcdefghik</sub>   | 41<br>3%  | 28<br>3%                          | 46<br>7% <sub>bcefhk</sub>    | 38<br>3%                                | 50<br>4% <sub>h</sub>                   | 79<br>7% <sub>bcefhk</sub>   | 31<br>3%                          | 92<br>8% <sub>bcefhk</sub>   | 231<br>19% <sub>abcdefghik</sub>   | 38<br>3%                                | 199<br>17% <sub>abcdefghik</sub>    |
| NET: Satisfied                         | 647<br>53% <sub>jl</sub>  | 968<br>80% <sub>adefghijkl</sub>                      | 765<br>87% <sub>abdefghijkl</sub> | 381<br>61% <sub>ajl</sub>     | 889<br>74% <sub>adefghijl</sub>         | 832<br>69% <sub>adghijl</sub>           | 718<br>60% <sub>ajl</sub>    | 723<br>60% <sub>ajl</sub>         | 754<br>62% <sub>ajl</sub>    | 305<br>25%                         | 876<br>72% <sub>adefghijl</sub>         | 565<br>48% <sub>j</sub>             |
| NET: Dissatisfied                      | 329<br>27% <sub>bcdefghik</sub>   | 144<br>12% <sub>c</sub>                               | 55<br>6%                          | 125<br>20% <sub>bcehk</sub>   | 163<br>14% <sub>c</sub>                 | 194<br>16% <sub>bch</sub>               | 246<br>21% <sub>bcefhk</sub> | 153<br>13% <sub>c</sub>           | 267<br>22% <sub>bcefhk</sub> | 591<br>49% <sub>abcdefghikl</sub>  | 172<br>14% <sub>c</sub>                 | 402<br>34% <sub>abcdefghik</sub>    |
| Don't know                             | 2<br>*  | *   | 7<br>1% <sub>abfg</sub>           | 18<br>3% <sub>abcefgikl</sub> | 3<br>*                                  | 1<br>*                                  | -                            | 21<br>2% <sub>abefgikl</sub>      | 3<br>*                       | 27<br>2% <sub>abcefgikl</sub>      | 2<br>*                                  | 5<br>*                              |
| Not applicable                         | 5   | -   | 334<br>abefghijkl                 | 587<br>abcefgghijkl           | 12<br>bhijk                             | 4                                       | 18<br>abfhijk                | 5                                 | -                            | -                                  | 1                                       | 30<br>abefhijk                      |
| Mean                                   | 3.27 <sub>l</sub>   | 4.01 <sub>adefghijkl</sub>                            | 4.43 <sub>abdefghijkl</sub>       | 3.50 <sub>ajl</sub>           | 3.96 <sub>adefghijkl</sub>              | 3.74 <sub>adghijl</sub>                 | 3.50 <sub>ajl</sub>          | 3.58 <sub>ajl</sub>               | 3.48 <sub>ajl</sub>          | 2.58                               | 3.77 <sub>adghijl</sub>                 | 3.09 <sub>j</sub>                   |
| Standard deviation                     | 1.18  | 1.05  | 0.97                              | 1.13                          | 1.10                                    | 1.09                                    | 1.13                         | 0.92                              | 1.14                         | 1.09                               | 1.01                                    | 1.30                                |
| Standard error                         | 0.03  | 0.03  | 0.03                              | 0.04                          | 0.03                                    | 0.03                                    | 0.03                         | 0.03                              | 0.03                         | 0.03                               | 0.03                                    | 0.04                                |

Proportions/Mean: All Columns Tested (5% risk level)  
 Overlap formulae used.

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 3  
Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...  
-The income of your household (including total salary and any benefits received)  
Base: All respondents

|                                    | Gender         |             | Age        |             |                |             |                |            |             | Social Grade        |              |             |            | Working Status |                        |                        |                |                             | Tenure            |                     |                  |                      |                    |                         |                  |                          |                     |                |               |
|------------------------------------|----------------|-------------|------------|-------------|----------------|-------------|----------------|------------|-------------|---------------------|--------------|-------------|------------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                                    | Total          | Male (a)    | Female (b) | 18-29 (c)   | 30-49 (d)      | 50-64 (e)   | 65+ (f)        | 18-34 (g)  | 35-64 (h)   | 55+ Not Retired (i) | AB (j)       | C1 (k)      | C2 (l)     | DE (m)         | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base                    | 1215           | 577         | 638        | 165         | 385            | 327         | 338            | 253        | 624         | 194                 | 381          | 326         | 192        | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base                      | 1215           | 509         | 706        | 81          | 293            | 362         | 480            | 131        | 605         | 226                 | 430          | 317         | 165        | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Base (excl NA for %)               | 1210           | 509         | 702        | 81          | 293            | 359         | 477            | 131        | 603         | 226                 | 430          | 317         | 165        | 299            | 414                    | 178                    | 46*            | 47*                         | 182*              | 299                 | 44*              | 875                  | 541                | 334                     | 310              | 97*                      | 84*                 | 129            | 25**          |
| Very satisfied                     | (5) 133<br>11% | 67<br>13%   | 66<br>9%   | 12<br>15%dh | 18<br>6%       | 30<br>8%    | 73<br>15%deh   | 14<br>10%  | 46<br>8%    | 25<br>11%           | 65<br>15%l   | 33<br>10%l  | 24<br>15%l | 11<br>4%       | 41<br>10%os            | 20<br>12%os            | 1<br>1%        | 2<br>5%                     | 21<br>12%o        | 46<br>15%os         | 1<br>3%          | 120<br>14%w          | 93<br>17%vxyz      | 27<br>8%                | 13<br>4%         | 2<br>2%                  | 4<br>5%             | 7<br>5%        | -             |
| Fairly satisfied                   | (4) 514<br>42% | 229<br>45%  | 285<br>41% | 29<br>36%   | 99<br>34%      | 149<br>42%  | 237<br>50%cdgh | 43<br>33%  | 234<br>39%  | 96<br>42%           | 209<br>49%l  | 134<br>42%  | 67<br>40%  | 105<br>35%     | 164<br>40%             | 69<br>39%              | 16<br>34%      | 11<br>24%                   | 72<br>40%         | 166<br>56%mnop      | 16<br>36%        | 389<br>44%w          | 263<br>49%vxy      | 125<br>38%              | 110<br>36%       | 32<br>33%                | 29<br>35%           | 50<br>38%      | 15<br>61%     |
| Neither satisfied nor dissatisfied | (3) 232<br>19% | 87<br>17%   | 145<br>21% | 16<br>20%   | 50<br>17%      | 61<br>17%   | 105<br>22%     | 26<br>20%  | 101<br>17%  | 34<br>15%           | 79<br>18%    | 51<br>16%   | 29<br>17%  | 73<br>24%j     | 63<br>15%              | 33<br>19%              | 8<br>18%       | 7<br>14%                    | 59<br>32%mnr      | 17%<br>17%          | 11<br>25%am      | 167<br>19%           | 100<br>20%         | 67<br>20%               | 62<br>20%        | 21<br>22%                | 21<br>25%           | 20<br>15%      | 3<br>13%      |
| Fairly dissatisfied                | (2) 202<br>17% | 88<br>17%   | 114<br>16% | 16<br>20%f  | 69<br>24%f     | 81<br>23%f  | 36<br>7%       | 33<br>25%f | 134<br>22%f | 48<br>21%           | 54<br>13%    | 58<br>18%   | 32<br>19%  | 58<br>19%      | 100<br>24%qr           | 37<br>21%qr            | 8<br>18%qr     | 10<br>21%qr                 | 13<br>7%          | 25<br>8%            | 9<br>21%qr       | 126<br>14%           | 49<br>9%           | 77<br>23%u              | 72<br>23%t       | 26<br>27%u               | 12<br>15%           | 34<br>26%u     | 4<br>15%      |
| Very dissatisfied                  | (1) 127<br>11% | 36<br>7%    | 91<br>13%a | 6<br>8%     | 56<br>19%cefg  | 39<br>11%f  | 26<br>5%       | 13<br>10%f | 88<br>15%f  | 23<br>10%           | 22<br>5%     | 40<br>13%i  | 13<br>8%   | 51<br>17%ik    | 46<br>11%r             | 17<br>10%r             | 12<br>26%mnqr  | 16<br>35%mnqrs              | 17<br>9%          | 12<br>4%            | 6<br>15%r        | 73<br>8%             | 35<br>6%           | 38<br>11%u              | 51<br>17%t       | 15<br>16%u               | 17<br>20%u          | 19<br>15%u     | 3<br>12%      |
| NET: Satisfied                     | 647<br>53%     | 297<br>58%b | 351<br>50% | 41<br>51%   | 117<br>40%     | 179<br>50%d | 310<br>65%cdgh | 57<br>44%  | 280<br>47%  | 121<br>54%          | 274<br>64%jl | 167<br>53%l | 91<br>55%l | 116<br>39%     | 206<br>50%p            | 90<br>50%p             | 16<br>36%      | 13<br>29%                   | 93<br>51%p        | 212<br>71%mnop      | 17<br>39%        | 509<br>58%w          | 356<br>66%vxyz     | 152<br>46%              | 124<br>40%       | 34<br>35%                | 33<br>40%           | 56<br>44%      | 15<br>61%     |
| NET: Dissatisfied                  | 329<br>27%     | 124<br>24%  | 205<br>29% | 22<br>28%f  | 126<br>43%cefg | 120<br>33%f | 62<br>13%      | 46<br>35%f | 222<br>37%f | 71<br>31%           | 77<br>18%    | 98<br>31%i  | 45<br>28%i | 109<br>36%i    | 146<br>35%qr           | 54<br>30%qr            | 20<br>45%qr    | 26<br>56%mnqr               | 30<br>16%         | 37<br>12%           | 16<br>36%qr      | 199<br>23%           | 84<br>16%          | 114<br>34%u             | 124<br>40%t      | 42<br>43%u               | 29<br>35%u          | 53<br>41%u     | 7<br>27%      |
| Don't know                         | 2<br>*         | 1<br>*      | 1<br>*     | 2<br>2%defh | 1<br>*         | -           | -              | 2<br>2%efh | -           | -                   | 1<br>*       | 1<br>*      | -          | 1<br>*         | -                      | 1<br>1%mr              | 1<br>1%        | -                           | -                 | -                   | -                | 1<br>*               | -                  | 1<br>*                  | -                | -                        | 1<br>1%u            | -              | -             |
| Not applicable                     | 5              | -           | 5          | -           | -              | 2           | 3              | -          | 2           | -                   | -            | -           | -          | 5i             | -                      | -                      | -              | 2mnr                        | 3                 | -                   | -                | 3                    | 3                  | -                       | -                | -                        | -                   | -              | 2             |
| Mean                               | 3.27           | 3.40b       | 3.17       | 3.31dh      | 2.84           | 3.14d       | 3.62cde<br>gh  | 3.09d      | 3.03d       | 3.23                | 3.56jl       | 3.19l       | 3.34l      | 2.89           | 3.13op                 | 3.22op                 | 2.65           | 2.43                        | 3.37ops           | 3.70mno<br>pq       | 2.91             | 3.41w<br>z           | 3.61vxy            | 3.08                    | 2.87             | 2.79                     | 2.90                | 2.93           | 3.23          |
| Standard deviation                 | 1.18           | 1.13        | 1.20       | 1.19        | 1.25           | 1.18        | 1.01           | 1.20       | 1.23        | 1.20                | 1.06         | 1.22        | 1.18       | 1.17           | 1.21                   | 1.19                   | 1.26           | 1.33                        | 1.08              | 0.96                | 1.14             | 1.14                 | 1.08               | 1.17                    | 1.19             | 1.13                     | 1.23                | 1.21           | 1.10          |
| Standard error                     | 0.03           | 0.05        | 0.05       | 0.09        | 0.06           | 0.07        | 0.05           | 0.08       | 0.05        | 0.09                | 0.05         | 0.07        | 0.09       | 0.07           | 0.06                   | 0.08                   | 0.14           | 0.20                        | 0.11              | 0.06                | 0.11             | 0.04                 | 0.05               | 0.07                    | 0.06             | 0.11                     | 0.12                | 0.09           | 0.26          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 4  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-Your house / flat (i.e. where you currently live)**  
**Base: All respondents**

|                                    | Gender |          | Age        |           |                  |                  |                    |                     |                  | Social Grade        |        |                   |        | Working Status   |                        |                        |                   |                             | Tenure            |                     |                     |                      |                     |                         |                     |                         |                    |                  |                   |      |
|------------------------------------|--------|----------|------------|-----------|------------------|------------------|--------------------|---------------------|------------------|---------------------|--------|-------------------|--------|------------------|------------------------|------------------------|-------------------|-----------------------------|-------------------|---------------------|---------------------|----------------------|---------------------|-------------------------|---------------------|-------------------------|--------------------|------------------|-------------------|------|
|                                    | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d)        | 50-64 (e)        | 65+ (f)            | 18-34 (g)           | 35-64 (h)        | 55+ Not Retired (i) | AB (j) | C1 (k)            | C2 (l) | DE (m)           | Full time employed (n) | Part time employed (o) | Unemployed (p)    | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t)    | NET: Home-owners (u) | Owned outright (v)  | Owned with mortgage (w) | NET: Renters (x)    | Rented from council (y) | Rented from HA (z) | Other Rent (A)   | Rent free (B)     |      |
| Unweighted base                    | 1215   | 577      | 638        | 165       | 385              | 327              | 338                | 253                 | 624              | 194                 | 381    | 326               | 192    | 316              | 390                    | 226                    | 83                | 45                          | 96                | 258                 | 117                 | 809                  | 499                 | 310                     | 387                 | 97                      | 112                | 178              | 19                |      |
| Weighted base                      | 1215   | 509      | 706        | 81        | 293              | 362              | 480                | 131                 | 605              | 226                 | 430    | 317               | 165    | 304              | 414                    | 178                    | 46*               | 49*                         | 185*              | 299                 | 44*                 | 878                  | 544                 | 334                     | 310                 | 97*                     | 84*                | 129              | 27**              |      |
| Base (excl NA for %)               | 1215   | 509      | 706        | 81        | 293              | 362              | 480                | 131                 | 605              | 226                 | 430    | 317               | 165    | 304              | 414                    | 178                    | 46*               | 49*                         | 185*              | 299                 | 44*                 | 878                  | 544                 | 334                     | 310                 | 97*                     | 84*                | 129              | 27**              |      |
| Very satisfied                     | (5)    | 446      | 179        | 267       | 23               | 66               | 134                | 223                 | 37               | 187                 | 79     | 180               | 110    | 67               | 89                     | 127                    | 56                | 13                          | 11                | 81                  | 145                 | 14                   | 373                 | 249                     | 125                 | 64                      | 25                 | 17               | 21                | 9    |
|                                    |        | 37%      | 35%        | 38%       | 29%              | 23%              | 37% <sub>d</sub>   | 46% <sub>cdeg</sub> | 28%              | 31% <sub>d</sub>    | 35%    | 42% <sub>l</sub>  | 35%    | 40% <sub>l</sub> | 29%                    | 31%                    | 28%               | 21%                         | 44% <sub>mp</sub> | 48% <sub>mnop</sub> | 32%                 | 43% <sub>w</sub>     | 46% <sub>vxyz</sub> | 37% <sub>yz</sub>       | 21%                 | 26%                     | 21%                | 17%              | 32%               |      |
| Fairly satisfied                   | (4)    | 522      | 228        | 293       | 30               | 142              | 147                | 203                 | 53               | 266                 | 89     | 172               | 143    | 65               | 142                    | 179                    | 77                | 19                          | 22                | 89                  | 117                 | 19                   | 371                 | 230                     | 141                 | 139                     | 39                 | 41               | 59                | 12   |
|                                    |        | 43%      | 45%        | 42%       | 38%              | 48%              | 41%                | 42%                 | 41%              | 44%                 | 39%    | 40%               | 45%    | 40%              | 47%                    | 43%                    | 43%               | 41%                         | 44%               | 48%                 | 39%                 | 43%                  | 42%                 | 42%                     | 45%                 | 40%                     | 49%                | 46%              | 46%               |      |
| Neither satisfied nor dissatisfied | (3)    | 103      | 47         | 55        | 13               | 35               | 32                 | 23                  | 19               | 61                  | 21     | 41                | 21     | 13               | 28                     | 44                     | 18                | 5                           | 6                 | 5                   | 19                  | 6                    | 56                  | 27                      | 30                  | 45                      | 15                 | 13               | 16                | 2    |
|                                    |        | 8%       | 9%         | 8%        | 15% <sub>f</sub> | 12% <sub>f</sub> | 9%                 | 5%                  | 14% <sub>f</sub> | 10% <sub>f</sub>    | 9%     | 9%                | 6%     | 8%               | 9%                     | 11% <sub>q</sub>       | 10% <sub>q</sub>  | 11% <sub>q</sub>            | 11% <sub>q</sub>  | 3%                  | 6%                  | 15% <sub>qr</sub>    | 6%                  | 5%                      | 9%                  | 14% <sub>t</sub>        | 15% <sub>u</sub>   | 16% <sub>u</sub> | 13% <sub>u</sub>  | 7%   |
| Fairly dissatisfied                | (2)    | 103      | 41         | 62        | 10               | 36               | 34                 | 23                  | 16               | 64                  | 23     | 27                | 30     | 17               | 28                     | 44                     | 20                | 5                           | 8                 | 8                   | 14                  | 3                    | 63                  | 31                      | 32                  | 36                      | 9                  | 8                | 19                | 3    |
|                                    |        | 8%       | 8%         | 9%        | 13% <sub>f</sub> | 12% <sub>f</sub> | 9% <sub>f</sub>    | 5%                  | 12% <sub>f</sub> | 11% <sub>f</sub>    | 10%    | 6%                | 10%    | 10%              | 9%                     | 11% <sub>r</sub>       | 11% <sub>qr</sub> | 12% <sub>r</sub>            | 16% <sub>qr</sub> | 4%                  | 5%                  | 7%                   | 7%                  | 6%                      | 10%                 | 12% <sub>t</sub>        | 9%                 | 10%              | 15% <sub>u</sub>  | 12%  |
| Very dissatisfied                  | (1)    | 41       | 13         | 29        | 4                | 14               | 14                 | 9                   | 6                | 27                  | 14     | 10                | 13     | 3                | 16                     | 20                     | 7                 | 3                           | 3                 | 3                   | 4                   | 1                    | 14                  | 7                       | 7                   | 26                      | 9                  | 4                | 13                | 1    |
|                                    |        | 3%       | 3%         | 4%        | 5%               | 5% <sub>f</sub>  | 4%                 | 2%                  | 5%               | 4%                  | 6%     | 2%                | 4%     | 2%               | 5%                     | 5% <sub>r</sub>        | 4%                | 7% <sub>qr</sub>            | 7% <sub>r</sub>   | 2%                  | 1%                  | 3%                   | 2%                  | 1%                      | 2%                  | 8% <sub>t</sub>         | 10% <sub>uv</sub>  | 5%               | 10% <sub>uv</sub> | 3%   |
| NET: Satisfied                     |        | 968      | 407        | 560       | 53               | 208              | 281                | 425                 | 90               | 453                 | 168    | 352               | 253    | 132              | 231                    | 306                    | 133               | 32                          | 32                | 169                 | 262                 | 33                   | 744                 | 478                     | 266                 | 203                     | 64                 | 58               | 80                | 21   |
|                                    |        | 80%      | 80%        | 79%       | 66%              | 71%              | 78% <sub>cgh</sub> | 89% <sub>cdeg</sub> | 69%              | 75%                 | 74%    | 82%               | 80%    | 80%              | 76%                    | 74%                    | 75%               | 69%                         | 66%               | 92% <sub>mnp</sub>  | 88% <sub>mnp</sub>  | 75%                  | 85% <sub>w</sub>    | 88% <sub>vxyz</sub>     | 80% <sub>xz</sub>   | 65%                     | 66%                | 70%              | 62%               | 78%  |
| NET: Dissatisfied                  |        | 144      | 54         | 90        | 14               | 50               | 48                 | 32                  | 22               | 91                  | 37     | 37                | 43     | 20               | 44                     | 64                     | 27                | 9                           | 11                | 11                  | 18                  | 5                    | 77                  | 38                      | 39                  | 62                      | 18                 | 12               | 32                | 4    |
|                                    |        | 12%      | 11%        | 13%       | 18% <sub>f</sub> | 17% <sub>f</sub> | 13% <sub>f</sub>   | 7%                  | 17% <sub>f</sub> | 15% <sub>f</sub>    | 16%    | 9%                | 14%    | 12%              | 15% <sub>i</sub>       | 15% <sub>qr</sub>      | 15% <sub>qr</sub> | 19% <sub>qr</sub>           | 23% <sub>qr</sub> | 6%                  | 6%                  | 11%                  | 9%                  | 7%                      | 12%                 | 20% <sub>t</sub>        | 18% <sub>u</sub>   | 15% <sub>u</sub> | 25% <sub>uv</sub> | 16%  |
| Don't know                         |        | .        | .          | .         | .                | .                | .                  | .                   | .                | .                   | .      | .                 | .      | .                | .                      | .                      | 1% <sub>m</sub>   | .                           | .                 | .                   | .                   | .                    | .                   | .                       | .                   | .                       | .                  | .                | .                 | .    |
| Not applicable                     |        | .        | .          | .         | .                | .                | .                  | .                   | .                | .                   | .      | .                 | .      | .                | .                      | .                      | .                 | .                           | .                 | .                   | .                   | .                    | .                   | .                       | .                   | .                       | .                  | .                | .                 | .    |
| Mean                               |        | 4.01     | 4.02       | 4.00      | 3.72             | 3.72             | 3.98 <sub>dg</sub> | 4.27 <sub>cde</sub> | 3.75             | 3.86                | 3.87   | 4.13 <sub>l</sub> | 3.97   | 4.07             | 3.86                   | 3.85                   | 3.87              | 3.72                        | 3.58              | 4.28 <sub>mno</sub> | 4.29 <sub>mno</sub> | 3.93                 | 4.17 <sub>w</sub>   | 4.25 <sub>vxy</sub>     | 4.03 <sub>xyz</sub> | 3.57                    | 3.64               | 3.71             | 3.44              | 3.90 |
| Standard deviation                 |        | 1.05     | 1.00       | 1.08      | 1.17             | 1.09             | 1.09               | 0.89                | 1.13             | 1.10                | 1.18   | 1.08              | 1.03   | 1.10             | 1.12                   | 1.10                   | 1.22              | 1.19                        | 0.84              | 0.88                | 1.03                | 0.95                 | 0.89                | 1.02                    | 1.19                | 1.23                    | 1.06               | 1.22             | 1.11              |      |
| Standard error                     |        | 0.03     | 0.04       | 0.04      | 0.09             | 0.06             | 0.06               | 0.05                | 0.07             | 0.04                | 0.08   | 0.05              | 0.06   | 0.07             | 0.06                   | 0.06                   | 0.13              | 0.18                        | 0.09              | 0.05                | 0.10                | 0.03                 | 0.04                | 0.06                    | 0.06                | 0.13                    | 0.10               | 0.09             | 0.25              |      |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 5  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-Your husband / wife / partner**  
**Base: All respondents**

|  | Gender |          | Age        |           |           |           |         | Social Grade |           |                     |        | Working Status |        |        |                        |                        | Tenure         |                             |                   |                     |                  |                      |                    |                         |                  |                          |                     |                |               |
|--|--------|----------|------------|-----------|-----------|-----------|---------|--------------|-----------|---------------------|--------|----------------|--------|--------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|  | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g)    | 35-64 (h) | 55+ Not Retired (i) | AB (j) | C1 (k)         | C2 (l) | DE (m) | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base                        | 1215   | 577      | 638        | 165       | 385       | 327       | 338     | 253          | 624       | 194                 | 381    | 326            | 192    | 316    | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base                          | 1215   | 509      | 706        | 81        | 293       | 362       | 480     | 131          | 605       | 226                 | 430    | 317            | 165    | 304    | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Base (exl NA for %)                    | 881    | 406      | 475        | 60*       | 219       | 263       | 339     | 100          | 442       | 165*                | 342    | 209            | 137    | 194    | 319                    | 132                    | 22**           | 27**                        | 126*              | 217                 | 38*              | 685                  | 400                | 285                     | 188              | 53*                      | 52*                 | 83*            | 8**           |
| Very satisfied (5)                     | 564    | 267      | 297        | 34        | 117       | 176       | 238     | 54           | 272       | 107                 | 215    | 129            | 97     | 122    | 190                    | 76                     | 15             | 16                          | 90                | 156                 | 22               | 456                  | 271                | 185                     | 103              | 32                       | 24                  | 48             | 5             |
| Fairly satisfied (4)                   | 201    | 86       | 115        | 14        | 61        | 50        | 75      | 24           | 102       | 34                  | 82     | 61             | 25     | 33     | 76                     | 37                     | 5              | 4                           | 23                | 48                  | 8                | 149                  | 90                 | 59                      | 49               | 12                       | 16                  | 21             | 3             |
| Neither satisfied nor dissatisfied (3) | 54     | 24       | 30         | 7         | 20        | 14        | 12      | 11           | 31        | 7                   | 20     | 10             | 4      | 20     | 24                     | 9                      | 1              | 3                           | 5                 | 9                   | 3                | 40                   | 18                 | 22                      | 14               | 5                        | 2                   | 6              | -             |
| Fairly dissatisfied (2)                | 28     | 9        | 19         | 3         | 9         | 9         | 6       | 5            | 16        | 9                   | 9      | 5              | 7      | 6      | 12                     | 8                      | 1              | -                           | 3                 | 1                   | 3                | 18                   | 9                  | 8                       | 10               | 2                        | 3                   | 5              | -             |
| Very dissatisfied (1)                  | 28     | 18       | 10         | 1         | 10        | 12        | 4       | 4            | 19        | 6                   | 13     | 4              | 2      | 9      | 16                     | 2                      | 1              | 1                           | 5                 | 1                   | 1                | 18                   | 8                  | 10                      | 10               | 3                        | 4                   | 3              | -             |
| NET: Satisfied                         | 765    | 353      | 412        | 48        | 179       | 226       | 313     | 78           | 374       | 141                 | 297    | 190            | 122    | 156    | 267                    | 113                    | 19             | 20                          | 113               | 204                 | 30               | 605                  | 361                | 244                     | 152              | 44                       | 40                  | 69             | 8             |
| NET: Dissatisfied                      | 55     | 27       | 28         | 5         | 19        | 21        | 10      | 9            | 36        | 16                  | 22     | 9              | 9      | 16     | 28                     | 11                     | 2              | 1                           | 8                 | 2                   | 4                | 36                   | 17                 | 18                      | 20               | 5                        | 7                   | 8              | -             |
| Don't know                             | 7      | 3        | 4          | *         | 1         | 2         | 4       | 2            | 2         | 3                   | -      | 1              | 3      | 1      | -                      | *                      | 2              | 1                           | 3                 | -                   | 5                | 4                    | 1                  | 2                       | -                | 2                        | -                   | -              | -             |
| Not applicable                         | 334    | 102      | 231a       | 21        | 74        | 99        | 140     | 31           | 163       | 62                  | 88     | 108ik          | 28     | 110ik  | 95s                    | 46s                    | 23             | 22                          | 58ms              | 82s                 | 6                | 193                  | 143v               | 49                      | 122t             | 44uvz                    | 32uv                | 46uv           | 19            |
| Mean                                   | 4.43   | 4.43     | 4.43       | 4.26      | 4.22      | 4.41      | 4.60cdg | 4.22         | 4.34      | 4.38                | 4.41   | 4.47           | 4.54   | 4.32   | 4.30                   | 4.33                   | 4.46           | 4.37                        | 4.51              | 4.66mns             | 4.25             | 4.48w                | 4.53yz             | 4.41y                   | 4.22             | 4.27                     | 4.05                | 4.29           | 4.63          |
| Standard deviation                     | 0.97   | 1.01     | 0.93       | 1.04      | 1.08      | 1.05      | 0.76    | 1.09         | 1.06      | 0.98                | 0.84   | 0.91           | 1.10   | 1.09   | 0.97                   | 0.98                   | 1.05           | 0.99                        | 0.61              | 1.14                | 0.92             | 0.85                 | 1.00               | 1.13                    | 1.12             | 1.26                     | 1.05                | 0.52           |               |
| Standard error                         | 0.03   | 0.05     | 0.04       | 0.10      | 0.06      | 0.07      | 0.05    | 0.08         | 0.05      | 0.06                | 0.06   | 0.07           | 0.08   | 0.06   | 0.08                   | 0.16                   | 0.21           | 0.12                        | 0.04              | 0.11                | 0.04             | 0.05                 | 0.06               | 0.07                    | 0.14             | 0.15                     | 0.10                | 0.21           |               |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 6  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-Your job**  
**Base: All respondents**

|  | Gender     |            | Age              |                        |                        |                        |                            |                        |                        | Social Grade        |                         |                         |                        | Working Status       |                        |                        |                |                             |                   | Tenure              |                  |                      |                         |                         |                        |                         |                        |                        |               |          |
|--|------------|------------|------------------|------------------------|------------------------|------------------------|----------------------------|------------------------|------------------------|---------------------|-------------------------|-------------------------|------------------------|----------------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|-------------------------|-------------------------|------------------------|-------------------------|------------------------|------------------------|---------------|----------|
|  | Total      | Male (a)   | Female (b)       | 18-29 (c)              | 30-49 (d)              | 50-64 (e)              | 65+ (f)                    | 18-34 (g)              | 35-64 (h)              | 55+ Not Retired (i) | AB (j)                  | C1 (k)                  | C2 (l)                 | DE (m)               | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v)      | Owned with mortgage (w) | NET: Renters (x)       | Rented from council (y) | Rented from HA (z)     | Other Rent (A)         | Rent free (A) |          |
| Unweighted base                        | 1215       | 577        | 638              | 165                    | 385                    | 327                    | 338                        | 253                    | 624                    | 194                 | 381                     | 326                     | 192                    | 316                  | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                     | 310                     | 387                    | 97                      | 112                    | 178                    | 19            |          |
| Weighted base                          | 1215       | 509        | 706              | 81                     | 293                    | 362                    | 480                        | 131                    | 605                    | 226                 | 430                     | 317                     | 165                    | 304                  | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                     | 334                     | 310                    | 97*                     | 84*                    | 129                    | 27**          |          |
| Base (excl NA for %)                   | 628        | 293        | 336              | 66*                    | 246                    | 253                    | 63*                        | 111                    | 454                    | 182                 | 241                     | 198                     | 96*                    | 93*                  | 413                    | 176                    | 6**            | 6**                         | 10**              | 13**                | 5**              | 441                  | 172                     | 269                     | 175                    | 45**                    | 45*                    | 85*                    | 12**          |          |
| Very satisfied (5)                     | 96<br>15%  | 44<br>15%  | 53<br>16%        | 11<br>16%              | 31<br>13%              | 37<br>15%              | 17<br>27% <sup>dh</sup>    | 17<br>15%              | 62<br>14%              | 36<br>20%           | 33<br>14%               | 31<br>16%               | 18<br>19%              | 13<br>14%            | 63<br>15%              | 29<br>16%              | 1<br>14%       | -                           | 2<br>19%          | 1<br>6%             | *                | 76<br>17%            | 36<br>21%               | 39<br>15%               | 21<br>12%              | 1<br>2%                 | 7<br>16%               | 13<br>15%              | -             |          |
| Fairly satisfied (4)                   | 284<br>45% | 130<br>44% | 155<br>46%       | 31<br>47%              | 109<br>44%             | 120<br>47%             | 24<br>38%                  | 48<br>43%              | 212<br>47%             | 85<br>47%           | 121<br>50% <sup>l</sup> | 96<br>48% <sup>l</sup>  | 40<br>41%              | 28<br>30%            | 192<br>47%             | 87<br>50%              | 2<br>40%       | 1<br>9%                     | -                 | -                   | 2<br>42%         | 204<br>46%           | 77<br>45%               | 126<br>47% <sup>z</sup> | 76<br>44%              | 28<br>62%               | 20<br>44%              | 28<br>34%              | 4<br>36%      |          |
| Neither satisfied nor dissatisfied (3) | 105<br>17% | 50<br>17%  | 55<br>17%        | 10<br>15%              | 44<br>18%              | 45<br>18%              | 6<br>10%                   | 22<br>19%              | 77<br>17%              | 30<br>16%           | 39<br>16%               | 29<br>14%               | 15<br>15%              | 22<br>24%            | 63<br>15%              | 32<br>18%              | 1<br>21%       | *                           | 2<br>8%           | 4<br>21%            | 1<br>33%         | 69<br>16%            | 23<br>13%               | 46<br>17%               | 33<br>19%              | 10<br>22%               | 5<br>11%               | 18<br>22%              | 3<br>20%      |          |
| Fairly dissatisfied (2)                | 78<br>12%  | 40<br>14%  | 38<br>11%        | 8<br>12%               | 40<br>16% <sup>f</sup> | 28<br>11%              | 2<br>3%                    | 15<br>13%              | 62<br>14%              | 19<br>10%           | 29<br>12%               | 23<br>12%               | 14<br>14%              | 13<br>14%            | 57<br>14%              | 19<br>11%              | -              | -                           | -                 | 1<br>8%             | 1<br>13%         | 1<br>13%             | 56<br>13%               | 20<br>11%               | 36<br>14%              | 20<br>12%               | 2<br>4%                | 3<br>6%                | 16<br>19%     | 2<br>18% |
| Very dissatisfied (1)                  | 46<br>7%   | 24<br>8%   | 22<br>7%         | 6<br>9%                | 20<br>8%               | 19<br>8%               | 1<br>2%                    | 9<br>9%                | 36<br>8%               | 8<br>5%             | 14<br>6%                | 17<br>9%                | 4<br>4%                | 11<br>12%            | 36<br>9%               | 7<br>4%                | 1<br>20%       | 2<br>29%                    | -                 | 1<br>4%             | *                | 22<br>5%             | 5<br>3%                 | 17<br>6%                | 21<br>12% <sup>t</sup> | 5<br>10%                | 8<br>18% <sup>uv</sup> | 8<br>10% <sup>u</sup>  | 3<br>26%      |          |
| NET: Satisfied                         | 381<br>61% | 173<br>59% | 207<br>62%       | 42<br>64%              | 140<br>57%             | 157<br>62%             | 41<br>65%                  | 65<br>58%              | 274<br>60%             | 122<br>67%          | 155<br>64% <sup>l</sup> | 127<br>64% <sup>l</sup> | 58<br>60% <sup>l</sup> | 41<br>44%            | 256<br>62%             | 116<br>66%             | 3<br>54%       | 1<br>9%                     | 2<br>19%          | 1<br>6%             | 3<br>51%         | 279<br>63%           | 114<br>66% <sup>z</sup> | 165<br>61%              | 97<br>55%              | 29<br>64%               | 27<br>60%              | 41<br>48%              | 4<br>36%      |          |
| NET: Dissatisfied                      | 125<br>20% | 64<br>22%  | 61<br>18%        | 14<br>21% <sup>f</sup> | 60<br>25% <sup>f</sup> | 47<br>19% <sup>f</sup> | 3<br>5%                    | 24<br>22% <sup>f</sup> | 97<br>21% <sup>f</sup> | 27<br>15%           | 43<br>18%               | 40<br>18%               | 18<br>26%              | 24<br>23%            | 93<br>15%              | 26<br>20%              | 1<br>20%       | 2<br>29%                    | -                 | 2<br>13%            | 1<br>21%         | 78<br>18%            | 24<br>14%               | 54<br>20%               | 41<br>24%              | 6<br>14%                | 11<br>24%              | 25<br>29% <sup>u</sup> | 5<br>43%      |          |
| Don't know                             | 18<br>3%   | 6<br>2%    | 12<br>4%         | *<br>*                 | 1<br>1%                | 4<br>2%                | 12<br>19% <sup>cdegh</sup> | 1<br>1%                | 5<br>1%                | 4<br>2%             | 4<br>2%                 | 2<br>1%                 | 6<br>6% <sup>j</sup>   | 6<br>6% <sup>j</sup> | 1<br>*                 | 1<br>1%                | *<br>5%        | 3<br>54%                    | 6<br>60%          | 6<br>48%            | -                | 15<br>3%             | 11<br>6% <sup>v</sup>   | 4<br>2%                 | 3<br>2%                | -                       | 2<br>5%                | 1<br>1%                | -             |          |
| Not applicable                         | 587        | 216        | 371 <sup>a</sup> | 15                     | 47                     | 109 <sup>cdg</sup>     | 416                        | 19                     | 151 <sup>dg</sup>      | 44                  | 189 <sup>j</sup>        | 118                     | 69                     | 211                  | 1                      | 3                      | 40             | 43                          | 175               | 286                 | 39               | 437 <sup>w</sup>     | 372 <sup>v</sup>        | 65                      | 135                    | 52                      | 39 <sup>vz</sup>       | 44 <sup>v</sup>        | 15            |          |
| Mean                                   | 3.50       | 3.45       | 3.55             | 3.50                   | 3.37                   | 3.51                   | 4.06 <sup>cde</sup>        | 3.44                   | 3.45                   | 3.69                | 3.56 <sup>i</sup>       | 3.51                    | 3.61 <sup>i</sup>      | 3.21                 | 3.46                   | 3.64                   | 3.30           | 1.93                        | 3.94              | 2.89                | 3.32             | 3.60 <sup>w</sup>    | 3.75 <sup>z</sup>       | 3.50                    | 3.32                   | 3.43                    | 3.35                   | 3.25                   | 2.68          |          |
| Standard deviation                     | 1.13       | 1.16       | 1.11             | 1.18                   | 1.15                   | 1.11                   | 0.93                       | 1.16                   | 1.13                   | 1.06                | 1.06                    | 1.16                    | 1.10                   | 1.25                 | 1.17                   | 1.01                   | 1.47           | 1.59                        | 1.15              | 1.05                | 1.18             | 1.08                 | 1.04                    | 1.10                    | 1.20                   | 0.99                    | 1.37                   | 1.22                   | 1.26          |          |
| Standard error                         | 0.04       | 0.06       | 0.06             | 0.11                   | 0.07                   | 0.08                   | 0.15                       | 0.08                   | 0.06                   | 0.09                | 0.07                    | 0.08                    | 0.10                   | 0.12                 | 0.06                   | 0.07                   | 0.36           | 0.79                        | 0.82              | 0.40                | 0.27             | 0.05                 | 0.08                    | 0.07                    | 0.08                   | 0.14                    | 0.17                   | 0.11                   | 0.40          |          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 7  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-The amount of leisure time you have**  
**Base: All respondents**

|  | Gender     |                       | Age        |                        |                          |                          |                            |                         |                         | Social Grade        |            |            |                        | Working Status |                            |                           |                          |                             |                            | Tenure                    |                         |                         |                            |                         |                        |                          |                        |                         |               |
|--|------------|-----------------------|------------|------------------------|--------------------------|--------------------------|----------------------------|-------------------------|-------------------------|---------------------|------------|------------|------------------------|----------------|----------------------------|---------------------------|--------------------------|-----------------------------|----------------------------|---------------------------|-------------------------|-------------------------|----------------------------|-------------------------|------------------------|--------------------------|------------------------|-------------------------|---------------|
|  | Total      | Male (a)              | Female (b) | 18-29 (c)              | 30-49 (d)                | 50-64 (e)                | 65+ (f)                    | 18-34 (g)               | 35-64 (h)               | 55+ Not Retired (i) | AB (j)     | C1 (k)     | C2 (l)                 | DE (m)         | Full time employed (n)     | Part time employed (o)    | Unemployed (p)           | Not working but seeking (q) | State pension (r)          | Private pension (s)       | House person (t)        | NET: Home-owners (u)    | Owned outright (v)         | Owned with mortgage (w) | NET: Renters (x)       | Rent-ed from council (y) | Rent-ed from HA (z)    | Other Rent (A)          | Rent free (B) |
| Unweighted base                        | 1215       | 577                   | 638        | 165                    | 385                      | 327                      | 338                        | 253                     | 624                     | 194                 | 381        | 326        | 192                    | 316            | 390                        | 226                       | 83                       | 45                          | 96                         | 258                       | 117                     | 809                     | 499                        | 310                     | 387                    | 97                       | 112                    | 178                     | 19            |
| Weighted base                          | 1215       | 509                   | 706        | 81                     | 293                      | 362                      | 480                        | 131                     | 605                     | 226                 | 430        | 317        | 165                    | 304            | 414                        | 178                       | 46*                      | 49*                         | 185*                       | 299                       | 44*                     | 878                     | 544                        | 334                     | 310                    | 97*                      | 84*                    | 129                     | 27**          |
| Base (excl NA for %)                   | 1203       | 505                   | 698        | 81                     | 292                      | 356                      | 474                        | 131                     | 598                     | 221                 | 428        | 314        | 163                    | 297            | 414                        | 178                       | 42*                      | 46*                         | 185*                       | 293                       | 44*                     | 868                     | 534                        | 334                     | 308                    | 96*                      | 83*                    | 129                     | 27**          |
| Very satisfied (5)                     | 467<br>39% | 193<br>38%            | 274<br>39% | 17<br>20%              | 43<br>15%                | 104<br>29% <sup>dg</sup> | 304<br>64% <sup>cdeg</sup> | 23<br>18%               | 140<br>23% <sup>d</sup> | 66<br>30%           | 181<br>42% | 115<br>37% | 63<br>38%              | 108<br>36%     | 60<br>15%                  | 52<br>29% <sup>m</sup>    | 16<br>38% <sup>m</sup>   | 14<br>30% <sup>m</sup>      | 107<br>58% <sup>mnp</sup>  | 205<br>70% <sup>mnp</sup> | 13<br>30% <sup>m</sup>  | 370<br>43% <sup>w</sup> | 301<br>56% <sup>vxyz</sup> | 69<br>21%               | 88<br>29%              | 30<br>31%                | 24<br>30%              | 34<br>27%               | 9<br>33%      |
| Fairly satisfied (4)                   | 422<br>35% | 182<br>36%            | 240<br>34% | 37<br>46% <sup>f</sup> | 114<br>39% <sup>f</sup>  | 149<br>42% <sup>f</sup>  | 122<br>26%                 | 54<br>41% <sup>f</sup>  | 245<br>41% <sup>f</sup> | 87<br>39%           | 147<br>34% | 112<br>36% | 53<br>33%              | 109<br>37%     | 175<br>42% <sup>oqr</sup>  | 90<br>50% <sup>oqrs</sup> | 10<br>25%                | 16<br>34%                   | 54<br>29%                  | 63<br>21%                 | 14<br>31%               | 307<br>35%              | 168<br>31%                 | 139<br>42% <sup>u</sup> | 109<br>35%             | 37<br>38%                | 28<br>34%              | 43<br>33%               | 6<br>22%      |
| Neither satisfied nor dissatisfied (3) | 149<br>12% | 59<br>12%             | 90<br>13%  | 11<br>13% <sup>f</sup> | 52<br>18% <sup>f</sup>   | 54<br>15% <sup>f</sup>   | 32<br>7%                   | 20<br>16% <sup>f</sup>  | 96<br>16% <sup>f</sup>  | 31<br>14%           | 46<br>11%  | 47<br>15%  | 15<br>9%               | 41<br>14%      | 70<br>17% <sup>r</sup>     | 19<br>10%                 | 11<br>25% <sup>nqr</sup> | 8<br>17% <sup>r</sup>       | 17<br>9%                   | 16<br>5%                  | 9<br>20% <sup>nqr</sup> | 85<br>10%               | 35<br>7%                   | 50<br>15% <sup>u</sup>  | 59<br>19% <sup>t</sup> | 16<br>16% <sup>u</sup>   | 19<br>22% <sup>u</sup> | 25<br>19% <sup>u</sup>  | 5<br>20%      |
| Fairly dissatisfied (2)                | 125<br>10% | 46<br>9%              | 79<br>11%  | 12<br>15% <sup>f</sup> | 59<br>20% <sup>ef</sup>  | 40<br>11% <sup>f</sup>   | 14<br>3%                   | 23<br>18% <sup>f</sup>  | 88<br>15% <sup>f</sup>  | 32<br>14%           | 45<br>10%  | 34<br>11%  | 21<br>13%              | 25<br>9%       | 82<br>20% <sup>noqr</sup>  | 14<br>8% <sup>r</sup>     | 3<br>7%                  | 6<br>13% <sup>qr</sup>      | 5<br>3%                    | 8<br>3%                   | 7<br>15% <sup>qr</sup>  | 86<br>10%               | 27<br>5%                   | 60<br>18% <sup>uy</sup> | 35<br>11%              | 9<br>9%                  | 5<br>6%                | 21<br>16% <sup>uy</sup> | 4<br>13%      |
| Very dissatisfied (1)                  | 38<br>3%   | 25<br>5% <sup>b</sup> | 13<br>2%   | 4<br>5% <sup>f</sup>   | 24<br>8% <sup>efh</sup>  | 7<br>2%                  | 2<br>1%                    | 9<br>7% <sup>ef</sup>   | 27<br>4% <sup>f</sup>   | 4<br>2%             | 8<br>2%    | 6<br>2%    | 11<br>7% <sup>ij</sup> | 12<br>4%       | 26<br>6% <sup>nqr</sup>    | 3<br>2%                   | 2<br>5% <sup>r</sup>     | 2<br>5% <sup>r</sup>        | 2<br>1%                    | 2<br>1%                   | 1<br>3%                 | 19<br>2%                | 4<br>1%                    | 15<br>4% <sup>u</sup>   | 16<br>5% <sup>t</sup>  | 5<br>5% <sup>u</sup>     | 5<br>7% <sup>u</sup>   | 5<br>4% <sup>u</sup>    | 3<br>11%      |
| NET: Satisfied                         | 889<br>74% | 375<br>74%            | 514<br>74% | 53<br>66% <sup>d</sup> | 157<br>54%               | 253<br>71% <sup>dg</sup> | 426<br>90% <sup>cdeg</sup> | 77<br>59%               | 386<br>64% <sup>d</sup> | 152<br>69%          | 328<br>77% | 227<br>72% | 116<br>71%             | 217<br>73%     | 236<br>57%                 | 141<br>79% <sup>mos</sup> | 26<br>63%                | 30<br>64%                   | 161<br>87% <sup>mops</sup> | 267<br>91% <sup>mnp</sup> | 27<br>62%               | 677<br>78% <sup>w</sup> | 469<br>88% <sup>vxyz</sup> | 208<br>62%              | 197<br>64%             | 67<br>69%                | 53<br>64%              | 77<br>60%               | 15<br>56%     |
| NET: Dissatisfied                      | 163<br>14% | 71<br>14%             | 92<br>13%  | 16<br>20% <sup>f</sup> | 83<br>28% <sup>efh</sup> | 47<br>13% <sup>f</sup>   | 16<br>3%                   | 32<br>24% <sup>ef</sup> | 115<br>19% <sup>f</sup> | 36<br>16%           | 53<br>12%  | 40<br>13%  | 32<br>19%              | 38<br>13%      | 108<br>26% <sup>noqr</sup> | 17<br>9% <sup>r</sup>     | 5<br>12% <sup>qr</sup>   | 8<br>17% <sup>qr</sup>      | 7<br>4%                    | 10<br>4%                  | 8<br>18% <sup>nqr</sup> | 105<br>12%              | 30<br>6%                   | 75<br>22% <sup>u</sup>  | 51<br>17%              | 14<br>14% <sup>u</sup>   | 10<br>13% <sup>u</sup> | 27<br>21% <sup>u</sup>  | 7<br>25%      |
| Don't know                             | 3<br>*     | 1<br>*                | 2<br>*     | 1<br>1%                | 1<br>*                   | 1<br>*                   | -                          | 1<br>1% <sup>f</sup>    | 1<br>1%                 | 1<br>1%             | 1<br>*     | -          | 2<br>1%                | 1<br>*         | 1<br>1%                    | -                         | 1<br>2% <sup>mr</sup>    | -                           | -                          | -                         | 1<br>*                  | -                       | 1<br>*                     | 1<br>*                  | -                      | 1<br>1% <sup>u</sup>     | 1<br>*                 | -                       | -             |
| Not applicable                         | 12         | 4                     | 9          | -                      | 1                        | 6                        | 6                          | -                       | 6                       | 5                   | 2          | 2          | 2                      | 6              | -                          | -                         | 4<br>mnqr                | 3<br>mnq                    | -                          | 6<br>m                    | -                       | 10                      | 9                          | 1                       | 2                      | 1                        | 1                      | -                       | -             |
| Mean                                   | 3.96       | 3.93                  | 3.98       | 3.62 <sup>d</sup>      | 3.32                     | 3.85 <sup>dgh</sup>      | 4.50 <sup>cde</sup>        | 3.46                    | 3.64 <sup>d</sup>       | 3.81                | 4.05       | 3.94       | 3.84                   | 3.93           | 3.39                       | 3.98 <sup>ms</sup>        | 3.84 <sup>m</sup>        | 3.73                        | 4.41 <sup>mno</sup>        | 4.57 <sup>mno</sup>       | 3.72 <sup>m</sup>       | 4.06 <sup>w</sup>       | 4.38 <sup>vxyz</sup>       | 3.56                    | 3.71                   | 3.80                     | 3.75                   | 3.62                    | 3.53          |
| Standard deviation                     | 1.10       | 1.14                  | 1.07       | 1.13                   | 1.19                     | 1.03                     | 0.79                       | 1.17                    | 1.12                    | 1.08                | 1.06       | 1.06       | 1.26                   | 1.10           | 1.14                       | 0.93                      | 1.17                     | 1.18                        | 0.84                       | 0.78                      | 1.14                    | 1.06                    | 0.87                       | 1.14                    | 1.15                   | 1.13                     | 1.15                   | 1.17                    | 1.39          |
| Standard error                         | 0.03       | 0.05                  | 0.04       | 0.09                   | 0.06                     | 0.06                     | 0.04                       | 0.07                    | 0.05                    | 0.08                | 0.05       | 0.06       | 0.09                   | 0.06           | 0.06                       | 0.06                      | 0.13                     | 0.18                        | 0.09                       | 0.05                      | 0.11                    | 0.04                    | 0.04                       | 0.06                    | 0.06                   | 0.12                     | 0.11                   | 0.09                    | 0.32          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 8  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-The way you spend your leisure time**  
**Base: All respondents**

|                                    | Gender |            | Age        |            |                |                 |                   |                          |                | Social Grade        |            |                 |            | Working Status  |                        |                        |                   |                             |                   | Tenure                  |                           |                      |                    |                         |                  |                          |                     |                |                |           |
|------------------------------------|--------|------------|------------|------------|----------------|-----------------|-------------------|--------------------------|----------------|---------------------|------------|-----------------|------------|-----------------|------------------------|------------------------|-------------------|-----------------------------|-------------------|-------------------------|---------------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|----------------|-----------|
|                                    | Total  | Male (a)   | Female (b) | 18-29 (c)  | 30-49 (d)      | 50-64 (e)       | 65+ (f)           | 18-34 (g)                | 35-64 (h)      | 55+ Not Retired (i) | AB (j)     | C1 (k)          | C2 (l)     | DE (m)          | Full time employed (n) | Part time employed (o) | Unemployed (p)    | Not working but seeking (q) | State pension (r) | Private pension (s)     | House person (t)          | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B)  |           |
| Unweighted base                    | 1215   | 577        | 638        | 165        | 385            | 327             | 338               | 253                      | 624            | 194                 | 381        | 326             | 192        | 316             | 390                    | 226                    | 83                | 45                          | 96                | 258                     | 117                       | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19             |           |
| Weighted base                      | 1215   | 509        | 706        | 81         | 293            | 362             | 480               | 131                      | 605            | 226                 | 430        | 317             | 165        | 304             | 414                    | 178                    | 46*               | 49*                         | 185*              | 299                     | 44*                       | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**           |           |
| Base (exl NA for %)                | 1211   | 505        | 706        | 81         | 292            | 358             | 480               | 130                      | 601            | 223                 | 430        | 317             | 165        | 300             | 414                    | 178                    | 43*               | 48*                         | 185*              | 299                     | 43*                       | 876                  | 542                | 334                     | 307              | 95*                      | 83*                 | 129            | 27**           |           |
| Very satisfied                     | (5)    | 303<br>25% | 119<br>24% | 185<br>26% | 12<br>15%      | 40<br>14%       | 89<br>25%cdg<br>h | 163<br>34%cddeg<br>h     | 20<br>15%      | 121<br>20%<br>d     | 55<br>25%  | 131<br>30%<br>l | 75<br>24%  | 47<br>29%<br>l  | 51<br>17%              | 84<br>20%<br>s         | 43<br>24%<br>s    | 5<br>11%                    | 6<br>12%          | 49<br>26%<br>os         | 113<br>38%<br>mnops<br>9% | 4<br>29%<br>w        | 252<br>34%<br>vxz  | 183<br>21%<br>z         | 69<br>15%        | 46<br>14%                | 13<br>22%           | 18<br>11%      | 15<br>5%       | 5<br>19%  |
| Fairly satisfied                   | (4)    | 529<br>44% | 237<br>47% | 292<br>41% | 39<br>49%      | 120<br>41%      | 140<br>39%        | 230<br>48%<br>eh         | 60<br>40%      | 239<br>39%          | 88<br>41%  | 147<br>46%      | 73<br>44%  | 132<br>44%      | 171<br>41%             | 77<br>43%              | 16<br>39%         | 16<br>34%                   | 100<br>54%<br>m   | 130<br>44%              | 19<br>43%                 | 394<br>45%           | 253<br>47%         | 140<br>42%              | 120<br>39%       | 35<br>37%                | 31<br>38%           | 54<br>42%      | 15<br>55%      |           |
| Neither satisfied nor dissatisfied | (3)    | 183<br>15% | 77<br>15%  | 106<br>15% | 16<br>19%<br>f | 56<br>19%<br>f  | 64<br>18%<br>f    | 47<br>10%                | 25<br>19%<br>f | 111<br>18%<br>f     | 37<br>17%  | 59<br>14%       | 48<br>15%  | 23<br>14%       | 53<br>18%              | 26<br>15%              | 10<br>24%<br>r    | 11<br>23%<br>r              | 25<br>13%         | 26<br>9%                | 10<br>24%<br>r            | 109<br>12%           | 58<br>11%          | 51<br>15%               | 72<br>23%<br>t   | 27<br>29%<br>uv          | 18<br>22%<br>u      | 27<br>21%<br>u | 2<br>7%        |           |
| Fairly dissatisfied                | (2)    | 143<br>12% | 53<br>10%  | 91<br>13%  | 10<br>12%<br>f | 58<br>20%<br>f  | 48<br>13%<br>f    | 27<br>6%                 | 18<br>14%<br>f | 98<br>16%<br>f      | 32<br>14%  | 42<br>10%       | 36<br>11%  | 19<br>16%       | 47<br>16%<br>qr        | 20<br>11%              | 7<br>17%<br>qr    | 12<br>25%<br>nqr            | 8<br>4%           | 21<br>7%                | 7<br>16%<br>qr            | 87<br>10%            | 35<br>6%           | 53<br>16%<br>u          | 52<br>17%<br>t   | 14<br>15%<br>u           | 13<br>16%<br>u      | 25<br>19%<br>u | 5<br>17%       |           |
| Very dissatisfied                  | (1)    | 50<br>4%   | 20<br>4%   | 30<br>4%   | 4<br>5%        | 18<br>6%<br>f   | 15<br>4%          | 12<br>3%                 | 7<br>6%        | 31<br>5%            | 9<br>4%    | 22<br>3%        | 10<br>5%   | 3<br>2%         | 15<br>5%               | 17<br>4%               | 11<br>6%          | 4<br>10%<br>qr              | 3<br>6%           | 9<br>2%                 | 4<br>8%<br>qr             | 33<br>4%             | 12<br>2%           | 20<br>6%<br>u           | 17<br>5%         | 5<br>5%                  | 2<br>2%             | 10<br>7%<br>u  | 1<br>3%        |           |
| NET: Satisfied                     |        | 832<br>69% | 356<br>70% | 477<br>68% | 51<br>63%      | 160<br>55%      | 229<br>64%<br>d   | 393<br>82%<br>cddeg<br>h | 79<br>61%      | 360<br>60%          | 143<br>64% | 308<br>72%<br>l | 222<br>70% | 120<br>73%<br>l | 183<br>61%             | 255<br>62%             | 120<br>67%<br>ops | 21<br>50%                   | 22<br>46%         | 149<br>80%<br>mnop<br>s | 243<br>81%<br>mnop<br>s   | 23<br>52%            | 646<br>74%<br>w    | 437<br>81%<br>vxyz      | 209<br>63%       | 167<br>54%               | 49<br>51%           | 50<br>60%      | 68<br>53%      | 20<br>73% |
| NET: Dissatisfied                  |        | 194<br>16% | 72<br>14%  | 121<br>17% | 14<br>17%<br>f | 76<br>26%<br>ef | 64<br>18%<br>f    | 40<br>8%                 | 26<br>20%<br>f | 128<br>21%<br>f     | 41<br>19%  | 63<br>15%       | 47<br>15%  | 22<br>13%       | 62<br>21%              | 85<br>20%<br>qr        | 31<br>17%<br>qr   | 11<br>27%<br>qr             | 15<br>31%<br>qr   | 11<br>6%                | 30<br>10%                 | 10<br>24%<br>qr      | 120<br>14%         | 47<br>9%                | 73<br>22%<br>u   | 68<br>22%<br>t           | 19<br>20%<br>u      | 15<br>18%<br>u | 34<br>27%<br>u | 6<br>20%  |
| Don't know                         |        | 1<br>*     | -<br>*     | 1<br>*     | -<br>*         | -<br>*          | 1<br>*            | -<br>*                   | -<br>*         | 1<br>1%             | -<br>*     | -<br>*          | -<br>*     | 1<br>*          | -<br>1%                | 1<br>1%                | -<br>*            | -<br>*                      | -<br>*            | -<br>*                  | -<br>*                    | 1<br>*               | -<br>*             | 1<br>*                  | -<br>*           | -<br>*                   | -<br>*              | -<br>*         | -<br>*         | -<br>*    |
| Not applicable                     |        | 4          | 4          | 1          | *              | 1               | 3                 | -                        | *              | 4                   | 3          | -               | *          | -               | 4i                     | -                      | 3mnqr             | 1m                          | -                 | -                       | 1mnr                      | 2                    | 2                  | -                       | 3                | 2                        | 1                   | -              | -              |           |
| Mean                               |        | 3.74       | 3.76       | 3.72       | 3.55           | 3.36            | 3.67d<br>gh       | 4.05cde<br>gh            | 3.51           | 3.54d               | 3.67       | 3.82i           | 3.76i      | 3.86i           | 3.53                   | 3.57s                  | 3.69ops           | 3.25                        | 3.20              | 3.99mno<br>ps           | 4.06mno<br>ps             | 3.30                 | 3.85w<br>z         | 4.03vxy<br>z            | 3.55             | 3.42                     | 3.40                | 3.62           | 3.30           | 3.68      |
| Standard deviation                 |        | 1.09       | 1.05       | 1.12       | 1.05           | 1.13            | 1.12              | 0.95                     | 1.08           | 1.14                | 1.13       | 1.12            | 1.04       | 1.02            | 1.10                   | 1.11                   | 1.14              | 1.16                        | 1.13              | 0.86                    | 1.01                      | 1.11                 | 1.06               | 0.95                    | 1.16             | 1.10                     | 1.07                | 1.08           | 1.13           | 1.08      |
| Standard error                     |        | 0.03       | 0.04       | 0.04       | 0.08           | 0.06            | 0.06              | 0.05                     | 0.07           | 0.05                | 0.08       | 0.06            | 0.06       | 0.07            | 0.06                   | 0.06                   | 0.08              | 0.13                        | 0.17              | 0.09                    | 0.06                      | 0.10                 | 0.04               | 0.04                    | 0.07             | 0.06                     | 0.11                | 0.10           | 0.08           | 0.25      |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 9  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-Your social life**  
**Base: All respondents**

|                                    | Gender |            | Age        |            |                        |                         |                        | Social Grade               |                        |                         |            | Working Status           |            |                         |                         |                          | Tenure                   |                             |                          |                           |                           |                           |                         |                            |                          |                          |                        |                         |                        |           |
|------------------------------------|--------|------------|------------|------------|------------------------|-------------------------|------------------------|----------------------------|------------------------|-------------------------|------------|--------------------------|------------|-------------------------|-------------------------|--------------------------|--------------------------|-----------------------------|--------------------------|---------------------------|---------------------------|---------------------------|-------------------------|----------------------------|--------------------------|--------------------------|------------------------|-------------------------|------------------------|-----------|
|                                    | Total  | Male (a)   | Female (b) | 18-29 (c)  | 30-49 (d)              | 50-64 (e)               | 65+ (f)                | 18-34 (g)                  | 35-64 (h)              | 55+ Not Retired (i)     | AB (j)     | C1 (k)                   | C2 (l)     | DE (m)                  | Full time employed (n)  | Part time employed (o)   | Unemployed (p)           | Not working but seeking (q) | State pension (r)        | Private pension (s)       | House person (t)          | NET: Home-owners (u)      | Owned outright (v)      | Owned with mortgage (w)    | NET: Renters (x)         | Rent-ed from council (y) | Rent-ed from HA (z)    | Other Rent (A)          | Rent free (A)          |           |
| Unweighted base                    | 1215   | 577        | 638        | 165        | 385                    | 327                     | 338                    | 253                        | 624                    | 194                     | 381        | 326                      | 192        | 316                     | 390                     | 226                      | 83                       | 45                          | 96                       | 258                       | 117                       | 809                       | 499                     | 310                        | 387                      | 97                       | 112                    | 178                     | 19                     |           |
| Weighted base                      | 1215   | 509        | 706        | 81         | 293                    | 362                     | 480                    | 131                        | 605                    | 226                     | 430        | 317                      | 165        | 304                     | 414                     | 178                      | 46*                      | 49*                         | 185*                     | 299                       | 44*                       | 878                       | 544                     | 334                        | 310                      | 97*                      | 84*                    | 129                     | 27**                   |           |
| Base (exl NA for %)                | 1197   | 498        | 699        | 80         | 288                    | 356                     | 473                    | 129                        | 595                    | 223                     | 427        | 310                      | 164        | 296                     | 411                     | 178                      | 42*                      | 47*                         | 182*                     | 295                       | 42*                       | 868                       | 536                     | 332                        | 302                      | 94*                      | 81*                    | 127                     | 27**                   |           |
| Very satisfied                     | (5)    | 204<br>17% | 74<br>15%  | 130<br>19% | 8<br>10%               | 35<br>12%               | 61<br>17%g             | 100<br>21%cdg              | 12<br>9%               | 92<br>15%               | 30<br>14%  | 86<br>20%                | 50<br>16%  | 29<br>13%               | 39<br>15% <sub>s</sub>  | 26<br>14%                | 6<br>15%                 | 7<br>16%                    | 39<br>22% <sub>s</sub>   | 63<br>21% <sub>s</sub>    | 2<br>6%                   | 165<br>19% <sub>w</sub>   | 110<br>21% <sub>z</sub> | 55<br>16%                  | 34<br>11%                | 10<br>11%                | 11<br>14%              | 13<br>10%               | 5<br>20%               |           |
| Fairly satisfied                   | (4)    | 514<br>43% | 227<br>46% | 287<br>41% | 37<br>46%              | 108<br>38%              | 144<br>40%             | 225<br>48% <sub>dh</sub>   | 58<br>45%              | 231<br>39%              | 91<br>41%  | 202<br>47% <sub>l</sub>  | 133<br>43% | 71<br>43%               | 109<br>37%              | 176<br>43% <sub>ps</sub> | 81<br>45% <sub>ps</sub>  | 13<br>30%                   | 11<br>24%                | 75<br>41%                 | 146<br>50% <sub>ops</sub> | 12<br>28%                 | 401<br>46% <sub>w</sub> | 259<br>48% <sub>xz</sub>   | 142<br>43%               | 100<br>33%               | 30<br>32%              | 29<br>36%               | 41<br>32%              | 13<br>48% |
| Neither satisfied nor dissatisfied | (3)    | 233<br>19% | 110<br>22% | 123<br>18% | 14<br>18%              | 54<br>19%               | 71<br>20%              | 93<br>20%                  | 25<br>20%              | 115<br>19%              | 48<br>22%  | 70<br>16%                | 68<br>22%  | 31<br>19%               | 64<br>22%               | 83<br>20%                | 29<br>16%                | 10<br>24%                   | 6<br>12%                 | 42<br>23%                 | 51<br>17%                 | 149<br>29% <sub>npr</sub> | 89<br>17%               | 60<br>18%                  | 82<br>27% <sub>t</sub>   | 25<br>27%                | 20<br>25%              | 37<br>29% <sub>uv</sub> | 2<br>8%                |           |
| Fairly dissatisfied                | (2)    | 167<br>14% | 59<br>12%  | 108<br>15% | 12<br>16% <sub>f</sub> | 57<br>20% <sub>f</sub>  | 59<br>16% <sub>f</sub> | 38<br>8%                   | 23<br>18% <sub>f</sub> | 106<br>18% <sub>f</sub> | 39<br>17%  | 54<br>13%                | 39<br>12%  | 25<br>15%               | 49<br>17%               | 69<br>17% <sub>r</sub>   | 28<br>16% <sub>r</sub>   | 5<br>12%                    | 13<br>28% <sub>qr</sub>  | 18<br>10%                 | 21<br>7%                  | 12<br>28% <sub>mnoq</sub> | 103<br>12%              | 53<br>10%                  | 50<br>15%                | 59<br>19% <sub>t</sub>   | 19<br>20% <sub>u</sub> | 16<br>19% <sub>u</sub>  | 24<br>19% <sub>u</sub> | 5<br>20%  |
| Very dissatisfied                  | (1)    | 79<br>7%   | 28<br>6%   | 52<br>7%   | 8<br>10% <sub>f</sub>  | 33<br>11% <sub>ef</sub> | 22<br>6%               | 17<br>3%                   | 11<br>9% <sub>f</sub>  | 51<br>9% <sub>f</sub>   | 15<br>7%   | 15<br>4%                 | 21<br>7%   | 8<br>5%                 | 35<br>12% <sub>ik</sub> | 23<br>5%                 | 15<br>8%                 | 8<br>19% <sub>mnr</sub>     | 10<br>21% <sub>mnr</sub> | 7<br>4%                   | 13<br>4%                  | 4<br>10%                  | 50<br>6%                | 25<br>5%                   | 25<br>8%                 | 28<br>9%                 | 10<br>11%              | 5<br>6%                 | 12<br>10% <sub>u</sub> | 1<br>3%   |
| NET: Satisfied                     |        | 718<br>60% | 301<br>60% | 417<br>60% | 45<br>56%              | 144<br>50%              | 204<br>57%             | 325<br>69% <sub>cdeg</sub> | 70<br>54%              | 323<br>54%              | 121<br>54% | 287<br>67% <sub>jl</sub> | 183<br>59% | 100<br>61% <sub>l</sub> | 148<br>50%              | 236<br>57% <sub>s</sub>  | 106<br>60% <sub>ps</sub> | 19<br>45%                   | 19<br>39%                | 115<br>63% <sub>ops</sub> | 209<br>71% <sub>mno</sub> | 14<br>34%                 | 566<br>65% <sub>w</sub> | 369<br>69% <sub>vxyz</sub> | 197<br>59% <sub>xz</sub> | 134<br>44%               | 40<br>43%              | 40<br>49%               | 54<br>42%              | 19<br>68% |
| NET: Dissatisfied                  |        | 246<br>21% | 86<br>17%  | 159<br>23% | 21<br>26% <sub>f</sub> | 90<br>31% <sub>ef</sub> | 81<br>23% <sub>f</sub> | 55<br>12%                  | 34<br>26% <sub>f</sub> | 157<br>26% <sub>f</sub> | 54<br>24%  | 69<br>16%                | 60<br>19%  | 33<br>20%               | 84<br>28% <sub>ij</sub> | 92<br>22% <sub>r</sub>   | 43<br>24% <sub>qr</sub>  | 13<br>31% <sub>qr</sub>     | 23<br>49% <sub>mnr</sub> | 25<br>14%                 | 34<br>12%                 | 16<br>38% <sub>mnr</sub>  | 153<br>18%              | 78<br>15%                  | 75<br>23% <sub>u</sub>   | 86<br>29% <sub>t</sub>   | 29<br>31% <sub>u</sub> | 21<br>26% <sub>u</sub>  | 37<br>29% <sub>u</sub> | 6<br>23%  |
| Not applicable                     |        | 18         | 11         | 7          | 1                      | 5                       | 6                      | 7                          | 1                      | 10                      | 3          | 3                        | 6          | 1                       | 8                       | 3                        | -                        | 4<br>mnqr                   | 2<br>n                   | 3                         | 5                         | 2<br>mn                   | 10                      | 8                          | 2                        | 8                        | 3                      | 3<br>v                  | 2                      | -         |
| Mean                               |        | 3.50       | 3.52       | 3.48       | 3.31                   | 3.19                    | 3.46<br>d              | 3.75<br>cde                | 3.28                   | 3.35                    | 3.37       | 3.68<br>i                | 3.49<br>i  | 3.54<br>i               | 3.23                    | 3.44<br>ops              | 3.42<br>ps               | 3.09                        | 2.85                     | 3.67<br>ops               | 3.76<br>mno               | 2.92                      | 3.61<br>w               | 3.70<br>vxy                | 3.45<br>z                | 3.18                     | 3.12                   | 3.31                    | 3.13                   | 3.62      |
| Standard deviation                 |        | 1.13       | 1.06       | 1.17       | 1.16                   | 1.22                    | 1.14                   | 0.99                       | 1.13                   | 1.19                    | 1.12       | 1.04                     | 1.11       | 1.10                    | 1.22                    | 1.10                     | 1.16                     | 1.35                        | 1.42                     | 1.04                      | 1.01                      | 1.09                      | 1.10                    | 1.05                       | 1.16                     | 1.15                     | 1.18                   | 1.13                    | 1.14                   | 1.14      |
| Standard error                     |        | 0.03       | 0.04       | 0.05       | 0.09                   | 0.06                    | 0.06                   | 0.05                       | 0.07                   | 0.05                    | 0.08       | 0.05                     | 0.06       | 0.08                    | 0.07                    | 0.06                     | 0.08                     | 0.15                        | 0.21                     | 0.11                      | 0.06                      | 0.10                      | 0.04                    | 0.05                       | 0.07                     | 0.06                     | 0.12                   | 0.11                    | 0.09                   | 0.26      |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 10  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-Your local community**  
**Base: All respondents**

|  | Gender     |                        | Age               |                        |                        |                         |                     | Social Grade           |                         |                     |                         |                   | Working Status          |                        |                          |                           |                        | Tenure                      |                           |                            |                          |                         |                            |                         |                        |                          |                        |                         |               |
|--|------------|------------------------|-------------------|------------------------|------------------------|-------------------------|---------------------|------------------------|-------------------------|---------------------|-------------------------|-------------------|-------------------------|------------------------|--------------------------|---------------------------|------------------------|-----------------------------|---------------------------|----------------------------|--------------------------|-------------------------|----------------------------|-------------------------|------------------------|--------------------------|------------------------|-------------------------|---------------|
|  | Total      | Male (a)               | Female (b)        | 18-29 (c)              | 30-49 (d)              | 50-64 (e)               | 65+ (f)             | 18-34 (g)              | 35-64 (h)               | 55+ Not Retired (i) | AB (j)                  | C1 (k)            | C2 (l)                  | DE (m)                 | Full time employed (n)   | Part time employed (o)    | Unemployed (p)         | Not working but seeking (q) | State pension (r)         | Private pension (s)        | House person (t)         | NET: Home-owners (u)    | Owned outright (v)         | Owned with mortgage (w) | NET: Renters (x)       | Rent-ed from council (y) | Rent-ed from HA (z)    | Other Rent (A)          | Rent free (B) |
| Unweighted base                        | 1215       | 577                    | 638               | 165                    | 385                    | 327                     | 338                 | 253                    | 624                     | 194                 | 381                     | 326               | 192                     | 316                    | 390                      | 226                       | 83                     | 45                          | 96                        | 258                        | 117                      | 809                     | 499                        | 310                     | 387                    | 97                       | 112                    | 178                     | 19            |
| Weighted base                          | 1215       | 509                    | 706               | 81                     | 293                    | 362                     | 480                 | 131                    | 605                     | 226                 | 430                     | 317               | 165                     | 304                    | 414                      | 178                       | 46*                    | 49*                         | 185*                      | 299                        | 44*                      | 878                     | 544                        | 334                     | 310                    | 97*                      | 84*                    | 129                     | 27**          |
| Base (excl NA for %)                   | 1210       | 507                    | 703               | 80                     | 293                    | 359                     | 478                 | 130                    | 602                     | 224                 | 427                     | 316               | 165                     | 302                    | 414                      | 177                       | 44*                    | 49*                         | 185*                      | 297                        | 44*                      | 875                     | 541                        | 334                     | 308                    | 95*                      | 83*                    | 129                     | 27**          |
| Very satisfied (5)                     | 148<br>12% | 54<br>11%              | 94<br>13%         | 6<br>7%                | 23<br>8%               | 32<br>9%                | 88<br>19%cd         | 8<br>6%                | 52<br>9%                | 21<br>9%            | 56<br>13%               | 42<br>13%         | 25<br>15%               | 26<br>9%               | 22<br>5%                 | 22<br>12% <sup>m</sup>    | 6<br>14% <sup>m</sup>  | 6<br>13%                    | 39<br>21% <sup>ms</sup>   | 50<br>17% <sup>ms</sup>    | 3<br>6%                  | 117<br>13%              | 84<br>16% <sup>z</sup>     | 33<br>10%               | 27<br>9%               | 11<br>11%                | 7<br>8%                | 10<br>7%                | 4<br>16%      |
| Fairly satisfied (4)                   | 575<br>48% | 232<br>46%             | 343<br>49%        | 30<br>37%              | 128<br>44%             | 156<br>43%              | 261<br>55%cd        | 55<br>42%              | 259<br>43%              | 107<br>48%          | 214<br>50%              | 148<br>47%        | 82<br>50%               | 131<br>43%             | 181<br>44%               | 92<br>52% <sup>os</sup>   | 13<br>30%              | 19<br>40%                   | 91<br>49% <sup>o</sup>    | 162<br>54% <sup>mos</sup>  | 16<br>37%                | 443<br>51% <sup>w</sup> | 284<br>52% <sup>xz</sup>   | 159<br>48%              | 120<br>39%             | 36<br>38%                | 34<br>40%              | 50<br>39%               | 13<br>46%     |
| Neither satisfied nor dissatisfied (3) | 313<br>26% | 134<br>26%             | 179<br>25%        | 28<br>35% <sup>f</sup> | 80<br>27% <sup>f</sup> | 112<br>31% <sup>f</sup> | 93<br>20%           | 43<br>33% <sup>f</sup> | 176<br>29% <sup>f</sup> | 65<br>29%           | 100<br>23%              | 83<br>26%         | 36<br>22%               | 94<br>31%              | 129<br>31% <sup>r</sup>  | 41<br>23%                 | 16<br>35% <sup>r</sup> | 13<br>26%                   | 40<br>21%                 | 61<br>21%                  | 14<br>31%                | 210<br>24%              | 128<br>24%                 | 82<br>24%               | 99<br>32% <sup>t</sup> | 26<br>28%                | 24<br>29%              | 49<br>38% <sup>uv</sup> | 4<br>15%      |
| Fairly dissatisfied (2)                | 122<br>10% | 61<br>12%              | 61<br>9%          | 9<br>12% <sup>f</sup>  | 45<br>15% <sup>f</sup> | 49<br>14% <sup>f</sup>  | 19<br>4%            | 14<br>11% <sup>f</sup> | 89<br>15% <sup>f</sup>  | 27<br>12%           | 42<br>10%               | 36<br>11%         | 14<br>8%                | 31<br>10%              | 66<br>16% <sup>nqr</sup> | 16<br>9%                  | 6<br>12% <sup>qr</sup> | 5<br>11%                    | 6<br>4%                   | 14<br>5%                   | 9<br>21% <sup>nqr</sup>  | 79<br>9%                | 31<br>6%                   | 47<br>14% <sup>u</sup>  | 41<br>13%              | 14<br>15% <sup>u</sup>   | 12<br>14% <sup>u</sup> | 15<br>12% <sup>u</sup>  | 2<br>7%       |
| Very dissatisfied (1)                  | 31<br>3%   | 18<br>4%               | 12<br>2%          | 3<br>4%                | 11<br>4%               | 7<br>2%                 | 10<br>2%            | 5<br>4%                | 15<br>3%                | 3<br>1%             | 10<br>2%                | 4<br>1%           | 3<br>2%                 | 14<br>5% <sup>ej</sup> | 10<br>2%                 | 4<br>2%                   | 2<br>4%                | 4<br>7%                     | 3<br>2%                   | 7<br>2%                    | 1<br>2%                  | 19<br>2%                | 10<br>2%                   | 9<br>3%                 | 9<br>3%                | 4<br>4%                  | 4<br>5%                | 1<br>*                  | 3<br>12%      |
| NET: Satisfied                         | 723<br>60% | 287<br>57%             | 437<br>62%        | 36<br>44%              | 151<br>51%             | 187<br>52%              | 349<br>73%cd        | 63<br>48%              | 311<br>52%              | 128<br>57%          | 269<br>63% <sup>l</sup> | 190<br>60%        | 107<br>65% <sup>l</sup> | 157<br>52%             | 203<br>49%               | 114<br>64% <sup>mos</sup> | 20<br>44%              | 26<br>52%                   | 131<br>71% <sup>mos</sup> | 212<br>71% <sup>mops</sup> | 19<br>43%                | 560<br>64% <sup>w</sup> | 368<br>68% <sup>vxyz</sup> | 192<br>57%              | 147<br>48%             | 47<br>49%                | 41<br>49%              | 60<br>46%               | 17<br>62%     |
| NET: Dissatisfied                      | 153<br>13% | 79<br>16% <sup>b</sup> | 73<br>10%         | 13<br>16% <sup>f</sup> | 55<br>19% <sup>f</sup> | 56<br>16% <sup>f</sup>  | 29<br>6%            | 19<br>15% <sup>f</sup> | 104<br>17% <sup>f</sup> | 30<br>13%           | 52<br>12%               | 39<br>12%         | 17<br>10%               | 44<br>15%              | 76<br>18% <sup>qqr</sup> | 20<br>11%                 | 7<br>17% <sup>qr</sup> | 9<br>18% <sup>qr</sup>      | 10<br>5%                  | 20<br>7%                   | 10<br>23% <sup>nqr</sup> | 97<br>11%               | 41<br>8%                   | 56<br>17% <sup>u</sup>  | 50<br>16% <sup>t</sup> | 18<br>19% <sup>u</sup>   | 16<br>19% <sup>u</sup> | 16<br>12%               | 5<br>20%      |
| Don't know                             | 21<br>2%   | 7<br>1%                | 15<br>2%          | 4<br>5% <sup>efh</sup> | 8<br>3%                | 4<br>1%                 | 6<br>1%             | 5<br>4%                | 11<br>2%                | 1<br>1%             | 7<br>2%                 | 3<br>1%           | 5<br>3%                 | 7<br>2%                | 5<br>1%                  | 2<br>4%                   | 2<br>3%                | 4<br>2%                     | 4<br>1%                   | 2<br>4%                    | 9<br>1%                  | 4<br>1%                 | 5<br>1%                    | 12<br>4% <sup>t</sup>   | 4<br>4% <sup>u</sup>   | 3<br>3% <sup>u</sup>     | 5<br>4% <sup>u</sup>   | 1<br>4%                 |               |
| Not applicable                         | 5          | 2                      | 3                 | *                      | -                      | 3                       | 2                   | *                      | 3                       | 2                   | 2                       | 1                 | -                       | 2                      | 1                        | 1                         | 1                      | 1                           | 2                         | -                          | 3                        | 3                       | -                          | 2                       | 2                      | v                        | *                      | -                       | -             |
| Mean                                   | 3.58       | 3.49                   | 3.65 <sup>a</sup> | 3.33                   | 3.38                   | 3.44                    | 3.85 <sup>cde</sup> | 3.37                   | 3.41                    | 3.52                | 3.63 <sup>i</sup>       | 3.60 <sup>i</sup> | 3.70 <sup>i</sup>       | 3.42                   | 3.34                     | 3.63 <sup>ms</sup>        | 3.39                   | 3.41                        | 3.87 <sup>mno</sup>       | 3.80 <sup>mps</sup>        | 3.25                     | 3.65 <sup>w</sup>       | 3.75 <sup>vxy</sup>        | 3.49                    | 3.39                   | 3.38                     | 3.35                   | 3.42                    | 3.47          |
| Standard deviation                     | 0.92       | 0.97                   | 0.89              | 0.94                   | 0.97                   | 0.90                    | 0.85                | 0.92                   | 0.93                    | 0.88                | 0.91                    | 0.90              | 0.91                    | 0.95                   | 0.90                     | 0.90                      | 1.05                   | 1.10                        | 0.86                      | 0.85                       | 0.93                     | 0.90                    | 0.86                       | 0.95                    | 0.94                   | 1.03                     | 1.00                   | 0.83                    | 1.25          |
| Standard error                         | 0.03       | 0.04                   | 0.04              | 0.08                   | 0.05                   | 0.05                    | 0.05                | 0.06                   | 0.04                    | 0.06                | 0.05                    | 0.05              | 0.07                    | 0.05                   | 0.05                     | 0.06                      | 0.12                   | 0.17                        | 0.09                      | 0.05                       | 0.09                     | 0.03                    | 0.04                       | 0.05                    | 0.05                   | 0.11                     | 0.10                   | 0.06                    | 0.29          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 11  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**

**-Your health**  
**Base: All respondents**

|  | Gender     |            | Age        |           |            |                    |            |                  |                     | Social Grade        |                     |                     |                     | Working Status       |                        |                        |                        |                             |                     | Tenure                 |                    |                      |                      |                         |                    |                          |                      |                    |               |
|--|------------|------------|------------|-----------|------------|--------------------|------------|------------------|---------------------|---------------------|---------------------|---------------------|---------------------|----------------------|------------------------|------------------------|------------------------|-----------------------------|---------------------|------------------------|--------------------|----------------------|----------------------|-------------------------|--------------------|--------------------------|----------------------|--------------------|---------------|
|  | Total      | Male (a)   | Female (b) | 18-29 (c) | 30-49 (d)  | 50-64 (e)          | 65+ (f)    | 18-34 (g)        | 35-64 (h)           | 55+ Not Retired (i) | AB (j)              | C1 (k)              | C2 (l)              | DE (m)               | Full time employed (n) | Part time employed (o) | Unemployed (p)         | Not working but seeking (q) | State pension (r)   | Private pension (s)    | House person (t)   | NET: Home-owners (u) | Owned outright (v)   | Owned with mortgage (w) | NET: Renters (x)   | Rent-ed from council (y) | Rent-ed from HA (z)  | Other Rent (A)     | Rent free (B) |
| Unweighted base                        | 1215       | 577        | 638        | 165       | 385        | 327                | 338        | 253              | 624                 | 194                 | 381                 | 326                 | 192                 | 316                  | 390                    | 226                    | 83                     | 45                          | 96                  | 258                    | 117                | 809                  | 499                  | 310                     | 387                | 97                       | 112                  | 178                | 19            |
| Weighted base                          | 1215       | 509        | 706        | 81        | 293        | 362                | 480        | 131              | 605                 | 226                 | 430                 | 317                 | 165                 | 304                  | 414                    | 178                    | 46*                    | 49*                         | 185*                | 299                    | 44*                | 878                  | 544                  | 334                     | 310                | 97*                      | 84*                  | 129                | 27**          |
| Base (excl NA for %)                   | 1215       | 509        | 706        | 81        | 293        | 362                | 480        | 131              | 605                 | 226                 | 430                 | 317                 | 165                 | 304                  | 414                    | 178                    | 46*                    | 49*                         | 185*                | 299                    | 44*                | 878                  | 544                  | 334                     | 310                | 97*                      | 84*                  | 129                | 27**          |
| Very satisfied (5)                     | 183<br>15% | 67<br>13%  | 116<br>16% | 13<br>16% | 45<br>15%  | 52<br>15%          | 73<br>15%  | 20<br>15%        | 90<br>15%           | 29<br>13%           | 87<br>20% <i>l</i>  | 43<br>14%           | 25<br>15%           | 27<br>9%             | 64<br>15%              | 31<br>17% <i>q</i>     | 9<br>19% <i>q</i>      | 7<br>15%                    | 15<br>8%            | 53<br>18% <i>q</i>     | 4<br>9%            | 147<br>17% <i>w</i>  | 84<br>15%            | 63<br>19% <i>y</i>      | 32<br>10%          | 12<br>12%                | 6<br>7%              | 14<br>11%          | 4<br>13%      |
| Fairly satisfied (4)                   | 571<br>47% | 240<br>47% | 332<br>47% | 34<br>43% | 128<br>44% | 168<br>47%         | 241<br>50% | 58<br>44%        | 272<br>45%          | 106<br>47%          | 206<br>48%          | 166<br>52% <i>l</i> | 78<br>48%           | 122<br>40%           | 209<br>50% <i>ops</i>  | 85<br>48% <i>op</i>    | 6<br>14%               | 13<br>26%                   | 89<br>48% <i>op</i> | 153<br>51% <i>ops</i>  | 16<br>36% <i>o</i> | 440<br>50% <i>w</i>  | 288<br>53% <i>x</i>  | 152<br>45% <i>x</i>     | 123<br>40%         | 26<br>26%                | 34<br>40%            | 64<br>49% <i>x</i> | 8<br>31%      |
| Neither satisfied nor dissatisfied (3) | 191<br>16% | 89<br>18%  | 102<br>14% | 13<br>16% | 53<br>18%  | 45<br>13%          | 80<br>17%  | 20<br>15%        | 91<br>15%           | 31<br>13%           | 70<br>16%           | 36<br>11%           | 28<br>17%           | 58<br>19% <i>j</i>   | 16<br>17% <i>n</i>     | 4<br>9%                | 11<br>22% <i>n</i>     | 35<br>19% <i>n</i>          | 46<br>15%           | 9<br>20% <i>n</i>      | 128<br>15%         | 81<br>15%            | 47<br>14%            | 57<br>18%               | 16<br>17%          | 15<br>18%                | 25<br>19%            | 7<br>24%           |               |
| Fairly dissatisfied (2)                | 174<br>14% | 67<br>13%  | 107<br>15% | 13<br>16% | 43<br>15%  | 59<br>16%          | 59<br>12%  | 23<br>17%        | 93<br>15%           | 40<br>18%           | 47<br>11%           | 48<br>15%           | 25<br>15%           | 55<br>18% <i>i</i>   | 49<br>12%              | 34<br>19% <i>m</i>     | 11<br>25% <i>m</i>     | 9<br>19%                    | 26<br>14%           | 35<br>12%              | 10<br>22% <i>m</i> | 117<br>13%           | 64<br>12%            | 53<br>16%               | 55<br>18%          | 18<br>18%                | 20<br>24% <i>u</i>   | 17<br>13%          | 3<br>12%      |
| Very dissatisfied (1)                  | 92<br>8%   | 45<br>9%   | 47<br>7%   | 7<br>8%   | 23<br>8%   | 35<br>10%          | 28<br>6%   | 8<br>6%          | 56<br>9%            | 19<br>8%            | 19<br>5%            | 24<br>8%            | 9<br>5%             | 40<br>13% <i>ijk</i> | 20<br>5%               | 11<br>6%               | 15<br>33% <i>mnrqs</i> | 9<br>18% <i>mnr</i>         | 19<br>10%           | 13<br>4%               | 6<br>13% <i>m</i>  | 44<br>5%             | 26<br>5%             | 18<br>5%                | 43<br>14% <i>t</i> | 25<br>26% <i>uvyz</i>    | 9<br>10%             | 9<br>7%            | 5<br>20%      |
| NET: Satisfied                         | 754<br>62% | 306<br>60% | 448<br>63% | 47<br>58% | 173<br>59% | 221<br>61%         | 313<br>65% | 78<br>60%        | 363<br>60%          | 135<br>60%          | 293<br>68% <i>l</i> | 209<br>66% <i>l</i> | 103<br>63% <i>l</i> | 149<br>49%           | 273<br>66% <i>ops</i>  | 116<br>65% <i>ops</i>  | 15<br>33%              | 20<br>40%                   | 105<br>57% <i>o</i> | 206<br>69% <i>opqs</i> | 20<br>45%          | 588<br>67% <i>w</i>  | 372<br>68% <i>xy</i> | 215<br>64% <i>xy</i>    | 155<br>50%         | 37<br>39%                | 39<br>47%            | 78<br>60% <i>x</i> | 12<br>44%     |
| NET: Dissatisfied                      | 267<br>22% | 112<br>22% | 154<br>22% | 20<br>25% | 66<br>23%  | 94<br>26% <i>f</i> | 86<br>18%  | 31<br>24%        | 149<br>25% <i>f</i> | 59<br>26%           | 67<br>16%           | 71<br>23% <i>i</i>  | 33<br>20%           | 95<br>31% <i>ijk</i> | 69<br>17%              | 45<br>25% <i>m</i>     | 26<br>58% <i>mnrqs</i> | 18<br>37% <i>m</i>          | 45<br>24%           | 47<br>16%              | 15<br>35% <i>m</i> | 161<br>18%           | 90<br>17%            | 71<br>21%               | 97<br>31% <i>t</i> | 43<br>44% <i>uvz</i>     | 28<br>34% <i>uvz</i> | 26<br>20%          | 9<br>31%      |
| Don't know                             | 3<br>*     | 1<br>*     | 2<br>*     | *<br>*    | 1<br>*     | 1<br>*             | -<br>*     | 1<br>1% <i>f</i> | 1<br>*              | 1<br>1%             | -<br>*              | -<br>*              | 2<br>*              | 1<br>1%              | *<br>*                 | 1<br>1%                | *<br>1%                | 1<br>1%                     | -<br>*              | -<br>*                 | 1<br>*             | -<br>*               | 1<br>*               | 1<br>*                  | *<br>*             | 1<br>1% <i>u</i>         | -<br>*               | -<br>*             | -<br>*        |
| Not applicable                         | -          | -          | -          | -         | -          | -                  | -          | -                | -                   | -                   | -                   | -                   | -                   | -                    | -                      | -                      | -                      | -                           | -                   | -                      | -                  | -                    | -                    | -                       | -                  | -                        | -                    | -                  | -             |
| Mean                                   | 3.48       | 3.42       | 3.52       | 3.41      | 3.44       | 3.40               | 3.57       | 3.45             | 3.41                | 3.38                | 3.68 <i>l</i>       | 3.50 <i>l</i>       | 3.52 <i>l</i>       | 3.14                 | 3.60 <i>ops</i>        | 3.51 <i>ops</i>        | 2.61                   | 3.01                        | 3.31 <i>o</i>       | 3.67 <i>opqs</i>       | 3.06               | 3.60 <i>w</i>        | 3.63 <i>xy</i>       | 3.57 <i>xy</i>          | 3.15               | 2.81                     | 3.10                 | 3.44 <i>x</i>      | 3.06          |
| Standard deviation                     | 1.14       | 1.14       | 1.13       | 1.19      | 1.15       | 1.20               | 1.07       | 1.14             | 1.19                | 1.17                | 1.06                | 1.13                | 1.08                | 1.21                 | 1.04                   | 1.17                   | 1.54                   | 1.34                        | 1.13                | 1.03                   | 1.22               | 1.07                 | 1.03                 | 1.13                    | 1.23               | 1.40                     | 1.16                 | 1.08               | 1.35          |
| Standard error                         | 0.03       | 0.05       | 0.04       | 0.09      | 0.06       | 0.07               | 0.06       | 0.07             | 0.05                | 0.08                | 0.05                | 0.06                | 0.08                | 0.07                 | 0.05                   | 0.08                   | 0.17                   | 0.20                        | 0.12                | 0.06                   | 0.11               | 0.04                 | 0.05                 | 0.06                    | 0.06               | 0.14                     | 0.11                 | 0.08               | 0.31          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 12  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-Direction of the UK as a whole**  
**Base: All respondents**

|                                    | Gender |            | Age                     |                          |           |            |            |                         |                        | Social Grade        |                        |                         |                        | Working Status          |                        |                        |                |                             | Tenure               |                        |                         |                      |                         |                         |                       |                          |                      |                       |                        |           |
|------------------------------------|--------|------------|-------------------------|--------------------------|-----------|------------|------------|-------------------------|------------------------|---------------------|------------------------|-------------------------|------------------------|-------------------------|------------------------|------------------------|----------------|-----------------------------|----------------------|------------------------|-------------------------|----------------------|-------------------------|-------------------------|-----------------------|--------------------------|----------------------|-----------------------|------------------------|-----------|
|                                    | Total  | Male (a)   | Female (b)              | 18-29 (c)                | 30-49 (d) | 50-64 (e)  | 65+ (f)    | 18-34 (g)               | 35-64 (h)              | 55+ Not Retired (i) | AB (j)                 | C1 (k)                  | C2 (l)                 | DE (m)                  | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r)    | Private pension (s)    | House person (t)        | NET: Home-owners (u) | Owned outright (v)      | Owned with mortgage (w) | NET: Renters (x)      | Rent-ed from council (y) | Rent-ed from HA (z)  | Other Rent (A)        | Rent free (A)          |           |
| Unweighted base                    | 1215   | 577        | 638                     | 165                      | 385       | 327        | 338        | 253                     | 624                    | 194                 | 381                    | 326                     | 192                    | 316                     | 390                    | 226                    | 83             | 45                          | 96                   | 258                    | 117                     | 809                  | 499                     | 310                     | 387                   | 97                       | 112                  | 178                   | 19                     |           |
| Weighted base                      | 1215   | 509        | 706                     | 81                       | 293       | 362        | 480        | 131                     | 605                    | 226                 | 430                    | 317                     | 165                    | 304                     | 414                    | 178                    | 46*            | 49*                         | 185*                 | 299                    | 44*                     | 878                  | 544                     | 334                     | 310                   | 97*                      | 84*                  | 129                   | 27**                   |           |
| Base (excl NA for %)               | 1215   | 509        | 706                     | 81                       | 293       | 362        | 480        | 131                     | 605                    | 226                 | 430                    | 317                     | 165                    | 304                     | 414                    | 178                    | 46*            | 49*                         | 185*                 | 299                    | 44*                     | 878                  | 544                     | 334                     | 310                   | 97*                      | 84*                  | 129                   | 27**                   |           |
| Very satisfied                     | (5)    | 13<br>1%   | 7<br>1%                 | 6<br>1%                  | 1<br>2%   | 5<br>2%    | 3<br>1%    | 4<br>1%                 | 2<br>2%                | 7<br>1%             | 5<br>2%                | 7<br>2%                 | 3<br>1%                | 1<br>*                  | 2<br>1%                | 7<br>2%                | 4<br>2%        | *<br>1%                     | 2<br>3%qr            | -                      | 1<br>*                  | 8<br>1%              | 7<br>1%                 | 1<br>*                  | 5<br>2%               | 1<br>1%                  | 2<br>3%              | 2<br>1%               | -                      |           |
| Fairly satisfied                   | (4)    | 292<br>24% | 119<br>23%              | 173<br>24%               | 17<br>21% | 57<br>19%  | 88<br>24%  | 131<br>27% <sup>d</sup> | 28<br>21%              | 134<br>22%          | 48<br>21%              | 95<br>22%               | 77<br>24%              | 53<br>32% <sup>il</sup> | 67<br>22%              | 92<br>22%              | 40<br>20%      | 9<br>24%                    | 12<br>21%            | 43<br>23%              | 90<br>30% <sup>ms</sup> | 7<br>15%             | 228<br>26% <sup>w</sup> | 149<br>27%              | 79<br>24%             | 59<br>19%                | 18<br>19%            | 15<br>18%             | 25<br>20%              | 6<br>21%  |
| Neither satisfied nor dissatisfied | (3)    | 292<br>24% | 97<br>19%               | 195<br>28% <sup>ea</sup> | 25<br>30% | 76<br>26%  | 86<br>24%  | 104<br>22%              | 40<br>31% <sup>f</sup> | 147<br>24%          | 49<br>22%              | 85<br>25%               | 78<br>28%              | 46<br>27%               | 83<br>27%              | 111<br>27%             | 48<br>22%      | 7<br>15%                    | 8<br>16%             | 41<br>22%              | 64<br>21%               | 12<br>28%            | 201<br>23%              | 121<br>22%              | 80<br>24%             | 85<br>27%                | 24<br>24%            | 19<br>23%             | 42<br>32% <sup>u</sup> | 6<br>21%  |
| Fairly dissatisfied                | (2)    | 361<br>30% | 161<br>32%              | 200<br>28%               | 25<br>30% | 91<br>31%  | 105<br>29% | 141<br>28%              | 36<br>30%              | 184<br>31%          | 69<br>36% <sup>j</sup> | 80<br>25%               | 45<br>27%              | 83<br>27%               | 112<br>27%             | 58<br>33%              | 18<br>39%      | 13<br>27%                   | 54<br>29%            | 92<br>31%              | 14<br>31%               | 275<br>31%           | 166<br>31%              | 109<br>33%              | 79<br>25%             | 25<br>26%                | 22<br>27%            | 31<br>24%             | 7<br>25%               |           |
| Very dissatisfied                  | (1)    | 231<br>19% | 115<br>23% <sup>b</sup> | 115<br>16%               | 11<br>13% | 56<br>19%  | 75<br>21%  | 89<br>18%               | 21<br>16%              | 122<br>20%          | 53<br>24%              | 80<br>19%               | 71<br>12%              | 20<br>19%               | 59<br>21%              | 86<br>15%              | 26<br>22%      | 10<br>22%                   | 11<br>22%            | 38<br>20%              | 50<br>17%               | 10<br>23%            | 155<br>18%              | 95<br>17%               | 60<br>18%             | 67<br>21%                | 24<br>24%            | 20<br>24%             | 23<br>18%              | 9<br>33%  |
| NET: Satisfied                     |        | 305<br>25% | 126<br>25%              | 179<br>25%               | 18<br>23% | 62<br>21%  | 90<br>25%  | 134<br>28%              | 30<br>23%              | 141<br>23%          | 53<br>23%              | 81<br>24%               | 54<br>33% <sup>l</sup> | 69<br>23%               | 98<br>24%              | 44<br>25%              | 10<br>21%      | 14<br>28%                   | 43<br>23%            | 91<br>30% <sup>s</sup> | 7<br>15%                | 236<br>27%           | 156<br>29%              | 80<br>24%               | 64<br>21%             | 19<br>20%                | 18<br>21%            | 27<br>21%             | 6<br>21%               |           |
| NET: Dissatisfied                  |        | 591<br>49% | 276<br>54% <sup>b</sup> | 315<br>45%               | 35<br>44% | 147<br>50% | 180<br>48% | 229<br>44%              | 57<br>44%              | 305<br>50%          | 123<br>54%             | 233<br>54% <sup>k</sup> | 151<br>48%             | 65<br>39%               | 142<br>47%             | 198<br>48%             | 85<br>47%      | 27<br>60%                   | 24<br>49%            | 91<br>49%              | 142<br>48%              | 24<br>54%            | 430<br>49%              | 261<br>48%              | 169<br>51%            | 145<br>47%               | 49<br>50%            | 42<br>50%             | 54<br>42%              | 16<br>58% |
| Don't know                         |        | 27<br>2%   | 9<br>2%                 | 17<br>2%                 | 3<br>3%   | 8<br>3%    | 5<br>1%    | 11<br>2%                | 4<br>3%                | 12<br>2%            | 1<br>1%                | 9<br>2%                 | 7<br>2%                | *<br>*                  | 10<br>3%               | 7<br>2%                | 2<br>1%        | 3<br>7% <sup>nr</sup>       | 2<br>5% <sup>r</sup> | 1<br>1%                | 1<br>3%                 | 10<br>1%             | 6<br>1%                 | 5<br>1%                 | 16<br>5% <sup>t</sup> | 5<br>5% <sup>u</sup>     | 5<br>5% <sup>u</sup> | 7<br>5% <sup>uv</sup> | -                      |           |
| Not applicable                     |        | -          | -                       | -                        | -         | -          | -          | -                       | -                      | -                   | -                      | -                       | -                      | -                       | -                      | -                      | -              | -                           | -                    | -                      | -                       | -                    | -                       | -                       | -                     | -                        | -                    | -                     | -                      | -         |
| Mean                               | 2.58   | 2.48       | 2.64 <sup>a</sup>       | 2.67                     | 2.52      | 2.55       | 2.62       | 2.64                    | 2.53                   | 2.48                | 2.51                   | 2.55                    | 2.82 <sup>ijl</sup>    | 2.55                    | 2.56                   | 2.64                   | 2.38           | 2.56                        | 2.51                 | 2.66 <sup>s</sup>      | 2.36                    | 2.61                 | 2.64                    | 2.55                    | 2.51                  | 2.43                     | 2.47                 | 2.60                  | 2.30                   |           |
| Standard deviation                 | 1.09   | 1.13       | 1.06                    | 1.02                     | 1.08      | 1.10       | 1.11       | 1.05                    | 1.09                   | 1.14                | 1.09                   | 1.13                    | 1.03                   | 1.07                    | 1.11                   | 1.06                   | 1.09           | 1.23                        | 1.08                 | 1.09                   | 1.02                    | 1.09                 | 1.10                    | 1.06                    | 1.10                  | 1.12                     | 1.15                 | 1.05                  | 1.15                   |           |
| Standard error                     | 0.03   | 0.05       | 0.04                    | 0.08                     | 0.06      | 0.06       | 0.06       | 0.07                    | 0.04                   | 0.08                | 0.06                   | 0.06                    | 0.08                   | 0.06                    | 0.06                   | 0.07                   | 0.12           | 0.19                        | 0.11                 | 0.07                   | 0.10                    | 0.04                 | 0.05                    | 0.06                    | 0.06                  | 0.12                     | 0.11                 | 0.08                  | 0.26                   |           |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 13  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-Your household's standard of living**  
**Base: All respondents**

|                                    | Gender  |          | Age        |           |           |           |          |           |           | Social Grade        |        |        |        | Working Status |                        |                        |                |                             | Tenure            |                     |                  |                      |                    |                         |                  |                          |                     |                |               |
|------------------------------------|---------|----------|------------|-----------|-----------|-----------|----------|-----------|-----------|---------------------|--------|--------|--------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                                    | Total   | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f)  | 18-34 (g) | 35-64 (h) | 55+ Not Retired (i) | AB (j) | C1 (k) | C2 (l) | DE (m)         | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base                    | 1215    | 577      | 638        | 165       | 385       | 327       | 338      | 253       | 624       | 194                 | 381    | 326    | 192    | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base                      | 1215    | 509      | 706        | 81        | 293       | 362       | 480      | 131       | 605       | 226                 | 430    | 317    | 165    | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Base (excl NA for %)               | 1214    | 508      | 706        | 81        | 293       | 362       | 478      | 131       | 605       | 226                 | 430    | 316    | 164    | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 43*              | 877                  | 542                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Very satisfied                     | (5) 269 | 119      | 150        | 27        | 33        | 67        | 142      | 32        | 95        | 45                  | 120    | 62     | 45     | 41             | 80                     | 37                     | 6              | 7                           | 46                | 90                  | 3                | 226                  | 169                | 57                      | 39               | 15                       | 12                  | 12             | 4             |
|                                    | 22%     | 23%      | 21%        | 33%deh    | 11%       | 18%d      | 30%deh   | 25%dh     | 16%       | 20%                 | 28%jl  | 20%    | 27%l   | 14%            | 19%js                  | 21%js                  | 14%            | 15%                         | 25%js             | 30%mnos             | 7%               | 26%w                 | 31%vxyz            | 17%                     | 12%              | 16%                      | 14%                 | 9%             | 15%           |
| Fairly satisfied                   | (4) 607 | 275      | 332        | 28        | 143       | 176       | 259      | 54        | 294       | 113                 | 230    | 151    | 82     | 144            | 194                    | 91                     | 17             | 21                          | 93                | 170                 | 22               | 455                  | 273                | 183                     | 134              | 35                       | 37                  | 61             | 18            |
|                                    | 50%     | 54%b     | 47%        | 35%       | 49%c      | 49%c      | 54%cg    | 41%       | 49%c      | 50%                 | 54%    | 48%    | 50%    | 48%            | 47%                    | 51%                    | 37%            | 42%                         | 50%               | 57%mo               | 51%              | 52%w                 | 50%x               | 55%x                    | 43%              | 36%                      | 45%                 | 47%            | 66%           |
| Neither satisfied nor dissatisfied | (3) 164 | 58       | 106        | 15        | 44        | 55        | 50       | 24        | 90        | 26                  | 46     | 44     | 17     | 57             | 66                     | 22                     | 7              | 3                           | 33                | 23                  | 10               | 104                  | 56                 | 48                      | 59               | 23                       | 13                  | 23             | 1             |
|                                    | 14%     | 11%      | 15%        | 18%f      | 15%       | 15%       | 10%      | 18%f      | 15%       | 11%                 | 14%    | 10%    | 19%ik  | 16%r           | 12%                    | 16%                    | 7%             | 18%r                        | 8%                | 24%npr              | 12%              | 10%                  | 14%                | 19%t                    | 24%u             | 16%                      | 18%u                | 4%             |               |
| Fairly dissatisfied                | (2) 134 | 40       | 94         | 9         | 52        | 50        | 24       | 16        | 94        | 37                  | 21     | 48     | 21     | 44             | 60                     | 23                     | 8              | 12                          | 13                | 12                  | 7                | 77                   | 40                 | 37                      | 54               | 17                       | 12                  | 25             | 3             |
|                                    | 11%     | 8%       | 13%a       | 11%f      | 18%f      | 14%f      | 5%       | 12%f      | 16%f      | 16%                 | 5%     | 15%i   | 13%i   | 14%i           | 15%r                   | 13%r                   | 17%qr          | 24%qr                       | 7%                | 4%                  | 17%qr            | 9%                   | 7%                 | 11%                     | 17%t             | 17%u                     | 14%                 | 20%uv          | 12%           |
| Very dissatisfied                  | (1) 38  | 16       | 22         | 2         | 21        | 12        | 3        | 4         | 30        | 4                   | 12     | 10     | -      | 15             | 15                     | 4                      | 7              | 6                           | 1                 | 4                   | 1                | 13                   | 4                  | 8                       | 24               | 7                        | 9                   | 8              | 1             |
|                                    | 3%      | 3%       | 3%         | 3%        | 7%f       | 3%f       | 1%       | 3%f       | 5%f       | 2%                  | 3%     | 3%k    | -      | 5%k            | 4%                     | 2%                     | 16%mnqr        | 12%mnqr                     | 1%                | 1%                  | 2%               | 1%                   | 1%                 | 2%                      | 8%t              | 7%u                      | 11%uv               | 6%u            | 3%            |
| NET: Satisfied                     | 876     | 394      | 482        | 55        | 176       | 243       | 401      | 86        | 389       | 157                 | 350    | 213    | 126    | 186            | 273                    | 128                    | 23             | 28                          | 139               | 260                 | 25               | 681                  | 441                | 240                     | 173              | 50                       | 49                  | 73             | 22            |
|                                    | 72%     | 78%b     | 68%        | 69%       | 60%       | 67%       | 84%cddeg | 66%       | 64%       | 70%                 | 82%jl  | 67%    | 77%l   | 61%            | 66%o                   | 72%os                  | 51%            | 57%                         | 75%os             | 87%mnop             | 58%              | 78%w                 | 81%vxyz            | 72%xyz                  | 56%              | 52%                      | 59%                 | 57%            | 81%           |
| NET: Dissatisfied                  | 172     | 56       | 117        | 11        | 72        | 62        | 27       | 21        | 124       | 41                  | 33     | 59     | 21     | 59             | 75                     | 27                     | 15             | 18                          | 14                | 15                  | 8                | 90                   | 45                 | 45                      | 78               | 24                       | 21                  | 33             | 4             |
|                                    | 14%     | 11%      | 17%a       | 13%f      | 25%cefg   | 17%f      | 6%       | 16%f      | 21%f      | 18%                 | 8%     | 19%i   | 13%    | 19%q           | 18%qr                  | 15%r                   | 33%mnqr        | 36%mnqr                     | 7%                | 5%                  | 19%qr            | 10%                  | 8%                 | 13%u                    | 25%t             | 24%uv                    | 25%uv               | 26%uv          | 15%           |
| Don't know                         | 2       | -        | 2          | -         | *         | 1         | -        | *         | 1         | 1                   | -      | -      | *      | 1              | *                      | 1                      | -              | -                           | -                 | -                   | -                | 1                    | -                  | 1                       | *                | -                        | *                   | -              | -             |
|                                    | *       | -        | *          | -         | *         | *         | -        | *         | *         | 1%                  | -      | -      | *      | *              | *                      | 1%                     | -              | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -              | -             |
| Not applicable                     | 1       | 1        | 1          | -         | -         | -         | 1        | -         | -         | 1                   | -      | 1      | 1      | -              | -                      | -                      | -              | -                           | -                 | 1                   | 1m               | 1                    | 1                  | -                       | -                | -                        | -                   | -              | -             |
| Mean                               | 3.77    | 3.87b    | 3.70       | 3.86dh    | 3.40      | 3.66d     | 4.07cde  | 3.72d     | 3.55      | 3.70                | 3.99jl | 3.65   | 3.92jl | 3.51           | 3.63op                 | 3.76ops                | 3.16           | 3.23                        | 3.92mop           | 4.11mno             | 3.44             | 3.92w                | 4.03vxy            | 3.73xyz                 | 3.35             | 3.36                     | 3.37                | 3.34           | 3.78          |
| Standard deviation                 | 1.01    | 0.96     | 1.05       | 1.08      | 1.12      | 1.04      | 0.81     | 1.07      | 1.08      | 1.03                | 0.92   | 1.06   | 0.94   | 1.06           | 1.06                   | 1.00                   | 1.33           | 1.31                        | 0.86              | 0.80                | 0.93             | 0.92                 | 0.89               | 0.95                    | 1.14             | 1.15                     | 1.22                | 1.08           | 0.98          |
| Standard error                     | 0.03    | 0.04     | 0.04       | 0.08      | 0.06      | 0.06      | 0.04     | 0.07      | 0.04      | 0.07                | 0.05   | 0.06   | 0.07   | 0.06           | 0.05                   | 0.07                   | 0.15           | 0.20                        | 0.09              | 0.05                | 0.09             | 0.03                 | 0.04               | 0.05                    | 0.06             | 0.12                     | 0.12                | 0.08           | 0.22          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 14  
**Q2. Please indicate how satisfied or dissatisfied you are with each of the following at the moment ...**  
**-Your household level of savings**  
**Base: All respondents**

|  | Gender     |                         | Age                     |                         |                            |                          |                            |                         | Social Grade             |                 |                          |                          | Working Status          |                          |                         |                         |                            |                             | Tenure                 |                            |                            |                         |                            |                          |                          |                          |                        |                         |               |
|--|------------|-------------------------|-------------------------|-------------------------|----------------------------|--------------------------|----------------------------|-------------------------|--------------------------|-----------------|--------------------------|--------------------------|-------------------------|--------------------------|-------------------------|-------------------------|----------------------------|-----------------------------|------------------------|----------------------------|----------------------------|-------------------------|----------------------------|--------------------------|--------------------------|--------------------------|------------------------|-------------------------|---------------|
|  | Total      | Male (a)                | Female (b)              | 18-29 (c)               | 30-49 (d)                  | 50-64 (e)                | 65+ (f)                    | 18-34 (g)               | 35-64 (h)                | 55+ Not Retired | AB (i)                   | C1 (j)                   | C2 (k)                  | DE (l)                   | Full time employed (m)  | Part time employed (n)  | Unemployed (o)             | Not working but seeking (p) | State pension (q)      | Private pension (r)        | House person (s)           | NET: Home-owners (t)    | Owned outright (u)         | Owned with mortgage (v)  | NET: Renters (w)         | Rent-ed from council (x) | Rent-ed from HA (y)    | Other Rent (z)          | Rent free (A) |
| Unweighted base                        | 1215       | 577                     | 638                     | 165                     | 385                        | 327                      | 338                        | 253                     | 624                      | 194             | 381                      | 326                      | 192                     | 316                      | 390                     | 226                     | 83                         | 45                          | 96                     | 258                        | 117                        | 809                     | 499                        | 310                      | 387                      | 97                       | 112                    | 178                     | 19            |
| Weighted base                          | 1215       | 509                     | 706                     | 81                      | 293                        | 362                      | 480                        | 131                     | 605                      | 226             | 430                      | 317                      | 165                     | 304                      | 414                     | 178                     | 46*                        | 49*                         | 185*                   | 299                        | 44*                        | 878                     | 544                        | 334                      | 310                      | 97*                      | 84*                    | 129                     | 27**          |
| Base (excl NA for %)                   | 1185       | 502                     | 683                     | 80                      | 285                        | 354                      | 465                        | 129                     | 590                      | 223             | 423                      | 315                      | 165                     | 282                      | 412                     | 176                     | 41*                        | 45*                         | 172*                   | 298                        | 42*                        | 863                     | 536                        | 327                      | 297                      | 92*                      | 83*                    | 122                     | 25**          |
| Very satisfied (5)                     | 143<br>12% | 72<br>14%               | 71<br>10%               | 8<br>10%                | 21<br>7%                   | 47<br>13% <sup>d</sup>   | 68<br>15% <sup>d</sup>     | 11<br>8%                | 65<br>11%                | 31<br>14%       | 75<br>18% <sup>ijl</sup> | 33<br>10% <sup>l</sup>   | 22<br>13% <sup>l</sup>  | 14<br>5%                 | 45<br>11%               | 23<br>13% <sup>os</sup> | 1<br>2%                    | 4<br>9%                     | 18<br>11%              | 50<br>17% <sup>os</sup>    | 1<br>3%                    | 131<br>15% <sup>w</sup> | 99<br>18% <sup>vxyz</sup>  | 32<br>10%                | 12<br>4%                 | 4<br>4%                  | 2<br>2%                | 6<br>5%                 | -             |
| Fairly satisfied (4)                   | 422<br>36% | 200<br>40% <sup>b</sup> | 221<br>32%              | 26<br>32%               | 66<br>23%                  | 122<br>35% <sup>d</sup>  | 208<br>45% <sup>cdeg</sup> | 37<br>29%               | 176<br>30%               | 83<br>37%       | 158<br>37%               | 119<br>38%               | 57<br>35%               | 88<br>31%                | 133<br>32%              | 55<br>31%               | 9<br>23%                   | 10<br>22%                   | 61<br>36%              | 141<br>47% <sup>mnop</sup> | 12<br>29%                  | 338<br>39% <sup>w</sup> | 237<br>44% <sup>vxyz</sup> | 101<br>31%               | 68<br>23%                | 18<br>20%                | 25<br>30%              | 25<br>21%               | 15<br>62%     |
| Neither satisfied nor dissatisfied (3) | 212<br>18% | 84<br>17%               | 129<br>19%              | 16<br>20%               | 47<br>17%                  | 48<br>14%                | 101<br>22% <sup>eh</sup>   | 25<br>19%               | 87<br>15%                | 33<br>15%       | 75<br>18%                | 46<br>15%                | 29<br>17%               | 63<br>22% <sup>j</sup>   | 25<br>16%               | 5<br>14%                | 5<br>12%                   | 40<br>23%                   | 64<br>21%              | 6<br>15%                   | 148<br>17%                 | 96<br>18%               | 52<br>16%                  | 63<br>21%                | 28<br>31% <sup>uvy</sup> | 13<br>15%                | 22<br>18%              | 1<br>4%                 |               |
| Fairly dissatisfied (2)                | 203<br>17% | 67<br>13%               | 136<br>20% <sup>a</sup> | 17<br>21% <sup>f</sup>  | 73<br>25% <sup>f</sup>     | 67<br>19% <sup>f</sup>   | 47<br>10%                  | 30<br>24% <sup>f</sup>  | 126<br>21% <sup>f</sup>  | 41<br>19%       | 59<br>14%                | 55<br>17%                | 37<br>22% <sup>ai</sup> | 52<br>19%                | 83<br>20% <sup>r</sup>  | 40<br>22% <sup>r</sup>  | 12<br>29% <sup>r</sup>     | 11<br>25% <sup>r</sup>      | 29<br>17% <sup>r</sup> | 22<br>7%                   | 8<br>19% <sup>r</sup>      | 130<br>15%              | 65<br>12%                  | 65<br>20% <sup>u</sup>   | 67<br>23% <sup>t</sup>   | 15<br>17%                | 16<br>20%              | 35<br>29% <sup>u</sup>  | 6<br>24%      |
| Very dissatisfied (1)                  | 199<br>17% | 76<br>15%               | 123<br>18%              | 10<br>13%               | 79<br>28% <sup>cefg</sup>  | 69<br>19% <sup>f</sup>   | 42<br>9%                   | 23<br>17% <sup>f</sup>  | 135<br>23% <sup>cf</sup> | 34<br>15%       | 55<br>13%                | 60<br>19%                | 20<br>12%               | 64<br>23% <sup>ik</sup>  | 81<br>20% <sup>r</sup>  | 32<br>18% <sup>r</sup>  | 13<br>32% <sup>nqr</sup>   | 14<br>31% <sup>qr</sup>     | 24<br>14%              | 22<br>7%                   | 13<br>32% <sup>mnpqr</sup> | 112<br>13%              | 38<br>7%                   | 74<br>23% <sup>u</sup>   | 85<br>29% <sup>t</sup>   | 26<br>28% <sup>u</sup>   | 26<br>31% <sup>u</sup> | 33<br>27% <sup>u</sup>  | 2<br>8%       |
| NET: Satisfied                         | 565<br>48% | 273<br>54% <sup>b</sup> | 292<br>43%              | 33<br>42% <sup>d</sup>  | 86<br>30%                  | 169<br>48% <sup>dg</sup> | 276<br>59% <sup>cdeg</sup> | 48<br>37%               | 114<br>41% <sup>d</sup>  | 114<br>51%      | 233<br>55% <sup>l</sup>  | 151<br>48% <sup>l</sup>  | 79<br>48% <sup>l</sup>  | 102<br>36%               | 179<br>43% <sup>o</sup> | 79<br>45% <sup>o</sup>  | 10<br>25%                  | 14<br>30%                   | 79<br>46% <sup>o</sup> | 191<br>64% <sup>mnop</sup> | 13<br>32%                  | 469<br>54% <sup>w</sup> | 336<br>63% <sup>vxyz</sup> | 133<br>41% <sup>xz</sup> | 80<br>27%                | 22<br>24%                | 27<br>32%              | 31<br>26%               | 15<br>62%     |
| NET: Dissatisfied                      | 402<br>34% | 143<br>29%              | 259<br>38% <sup>a</sup> | 27<br>34% <sup>f</sup>  | 151<br>53% <sup>cefg</sup> | 136<br>38% <sup>f</sup>  | 89<br>19%                  | 53<br>41% <sup>f</sup>  | 261<br>44% <sup>f</sup>  | 76<br>34%       | 114<br>27%               | 115<br>37% <sup>ai</sup> | 57<br>35%               | 116<br>41% <sup>ai</sup> | 164<br>40% <sup>r</sup> | 72<br>41% <sup>r</sup>  | 25<br>60% <sup>mnpqr</sup> | 25<br>55% <sup>qr</sup>     | 52<br>31% <sup>r</sup> | 43<br>15%                  | 22<br>52% <sup>qr</sup>    | 242<br>28%              | 103<br>19%                 | 139<br>43% <sup>u</sup>  | 152<br>51% <sup>t</sup>  | 41<br>45% <sup>u</sup>   | 42<br>50% <sup>u</sup> | 69<br>56% <sup>uv</sup> | 8<br>32%      |
| Don't know                             | 5<br>*     | 2<br>*                  | 3<br>*                  | 3<br>4% <sup>defh</sup> | 1<br>*                     | 1<br>*                   | -                          | 4<br>3% <sup>defh</sup> | 1<br>*                   | -               | 1<br>*                   | 2<br>1%                  | *                       | 1<br>*                   | 1<br>*                  | 1<br>1%                 | 1<br>3% <sup>mqr</sup>     | 1<br>2% <sup>r</sup>        | -                      | -                          | *<br>1% <sup>r</sup>       | 3<br>*                  | 1<br>*                     | 2<br>1%                  | 2<br>1%                  | -                        | 2<br>2% <sup>u</sup>   | -                       | *<br>2%       |
| Not applicable                         | 30         | 7                       | 24                      | 1                       | 8                          | 8                        | 14                         | 1                       | 14                       | 3               | 7                        | 2                        | -                       | 21<br>ijk                | 3                       | 2                       | 5<br>mnr                   | 4<br>mnr                    | 13<br>mnr              | 1                          | 2<br>mnr                   | 15                      | 7                          | 7                        | 13<br>t                  | 5<br>u                   | 1                      | 7<br>u                  | 2             |
| Mean                                   | 3.09       | 3.25 <sup>b</sup>       | 2.97                    | 3.05 <sup>d</sup>       | 2.57                       | 3.03 <sup>d</sup>        | 3.46 <sup>cde</sup>        | 2.87 <sup>d</sup>       | 2.85 <sup>d</sup>        | 3.16            | 3.33 <sup>jl</sup>       | 3.03 <sup>i</sup>        | 3.14 <sup>i</sup>       | 2.77                     | 2.95 <sup>os</sup>      | 2.99 <sup>os</sup>      | 2.34                       | 2.52                        | 3.12 <sup>ops</sup>    | 3.59 <sup>mno</sup>        | 2.51                       | 3.29 <sup>w</sup>       | 3.55 <sup>vxy</sup>        | 2.85 <sup>z</sup>        | 2.51                     | 2.55                     | 2.53                   | 2.47                    | 3.22          |
| Standard deviation                     | 1.30       | 1.29                    | 1.29                    | 1.22                    | 1.30                       | 1.36                     | 1.13                       | 1.26                    | 1.36                     | 1.31            | 1.28                     | 1.32                     | 1.26                    | 1.25                     | 1.33                    | 1.35                    | 1.24                       | 1.38                        | 1.22                   | 1.08                       | 1.31                       | 1.26                    | 1.14                       | 1.34                     | 1.24                     | 1.21                     | 1.29                   | 1.23                    | 1.10          |
| Standard error                         | 0.04       | 0.05                    | 0.05                    | 0.10                    | 0.07                       | 0.08                     | 0.06                       | 0.08                    | 0.06                     | 0.10            | 0.07                     | 0.07                     | 0.09                    | 0.07                     | 0.07                    | 0.09                    | 0.14                       | 0.22                        | 0.13                   | 0.07                       | 0.13                       | 0.04                    | 0.05                       | 0.08                     | 0.06                     | 0.13                     | 0.12                   | 0.09                    | 0.27          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 15  
Q4. How would you describe the financial situation of your household at the moment?  
Base: All respondents

|                       | Gender         |             |             | Age         |             |             |                |            |             | Social Grade    |             |             |              | Working Status |                        |                        |                |                             |                   | Tenure              |                   |                     |                    |                         |                  |                         |                    |                |               |    |
|-----------------------|----------------|-------------|-------------|-------------|-------------|-------------|----------------|------------|-------------|-----------------|-------------|-------------|--------------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|-------------------|---------------------|--------------------|-------------------------|------------------|-------------------------|--------------------|----------------|---------------|----|
|                       | Total          | Male (a)    | Female (b)  | 18-29 (c)   | 30-49 (d)   | 50-64 (e)   | 65+ (f)        | 18-34 (g)  | 35-64 (h)   | 55+ Not Retired | AB (i)      | C1 (j)      | C2 (k)       | DE (l)         | Full time employed (m) | Part time employed (n) | Unemployed (o) | Not working but seeking (p) | State pension (q) | Private pension (r) | House persons (s) | NET: Homeowners (t) | Owned outright (u) | Owned with mortgage (v) | NET: Renters (w) | Rented from council (x) | Rented from HA (y) | Other Rent (z) | Rent free (A) |    |
| Unweighted base       | 1215           | 577         | 638         | 165         | 385         | 327         | 338            | 253        | 624         | 194             | 381         | 326         | 192          | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117               | 809                 | 499                | 310                     | 387              | 97                      | 112                | 178            | 19            |    |
| Weighted base         | 1215           | 509         | 706         | 81          | 293         | 362         | 480            | 131        | 605         | 226             | 430         | 317         | 165          | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*               | 878                 | 544                | 334                     | 310              | 97*                     | 84*                | 129            | 27**          |    |
| Very good             | (5) 115<br>10% | 59<br>12%   | 56<br>8%    | 5<br>6%     | 16<br>6%    | 28<br>8%    | 66<br>14%degh  | 8<br>6%    | 42<br>7%    | 22<br>10%       | 52<br>12%l  | 35<br>11%l  | 19<br>11%l   | 10<br>3%       | 32<br>8%               | 16<br>9%               | *              | 3<br>6%                     | 22<br>12%o        | 41<br>14%mos        | 1<br>3%           | 105<br>12%w         | 86<br>16%vxyz      | 19<br>6%                | 8<br>2%          | 3<br>3%                 | 2<br>2%            | 3<br>3%        | 3<br>11%      |    |
| Fairly good           | (4) 507<br>42% | 248<br>49%b | 259<br>37%  | 38<br>47%dh | 94<br>32%   | 149<br>41%d | 226<br>47%dh   | 58<br>44%d | 223<br>37%  | 91<br>40%       | 212<br>49%j | 126<br>40%l | 80<br>49%l   | 89<br>29%      | 187<br>45%lopps        | 65<br>36%p             | 12<br>25%      | 8<br>17%                    | 55<br>30%         | 168<br>56%mnop      | 12<br>28%         | 410<br>47%w         | 265<br>49%xyz      | 145<br>43%xz            | 87<br>28%        | 25<br>26%               | 25<br>30%          | 37<br>28%      | 10<br>36%     |    |
| Neither good nor poor | (3) 356<br>29% | 128<br>25%  | 228<br>32%a | 22<br>27%   | 96<br>33%   | 97<br>27%   | 141<br>29%     | 37<br>28%  | 178<br>29%  | 62<br>27%       | 113<br>26%  | 82<br>25%   | 41<br>39%ijk | 119            | 102<br>25%             | 62<br>35%mr            | 13<br>29%      | 15<br>31%                   | 82<br>44%mr       | 65<br>22%           | 16<br>37%mr       | 233<br>27%          | 136<br>25%         | 97<br>29%               | 111<br>36%t      | 34<br>35%               | 29<br>35%          | 48<br>37%u     | 12<br>45%     |    |
| Fairly poor           | (2) 160<br>13% | 49<br>10%   | 110<br>16%a | 10<br>13%f  | 58<br>20%f  | 62<br>17%f  | 29<br>6%       | 20<br>15%f | 111<br>18%f | 39<br>17%       | 37<br>9%    | 51<br>16%i  | 18<br>11%    | 53<br>18%i     | 71<br>17%r             | 28<br>16%r             | 10<br>22%r     | 11<br>22%r                  | 21<br>12%r        | 11<br>4%            | 8<br>19%r         | 90<br>10%           | 40<br>7%           | 51<br>15%u              | 69<br>22%t       | 29<br>30%uv             | 13<br>16%u         | 27<br>21%u     | *             | 2% |
| Very poor             | (1) 74<br>6%   | 22<br>4%    | 51<br>7%    | 4<br>6%     | 29<br>10%f  | 24<br>7%    | 16<br>3%       | 8<br>6%    | 50<br>8%f   | 12<br>5%        | 14<br>3%    | 20<br>6%    | 7<br>4%      | 32<br>11%i     | 22<br>5%               | 7<br>4%                | 9<br>21%mnqr   | 12<br>24%mnqr               | 5<br>3%           | 13<br>4%            | 6<br>13%mnqr      | 37<br>4%            | 17<br>3%           | 20<br>6%                | 35<br>11%t       | 7<br>7%                 | 14<br>17%uv        | 14<br>11%u     | 2<br>6%       |    |
| NET: Good             | 622<br>51%     | 308<br>60%b | 315<br>45%  | 43<br>54%d  | 110<br>38%  | 177<br>49%d | 291<br>61%degh | 65<br>50%d | 266<br>44%  | 113<br>50%      | 264<br>62%j | 161<br>51%l | 99<br>60%l   | 98<br>32%      | 219<br>53%ops          | 81<br>45%ops           | 12<br>26%      | 11<br>23%                   | 76<br>41%         | 209<br>70%mnop      | 14<br>31%         | 515<br>59%w         | 351<br>65%vxyz     | 164<br>49%xyz           | 94<br>30%        | 27<br>28%               | 27<br>32%          | 40<br>31%      | 13<br>47%     |    |
| NET: Poor             | 233<br>19%     | 72<br>14%   | 162<br>23%a | 15<br>19%f  | 87<br>30%cf | 86<br>24%f  | 46<br>9%       | 28<br>21%f | 160<br>26%f | 51<br>23%       | 52<br>12%   | 71<br>23%i  | 25<br>15%    | 85<br>28%ik    | 93<br>22%r             | 35<br>19%r             | 19<br>43%mnqr  | 22<br>46%mnqr               | 26<br>14%         | 23<br>8%            | 14<br>32%nqr      | 127<br>14%          | 56<br>10%          | 70<br>21%u              | 105<br>34%t      | 36<br>37%uv             | 27<br>33%u         | 41<br>32%uv    | 2<br>8%       |    |
| Don't know            | 3<br>*         | 1<br>*      | 2<br>*      | *<br>*      | -<br>-      | 1<br>*      | 2<br>*         | *<br>*     | 1<br>*      | 1<br>*          | *<br>*      | 2<br>1%     | -<br>-       | 1<br>*         | -<br>-                 | *<br>*                 | 1<br>2%<br>m   | -<br>-                      | -<br>-            | 2<br>1%             | -<br>-            | 3<br>*              | 1<br>*             | 2<br>1%                 | *<br>*           | -<br>-                  | *<br>*             | -<br>-         | -<br>-        |    |
| Mean                  | 3.36           | 3.54b       | 3.22        | 3.36d       | 3.04        | 3.26d       | 3.62cde<br>gh  | 3.29d      | 3.16        | 3.32            | 3.58j       | 3.33i       | 3.52l        | 2.97           | 3.33ops                | 3.31ops                | 2.63           | 2.59                        | 3.36ops           | 3.72mno<br>pqs      | 2.89              | 3.52w               | 3.67vxy<br>z       | 3.28xyz                 | 2.88             | 2.87                    | 2.85               | 2.91           | 3.43          |    |
| Standard deviation    | 1.02           | 0.97        | 1.04        | 0.98        | 1.07        | 1.05        | 0.92           | 1.00       | 1.07        | 1.04            | 0.93        | 1.08        | 0.98         | 1.01           | 1.02                   | 0.97                   | 1.12           | 1.20                        | 0.93              | 0.90                | 1.06              | 0.97                | 0.93               | 0.99                    | 1.02             | 0.97                    | 1.10               | 1.02           | 0.95          |    |
| Standard error        | 0.03           | 0.04        | 0.04        | 0.08        | 0.05        | 0.06        | 0.05           | 0.06       | 0.04        | 0.07            | 0.05        | 0.06        | 0.07         | 0.06           | 0.05                   | 0.06                   | 0.12           | 0.18                        | 0.09              | 0.06                | 0.10              | 0.03                | 0.04               | 0.06                    | 0.05             | 0.10                    | 0.10               | 0.08           | 0.22          |    |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 16  
**Q5. Do you think the financial situation of your household will get better, worse or stay the same over the next 12 months?**  
Base: All respondents

|                    | Gender     |            |            | Age           |             |             |                |                  |              |                     | Social Grade |            |            |             | Working Status         |                        |                |                             |                   |                     | Tenure           |                      |                     |                         |                  |                          |                     |                |               |          |
|--------------------|------------|------------|------------|---------------|-------------|-------------|----------------|------------------|--------------|---------------------|--------------|------------|------------|-------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|---------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|----------|
|                    | Total      | Male (a)   | Female (b) | 18-29 (c)     | 30-49 (d)   | 50-64 (e)   | 65+ (f)        | 18-34 (g)        | 35-64 (h)    | 55+ Not Retired (i) | AB (j)       | C1 (k)     | C2 (l)     | DE (m)      | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned out-right (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |          |
| Unweighted base    | 1215       | 577        | 638        | 165           | 385         | 327         | 338            | 253              | 624          | 194                 | 381          | 326        | 192        | 316         | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                 | 310                     | 387              | 97                       | 112                 | 178            | 19            |          |
| Weighted base      | 1215       | 509        | 706        | 81            | 293         | 362         | 480            | 131              | 605          | 226                 | 430          | 317        | 165        | 304         | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                 | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |          |
| A lot better       | (5)<br>2%  | 30<br>2%   | 12<br>3%   | 18<br>7%df    | 5<br>2%     | 17<br>5%f   | 1<br>*         | 8<br>6%df        | 21<br>3%f    | 5<br>2%             | 12<br>3%     | 7<br>2%    | 1<br>*     | 10<br>3%    | 16<br>4%               | 6<br>3%                | 1<br>2%        | 3<br>7%qr                   | -                 | 4<br>1%             | -                | 17<br>2%             | 7<br>1%             | 10<br>3%                | 10<br>3%         | 2<br>2%                  | 2<br>2%             | 7<br>5%u       | 2<br>8%       |          |
| A little better    | (4)<br>17% | 208<br>20% | 102<br>15% | 106<br>31%efh | 25<br>27%ef | 78<br>18%f  | 64<br>18%f     | 41<br>9%         | 41<br>32%efh | 126<br>21%f         | 39<br>17%    | 83<br>19%l | 66<br>21%l | 28<br>17%   | 31<br>10%              | 122<br>29%noqr         | 27<br>15%q     | 3<br>8%                     | 10<br>21%q        | 7<br>4%             | 34<br>11%q       | 5<br>11%q            | 141<br>16%          | 68<br>12%               | 74<br>22%u       | 61<br>20%                | 15<br>15%           | 15<br>18%      | 31<br>24%u    | 6<br>23% |
| Stay the same      | (3)<br>49% | 590<br>45% | 228<br>51% | 362<br>45%    | 122<br>42%  | 171<br>47%  | 261<br>54%dgh  | 49<br>38%        | 280<br>46%   | 105<br>46%          | 200<br>46%   | 148<br>47% | 94<br>57%i | 148<br>49%  | 167<br>40%             | 92<br>52%lm            | 22<br>48%      | 18<br>37%                   | 103<br>56%lm      | 167<br>56%mp        | 21<br>47%        | 449<br>51%w          | 291<br>54%z         | 158<br>47%              | 132<br>43%       | 45<br>47%                | 39<br>46%           | 48<br>37%      | 9<br>34%      |          |
| A little worse     | (2)<br>22% | 273<br>23% | 118<br>22% | 155<br>22%    | 10<br>13%   | 52<br>18%   | 67<br>18%      | 144<br>30%cdgheh | 21<br>16%    | 108<br>18%          | 51<br>23%    | 87<br>20%  | 74<br>23%  | 30<br>18%   | 82<br>15%              | 38<br>21%              | 11<br>24%      | 12<br>25%                   | 55<br>30%lm       | 79<br>26%lm         | 13<br>30%lm      | 198<br>23%           | 139<br>26%v         | 59<br>18%               | 67<br>22%        | 21<br>22%                | 15<br>18%           | 32<br>25%      | 7<br>27%      |          |
| A lot worse        | (1)<br>5%  | 65<br>7%   | 34<br>4%   | 30<br>4%      | 2<br>3%     | 17<br>6%f   | 32<br>9%f      | 13<br>3%         | 6<br>5%      | 46<br>8%f           | 20<br>9%     | 24<br>6%   | 13<br>4%   | 7<br>4%     | 20<br>7%               | 10<br>5%               | 6<br>13%qr     | 3<br>6%                     | 3<br>2%           | 11<br>4%            | 2<br>4%          | 41<br>5%             | 17<br>3%            | 25<br>7%u               | 23<br>7%         | 9<br>9%u                 | 9<br>11%u           | 5<br>4%        | -             |          |
| NET: Better        | 238<br>20% | 114<br>22% | 124<br>18% | 31<br>38%efh  | 84<br>29%f  | 81<br>22%f  | 43<br>9%       | 49<br>37%defh    | 146<br>24%f  | 44<br>19%           | 95<br>22%l   | 73<br>23%l | 28<br>17%  | 41<br>14%   | 138<br>33%noqr         | 33<br>18%q             | 4<br>10%       | 13<br>27%oqr                | 7<br>4%           | 38<br>13%q          | 5<br>11%q        | 158<br>18%           | 75<br>14%           | 84<br>25%u              | 71<br>23%        | 16<br>17%                | 17<br>21%           | 37<br>29%u     | 9<br>31%      |          |
| NET: Worse         | 337<br>28% | 152<br>30% | 185<br>26% | 12<br>15%     | 70<br>24%   | 99<br>27%cd | 156<br>33%cdgh | 28<br>21%        | 153<br>25%cd | 71<br>32%           | 111<br>26%   | 86<br>27%  | 38<br>23%  | 102<br>34%k | 94<br>23%              | 48<br>27%              | 17<br>37%lm    | 15<br>31%                   | 58<br>32%         | 90<br>30%           | 15<br>34%lm      | 239<br>27%           | 156<br>29%          | 83<br>25%               | 91<br>29%        | 30<br>31%                | 24<br>28%           | 37<br>29%      | 7<br>27%      |          |
| Don't know         | 50<br>4%   | 15<br>3%   | 34<br>5%   | 2<br>2%       | 17<br>6%    | 11<br>3%    | 20<br>4%       | 4<br>4%          | 25<br>4%     | 6<br>3%             | 24<br>6%     | 9<br>3%    | 4<br>3%    | 12<br>4%    | 16<br>4%               | 6<br>3%                | 2<br>5%        | 2<br>4%                     | 16<br>9%r         | 4<br>1%             | 3<br>7%r         | 31<br>4%             | 22<br>4%            | 9<br>3%                 | 16<br>5%         | 6<br>6%                  | 4<br>5%             | 7<br>5%        | 2<br>8%       |          |
| Mean               | 2.88       | 2.88       | 2.89       | 3.27defh      | 3.01f       | 2.91f       | 2.73           | 3.18efh          | 2.94f        | 2.81                | 2.93l        | 2.94l      | 2.90       | 2.76        | 3.07oqr                | 2.89oq                 | 2.59           | 2.96                        | 2.68              | 2.80                | 2.71             | 2.88                 | 2.83                | 2.96                    | 2.89             | 2.78                     | 2.83                | 3.01u          | 3.13          |          |
| Standard deviation | 0.85       | 0.90       | 0.82       | 0.88          | 0.90        | 0.96        | 0.67           | 0.96             | 0.93         | 0.91                | 0.88         | 0.84       | 0.74       | 0.87        | 0.96                   | 0.85                   | 0.91           | 1.02                        | 0.59              | 0.73                | 0.74             | 0.81                 | 0.74                | 0.92                    | 0.94             | 0.90                     | 0.96                | 0.95           | 0.95          |          |
| Standard error     | 0.02       | 0.04       | 0.03       | 0.07          | 0.05        | 0.05        | 0.04           | 0.06             | 0.04         | 0.07                | 0.05         | 0.05       | 0.05       | 0.05        | 0.06                   | 0.10                   | 0.16           | 0.06                        | 0.05              | 0.07                | 0.03             | 0.03                 | 0.05                | 0.05                    | 0.09             | 0.09                     | 0.07                | 0.23           |               |          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 17  
Q6. How would you rate the state of the UK economy at the moment?  
Base: All respondents

|                       | Gender         |                         |                       | Age                  |                         |                        |                           |                      |                       |                  | Social Grade |                       |           |                       |                          | Working Status          |                        |                                 |                         |                           | Tenure                  |                         |                          |                          |                       |                             |                      |                         |               |
|-----------------------|----------------|-------------------------|-----------------------|----------------------|-------------------------|------------------------|---------------------------|----------------------|-----------------------|------------------|--------------|-----------------------|-----------|-----------------------|--------------------------|-------------------------|------------------------|---------------------------------|-------------------------|---------------------------|-------------------------|-------------------------|--------------------------|--------------------------|-----------------------|-----------------------------|----------------------|-------------------------|---------------|
|                       | Total          | Male (a)                | Female (b)            | 18-29 (c)            | 30-49 (d)               | 50-64 (e)              | 65+ (f)                   | 18-34 (g)            | 35-64 (h)             | 55+ Not Ret-ired | AB (i)       | C1 (j)                | C2 (k)    | DE (l)                | Full time employe d (m)  | Part time employe d (n) | Unemploye d (o)        | Not work- ing but seek- ing (p) | State pension (q)       | Pri- vate pension (r)     | House person (s)        | NET: Home- owners (t)   | Owed out- right (u)      | Owed with mort- gage (v) | NET: Rent- ers (w)    | Rent- ed from coun- cil (x) | Rent- ed from HA (y) | Other Rent (z)          | Rent free (A) |
| Unweighted base       | 1215           | 577                     | 638                   | 165                  | 385                     | 327                    | 338                       | 253                  | 624                   | 194              | 381          | 326                   | 192       | 316                   | 390                      | 226                     | 83                     | 45                              | 96                      | 258                       | 117                     | 809                     | 499                      | 310                      | 387                   | 97                          | 112                  | 178                     | 19            |
| Weighted base         | 1215           | 509                     | 706                   | 81                   | 293                     | 362                    | 480                       | 131                  | 605                   | 226              | 430          | 317                   | 165       | 304                   | 414                      | 178                     | 46*                    | 49*                             | 185*                    | 299                       | 44*                     | 878                     | 544                      | 334                      | 310                   | 97*                         | 84*                  | 129                     | 27**          |
| Very good             | (5) 12<br>1%   | 6<br>1%                 | 5<br>1%               | 2<br>3%h             | 2<br>1%                 | 2<br>1%                | 6<br>1%                   | 3<br>3%h             | 3<br>*                | 1<br>*           | 6<br>1%      | 2<br>1%               | 3<br>2%   | 1<br>*                | 5<br>1%                  | *                       | -                      | -                               | 1<br>1%                 | 4<br>2%                   | 1<br>2%                 | 10<br>1%                | 7<br>1%                  | 3<br>1%                  | 1<br>*                | -                           | *                    | 1<br>1%                 | 1<br>2%       |
| Fairly good           | (4) 305<br>25% | 146<br>29%b             | 159<br>22%            | 17<br>22%            | 46<br>16%               | 91<br>25% <sup>d</sup> | 151<br>31% <sup>dgh</sup> | 25<br>19%            | 129<br>21%            | 64<br>28%        | 109<br>25%   | 74<br>23%             | 48<br>29% | 74<br>24%             | 90<br>22%                | 41<br>23%               | 13<br>28% <sup>s</sup> | 6<br>12%                        | 49<br>27%               | 100<br>34% <sup>mnp</sup> | 6<br>14%                | 230<br>26%              | 164<br>30% <sup>vz</sup> | 66<br>20%                | 68<br>22%             | 19<br>20%                   | 22<br>27%            | 27<br>21%               | 7<br>26%      |
| Neither good nor poor | (3) 400<br>33% | 164<br>32%              | 236<br>33%            | 25<br>31%            | 105<br>36%              | 123<br>34%             | 146<br>31%                | 41<br>31%            | 213<br>35%            | 58<br>25%        | 137<br>32%   | 110<br>35%            | 52<br>32% | 100<br>33%            | 150<br>36% <sup>os</sup> | 61<br>34% <sup>o</sup>  | 8<br>17%               | 17<br>34%                       | 49<br>27%               | 105<br>35% <sup>o</sup>   | 11<br>24%               | 306<br>35% <sup>w</sup> | 192<br>35%               | 114<br>34%               | 85<br>27%             | 28<br>29%                   | 22<br>27%            | 35<br>27%               | 9<br>33%      |
| Fairly poor           | (2) 374<br>31% | 147<br>29%              | 227<br>32%            | 25<br>30%            | 101<br>35%              | 110<br>30%             | 138<br>29%                | 44<br>34%            | 192<br>32%            | 80<br>35%        | 144<br>34%   | 92<br>29%             | 50<br>31% | 87<br>29%             | 127<br>31%               | 63<br>35% <sup>r</sup>  | 16<br>36%              | 14<br>29%                       | 62<br>34%               | 73<br>25%                 | 17<br>39% <sup>r</sup>  | 265<br>30%              | 143<br>26%               | 122<br>36% <sup>u</sup>  | 102<br>33%            | 27<br>28%                   | 28<br>34%            | 47<br>36% <sup>u</sup>  | 7<br>27%      |
| Very poor             | (1) 76<br>6%   | 43<br>8% <sup>b</sup>   | 33<br>5%              | 7<br>8% <sup>f</sup> | 23<br>8% <sup>f</sup>   | 28<br>8%               | 18<br>4%                  | 9<br>7%              | 49<br>8% <sup>f</sup> | 19<br>8%         | 25<br>6%     | 20<br>6%              | 8<br>5%   | 23<br>8%              | 34<br>8%                 | 9<br>5%                 | 5<br>10% <sup>q</sup>  | 5<br>11%                        | 5<br>3%                 | 13<br>4%                  | 4<br>10% <sup>q</sup>   | 47<br>5%                | 21<br>4%                 | 25<br>8%                 | 26<br>8%              | 13<br>13% <sup>u</sup>      | 5<br>6%              | 8<br>6%                 | 3<br>12%      |
| NET: Good             | 317<br>26%     | 153<br>30% <sup>b</sup> | 164<br>23%            | 20<br>24%            | 47<br>16%               | 93<br>26% <sup>d</sup> | 156<br>33% <sup>dgh</sup> | 29<br>22%            | 132<br>22%            | 65<br>29%        | 115<br>27%   | 76<br>24%             | 51<br>31% | 75<br>25%             | 95<br>23%                | 41<br>23%               | 13<br>28%              | 6<br>12%                        | 51<br>28%               | 105<br>35% <sup>mnp</sup> | 7<br>15%                | 240<br>27%              | 171<br>32% <sup>vz</sup> | 69<br>21%                | 69<br>22%             | 19<br>20%                   | 23<br>27%            | 27<br>21%               | 8<br>28%      |
| NET: Poor             | 450<br>37%     | 189<br>37%              | 260<br>37%            | 31<br>39%            | 125<br>43% <sup>f</sup> | 138<br>38%             | 156<br>33%                | 53<br>41%            | 240<br>40%            | 98<br>44%        | 169<br>39%   | 112<br>35%            | 58<br>35% | 110<br>36%            | 161<br>39% <sup>r</sup>  | 72<br>40% <sup>r</sup>  | 21<br>46% <sup>r</sup> | 19<br>40%                       | 68<br>37%               | 87<br>29%                 | 21<br>49% <sup>r</sup>  | 311<br>35%              | 165<br>30%               | 147<br>44% <sup>u</sup>  | 127<br>41%            | 40<br>41%                   | 33<br>40%            | 54<br>42% <sup>u</sup>  | 11<br>39%     |
| Don't know            | 49<br>4%       | 3<br>1%                 | 46<br>7% <sup>a</sup> | 4<br>5%              | 16<br>6% <sup>e</sup>   | 7<br>2%                | 21<br>4%                  | 8<br>6% <sup>e</sup> | 20<br>3%              | 5<br>2%          | 9<br>2%      | 19<br>6% <sup>i</sup> | 4<br>2%   | 18<br>6% <sup>i</sup> | 9<br>2%                  | 4<br>2%                 | 4<br>8% <sup>m</sup>   | 7<br>14% <sup>mnr</sup>         | 17<br>9% <sup>mnr</sup> | 3<br>1%                   | 5<br>11% <sup>mnr</sup> | 20<br>2%                | 15<br>3%                 | 5<br>1%                  | 29<br>9% <sup>t</sup> | 11<br>11% <sup>uv</sup>     | 6<br>7% <sup>v</sup> | 13<br>10% <sup>uv</sup> | -             |
| Mean                  | 2.83           | 2.86                    | 2.81                  | 2.79                 | 2.64                    | 2.80                   | 2.97 <sup>deg</sup><br>h  | 2.76                 | 2.74                  | 2.77             | 2.83         | 2.82                  | 2.93      | 2.80                  | 2.77 <sup>s</sup>        | 2.77 <sup>s</sup>       | 2.70                   | 2.55                            | 2.88 <sup>s</sup>       | 3.03 <sup>mno</sup><br>ps | 2.53                    | 2.87 <sup>w</sup>       | 2.99 <sup>vxz</sup>      | 2.69                     | 2.70                  | 2.61                        | 2.80                 | 2.71                    | 2.78          |
| Standard deviation    | 0.92           | 0.97                    | 0.88                  | 0.99                 | 0.88                    | 0.93                   | 0.92                      | 0.96                 | 0.91                  | 0.97             | 0.93         | 0.91                  | 0.94      | 0.93                  | 0.93                     | 0.88                    | 1.04                   | 0.89                            | 0.90                    | 0.91                      | 0.96                    | 0.91                    | 0.89                     | 0.91                     | 0.95                  | 0.99                        | 0.94                 | 0.92                    | 1.05          |
| Standard error        | 0.03           | 0.04                    | 0.04                  | 0.08                 | 0.05                    | 0.05                   | 0.05                      | 0.06                 | 0.04                  | 0.07             | 0.05         | 0.05                  | 0.07      | 0.05                  | 0.05                     | 0.06                    | 0.12                   | 0.14                            | 0.10                    | 0.06                      | 0.09                    | 0.03                    | 0.04                     | 0.05                     | 0.11                  | 0.09                        | 0.07                 | 0.24                    |               |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 18  
**Q7. Do you think the UK economy will get better, worse or stay the same over the next 12 months?**  
Base: All respondents

|                    | Gender |            |             | Age        |           |            |            |              |             |                     | Social Grade |             |            |           |                        | Working Status         |                |                             |                   |                     |                  | Tenure               |                    |                         |                  |                           |                     |                |               |           |
|--------------------|--------|------------|-------------|------------|-----------|------------|------------|--------------|-------------|---------------------|--------------|-------------|------------|-----------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|---------------------------|---------------------|----------------|---------------|-----------|
|                    | Total  | Male (a)   | Female (b)  | 18-29 (c)  | 30-49 (d) | 50-64 (e)  | 65+ (f)    | 18-34 (g)    | 35-64 (h)   | 55+ Not Retired (i) | AB (j)       | C1 (k)      | C2 (l)     | DE (m)    | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from coun-cil (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |           |
| Unweighted base    | 1215   | 577        | 638         | 165        | 385       | 327        | 338        | 253          | 624         | 194                 | 381          | 326         | 192        | 316       | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                        | 112                 | 178            | 19            |           |
| Weighted base      | 1215   | 509        | 706         | 81         | 293       | 362        | 480        | 131          | 605         | 226                 | 430          | 317         | 165        | 304       | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                       | 84*                 | 129            | 27**          |           |
| A lot better       | (5)    | 24<br>2%   | 3<br>1%     | 21<br>3%a  | 1<br>1%   | 5<br>2%    | 10<br>3%   | 8<br>2%      | 2<br>1%     | 15<br>2%            | 3<br>1%      | 8<br>2%     | 7<br>1%    | 2<br>2%   | 7<br>3%                | 2<br>1%                | -              | 3<br>6%qr                   | 1<br>1%           | 4<br>1%             | *                | 11<br>1%             | 8<br>1%            | 3<br>1%                 | 10<br>3%         | 1<br>1%                   | 8<br>9%uvxz         | 1<br>1%        | 3<br>10%      |           |
| A little better    | (4)    | 215<br>18% | 107<br>21%b | 108<br>15% | 9<br>11%  | 44<br>15%  | 50<br>14%  | 111<br>23%cd | 17<br>13%   | 87<br>14%           | 36<br>16%    | 70<br>16%   | 51<br>16%  | 33<br>20% | 61<br>20%              | 26<br>16%              | 4<br>8%        | 3<br>6%                     | 48<br>26%mnop     | 63<br>21%op         | 6<br>14%         | 155<br>18%           | 103<br>19%         | 51<br>15%               | 58<br>19%        | 16<br>17%                 | 12<br>14%           | 30<br>23%      | 2<br>8%       |           |
| Stay the same      | (3)    | 343<br>28% | 139<br>27%  | 204<br>29% | 22<br>27% | 82<br>28%  | 113<br>31% | 126<br>26%   | 30<br>23%   | 187<br>31%          | 61<br>27%    | 111<br>26%  | 100<br>32% | 57<br>34% | 75<br>25%              | 135<br>33%             | 42<br>24%      | 9<br>20%                    | 15<br>30%         | 40<br>22%           | 92<br>31%        | 10<br>22%            | 261<br>30%         | 156<br>29%              | 104<br>31%       | 79<br>26%                 | 21<br>22%           | 24<br>28%      | 34<br>27%     | 3<br>11%  |
| A little worse     | (2)    | 370<br>30% | 144<br>28%  | 226<br>32% | 29<br>36% | 84<br>29%  | 98<br>27%  | 160<br>33%   | 48<br>37%eh | 162<br>27%          | 64<br>28%    | 137<br>32%  | 85<br>27%  | 45<br>28% | 102<br>34%             | 93<br>23%              | 70<br>40%m     | 19<br>42%m                  | 15<br>31%         | 65<br>35%am         | 95<br>32%m       | 12<br>28%            | 276<br>31%         | 174<br>32%              | 103<br>31%       | 85<br>27%                 | 25<br>26%           | 23<br>27%      | 37<br>28%     | 9<br>33%  |
| A lot worse        | (1)    | 164<br>14% | 85<br>17%b  | 79<br>11%  | 14<br>17% | 40<br>14%  | 62<br>17%f | 48<br>10%    | 19<br>14%   | 97<br>16%fg         | 28<br>21%    | 74<br>17%g  | 45<br>14%  | 17<br>10% | 28<br>9%               | 70<br>17%q             | 28<br>16%q     | 8<br>18%q                   | 3<br>6%           | 13<br>7%            | 35<br>12%        | 6<br>14%             | 118<br>13%         | 64<br>12%               | 54<br>16%        | 40<br>13%                 | 13<br>14%           | 11<br>13%      | 16<br>12%     | 6<br>22%  |
| NET: Better        |        | 239<br>20% | 111<br>22%  | 128<br>18% | 10<br>12% | 50<br>17%  | 61<br>17%  | 119<br>25%cd | 19<br>14%   | 101<br>17%          | 40<br>18%    | 78<br>18%   | 58<br>21%  | 35<br>22% | 68<br>22%              | 79<br>19%              | 28<br>16%      | 4<br>8%                     | 6<br>13%          | 49<br>26%o          | 66<br>22%o       | 7<br>15%             | 166<br>19%         | 111<br>21%              | 55<br>16%        | 68<br>22%                 | 17<br>18%           | 20<br>24%      | 31<br>24%     | 5<br>18%  |
| NET: Worse         |        | 534<br>44% | 229<br>45%  | 305<br>43% | 42<br>53% | 124<br>42% | 160<br>44% | 208<br>43%   | 67<br>51%   | 259<br>43%          | 112<br>49%   | 211<br>49%k | 130<br>41% | 63<br>38% | 130<br>43%             | 163<br>39%             | 99<br>55%ms    | 27<br>60%mpqr               | 18<br>37%         | 78<br>42%           | 131<br>44%       | 18<br>41%            | 394<br>45%         | 238<br>44%              | 157<br>47%       | 125<br>40%                | 39<br>40%           | 34<br>40%      | 53<br>41%     | 15<br>55% |
| Don't know         |        | 99<br>8%   | 30<br>6%    | 69<br>10%a | 7<br>9%   | 37<br>13%f | 28<br>8%   | 27<br>6%     | 15<br>11%g  | 57<br>9%            | 14<br>6%     | 29<br>7%    | 29<br>9%   | 10<br>6%  | 31<br>10%              | 37<br>9%r              | 9<br>5%        | 5<br>11%r                   | 10<br>21%mnr      | 18<br>10%r          | 11<br>4%         | 9<br>21%mnqr         | 57<br>6%           | 38<br>7%                | 18<br>6%         | 37<br>12%t                | 20<br>20%uvyz       | 7<br>8%        | 11<br>9%      | 5<br>17%  |
| Mean               | 2.61   | 2.58       | 2.63        | 2.38       | 2.58      | 2.55       | 2.71cg     | 2.44         | 2.56        | 2.45                | 2.50         | 2.62        | 2.72       | 2.70      | 2.63o                  | 2.43                   | 2.21           | 2.70                        | 2.75no            | 2.67no              | 2.50             | 2.59                 | 2.64               | 2.52                    | 2.68             | 2.57                      | 2.78                | 2.69           | 2.41          |           |
| Standard deviation | 1.02   | 1.05       | 1.01        | 0.95       | 1.02      | 1.05       | 1.01       | 0.98         | 1.04        | 1.07                | 1.04         | 1.03        | 0.97       | 1.01      | 1.08                   | 0.98                   | 0.88           | 1.01                        | 0.98              | 0.99                | 1.03             | 1.00                 | 1.00               | 0.99                    | 1.08             | 1.06                      | 1.18                | 1.02           | 1.33          |           |
| Standard error     | 0.03   | 0.04       | 0.04        | 0.08       | 0.06      | 0.06       | 0.06       | 0.07         | 0.04        | 0.08                | 0.06         | 0.06        | 0.07       | 0.06      | 0.06                   | 0.07                   | 0.10           | 0.17                        | 0.10              | 0.06                | 0.11             | 0.04                 | 0.05               | 0.06                    | 0.06             | 0.12                      | 0.12                | 0.08           | 0.33          |           |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 19  
**Q8. Do you think the state of the UK's economy has a positive or negative impact on your household's financial situation, or do you think it has no impact?**  
Base: All respondents

|                            | Gender |            |            | Age                    |                        |                          |                       |                           |                          |                         | Social Grade |                          |            |           |                         | Working Status          |                          |                               |                          |                          | Tenure                    |                          |                     |                          |                         |                           |                        |                      |               |           |
|----------------------------|--------|------------|------------|------------------------|------------------------|--------------------------|-----------------------|---------------------------|--------------------------|-------------------------|--------------|--------------------------|------------|-----------|-------------------------|-------------------------|--------------------------|-------------------------------|--------------------------|--------------------------|---------------------------|--------------------------|---------------------|--------------------------|-------------------------|---------------------------|------------------------|----------------------|---------------|-----------|
|                            | Total  | Male (a)   | Female (b) | 18-29 (c)              | 30-49 (d)              | 50-64 (e)                | 65+ (f)               | 18-34 (g)                 | 35-64 (h)                | 55+ Not Ret-ired (i)    | AB (j)       | C1 (k)                   | C2 (l)     | DE (m)    | Full time employe d (n) | Part time employe d (o) | Unemp-loyed (p)          | Not work-ing but seek-ing (q) | State pension (r)        | Pri-vate pension (s)     | House person (t)          | NET: Home-owners (u)     | Owned out-right (v) | Owned with mort-gage (w) | NET: Rent-ers (x)       | Rent-ed from coun-cil (y) | Rent-ed from HA (z)    | Other Rent (A)       | Rent free (B) |           |
| Unweighted base            | 1215   | 577        | 638        | 165                    | 385                    | 327                      | 338                   | 253                       | 624                      | 194                     | 381          | 326                      | 192        | 316       | 390                     | 226                     | 83                       | 45                            | 96                       | 258                      | 117                       | 809                      | 499                 | 310                      | 387                     | 97                        | 112                    | 178                  | 19            |           |
| Weighted base              | 1215   | 509        | 706        | 81                     | 293                    | 362                      | 480                   | 131                       | 605                      | 226                     | 430          | 317                      | 165        | 304       | 414                     | 178                     | 46*                      | 49*                           | 185*                     | 299                      | 44*                       | 878                      | 544                 | 334                      | 310                     | 97*                       | 84*                    | 129                  | 27**          |           |
| Very positive              | (5)    | 10<br>1%   | 4<br>1%    | 6<br>1%                | -                      | 3<br>1%                  | 1<br>*                | 6<br>1%                   | *<br>1%                  | 4<br>2%                 | 5<br>2%j     | 8<br>-                   | 2<br>1%    | -         | 7<br>2%                 | *<br>-                  | -                        | -                             | 2<br>1%                  | 1<br>2%nq                | 7<br>1%                   | 6<br>1%                  | 1<br>*              | 3<br>1%                  | 1<br>1%                 | 1<br>1%                   | 1<br>*                 | -                    | -             |           |
| Fairly positive            | (4)    | 140<br>12% | 69<br>14%  | 71<br>10%              | 11<br>14%              | 30<br>10%                | 45<br>13%             | 54<br>11%                 | 16<br>13%                | 70<br>12%               | 30<br>13%    | 56<br>11%                | 23<br>14%  | 28<br>9%  | 51<br>12%               | 26<br>15%               | 5<br>11%                 | 3<br>5%                       | 15<br>8%                 | 38<br>13%                | 3<br>7%                   | 108<br>12%               | 68<br>13%           | 39<br>12%                | 30<br>10%               | 10<br>10%                 | 8<br>9%                | 12<br>9%             | 3<br>12%      |           |
| No impact                  | (3)    | 467<br>38% | 199<br>39% | 268<br>38%             | 30<br>37%              | 87<br>30%                | 138<br>38%            | 212<br>44% <sup>dgh</sup> | 42<br>32%                | 213<br>35%              | 83<br>37%    | 143<br>33%               | 130<br>41% | 71<br>43% | 123<br>41%              | 152<br>37%              | 56<br>31%                | 12<br>25%                     | 20<br>40%                | 89<br>48% <sup>nos</sup> | 127<br>42% <sup>nos</sup> | 12<br>28%                | 350<br>40%          | 245<br>45% <sup>vx</sup> | 105<br>31%              | 110<br>35%                | 27<br>28%              | 32<br>38%            | 51<br>40%     | 7<br>27%  |
| Fairly negative            | (2)    | 437<br>36% | 183<br>36% | 255<br>36%             | 22<br>27%              | 114<br>39% <sup>c</sup>  | 132<br>37%            | 170<br>35%                | 42<br>32%                | 225<br>37% <sup>c</sup> | 82<br>36%    | 187<br>44% <sup>kl</sup> | 112<br>35% | 50<br>30% | 89<br>29%               | 148<br>36% <sup>p</sup> | 79<br>44% <sup>pqs</sup> | 17<br>37%                     | 9<br>18%                 | 56<br>30%                | 117<br>39% <sup>p</sup>   | 13<br>29%                | 320<br>37%          | 176<br>32%               | 145<br>43% <sup>u</sup> | 105<br>34%                | 31<br>32%              | 29<br>35%            | 45<br>35%     | 12<br>43% |
| Very negative <sup>i</sup> | (1)    | 63<br>5%   | 27<br>5%   | 36<br>5%               | 8<br>10% <sup>f</sup>  | 28<br>10% <sup>f</sup>   | 20<br>5% <sup>f</sup> | 8<br>2%                   | 10<br>8% <sup>f</sup>    | 45<br>7% <sup>f</sup>   | 15<br>6%     | 16<br>4%                 | 15<br>5%   | 11<br>6%  | 21<br>7%                | 27<br>7% <sup>qr</sup>  | 9<br>5%                  | 6<br>12% <sup>qr</sup>        | 5<br>10% <sup>qr</sup>   | 2<br>1%                  | 8<br>3%                   | 7<br>15% <sup>mnr</sup>  | 39<br>4%            | 15<br>3%                 | 24<br>7% <sup>u</sup>   | 23<br>7%                  | 10<br>10% <sup>u</sup> | 6<br>8% <sup>u</sup> | 7<br>5%       | 2<br>6%   |
| NET: Positive              |        | 150<br>12% | 73<br>14%  | 77<br>11%              | 11<br>14%              | 33<br>11%                | 46<br>13%             | 60<br>12%                 | 17<br>13%                | 74<br>12%               | 35<br>15%    | 64<br>11%                | 33<br>15%  | 25<br>9%  | 28<br>14%               | 27<br>15%               | 5<br>11%                 | 3<br>5%                       | 15<br>8%                 | 40<br>13%                | 4<br>9%                   | 115<br>13%               | 74<br>14%           | 41<br>12%                | 32<br>10%               | 11<br>12%                 | 9<br>10%               | 12<br>10%            | 3<br>12%      |           |
| NET: Negative              |        | 501<br>41% | 210<br>41% | 291<br>41%             | 29<br>36%              | 141<br>48% <sup>cf</sup> | 152<br>42%            | 178<br>37%                | 53<br>40%                | 270<br>45% <sup>f</sup> | 97<br>43%    | 204<br>47% <sup>kl</sup> | 127<br>40% | 60<br>37% | 110<br>36%              | 175<br>42%              | 88<br>49% <sup>pq</sup>  | 22<br>49% <sup>q</sup>        | 14<br>28%                | 57<br>31%                | 125<br>42%                | 20<br>45%                | 359<br>41%          | 191<br>35%               | 168<br>50% <sup>u</sup> | 128<br>41%                | 40<br>42%              | 36<br>42%            | 52<br>40%     | 14<br>50% |
| Don't know                 |        | 97<br>8%   | 27<br>5%   | 70<br>10% <sup>a</sup> | 10<br>12% <sup>f</sup> | 31<br>11%                | 26<br>7%              | 30<br>6%                  | 19<br>15% <sup>eth</sup> | 48<br>8%                | 12<br>5%     | 18<br>4%                 | 27<br>8%   | 9<br>5%   | 43<br>14% <sup>ik</sup> | 30<br>7% <sup>r</sup>   | 8<br>5%                  | 7<br>15% <sup>nr</sup>        | 13<br>26% <sup>mnr</sup> | 24<br>13% <sup>nr</sup>  | 8<br>3%                   | 54<br>18% <sup>mnr</sup> | 33<br>6%            | 21<br>6%                 | 40<br>13% <sup>t</sup>  | 18<br>19% <sup>uv</sup>   | 8<br>10%               | 13<br>10%            | 3<br>12%      |           |
| Mean                       |        | 2.64       | 2.67       | 2.61                   | 2.63                   | 2.49                     | 2.63                  | 2.73 <sup>dh</sup>        | 2.59                     | 2.57                    | 2.67         | 2.64                     | 2.63       | 2.71      | 2.61                    | 2.64 <sup>s</sup>       | 2.59                     | 2.41                          | 2.55                     | 2.73 <sup>os</sup>       | 2.69 <sup>os</sup>        | 2.41                     | 2.67                | 2.75 <sup>v</sup>        | 2.52                    | 2.57                      | 2.52                   | 2.57                 | 2.60          | 2.49      |
| Standard deviation         |        | 0.81       | 0.82       | 0.79                   | 0.88                   | 0.88                     | 0.80                  | 0.74                      | 0.87                     | 0.84                    | 0.88         | 0.84                     | 0.76       | 0.84      | 0.78                    | 0.86                    | 0.82                     | 0.90                          | 0.83                     | 0.64                     | 0.75                      | 1.00                     | 0.79                | 0.76                     | 0.82                    | 0.83                      | 0.92                   | 0.84                 | 0.77          | 0.83      |
| Standard error             |        | 0.02       | 0.04       | 0.03                   | 0.07                   | 0.05                     | 0.05                  | 0.04                      | 0.06                     | 0.03                    | 0.07         | 0.04                     | 0.06       | 0.05      | 0.05                    | 0.06                    | 0.10                     | 0.14                          | 0.07                     | 0.05                     | 0.10                      | 0.03                     | 0.04                | 0.05                     | 0.05                    | 0.10                      | 0.08                   | 0.06                 | 0.20          |           |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 20  
Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?

-Summary  
Base: All respondents

Q16 Summary

|                                   | Banking (by this we mean day to day banking services, like current accounts, savings accounts) (a) | Longer-term financial products (e.g. investments/pensions, life insurance etc) (b) | Food/groceries (c)      | Domestic appliances (e.g. fridges, washing machines, etc.) (d) | Technology appliances (e.g. cameras, home computers, TVs) (e) | Broadband/home phone services (f) | Mobile phone services (g) | Gas and electricity (h) | Water (supplied to your home) (i) | Trades services (e.g. plumbers, builders, electricians, etc.) (j) | Train travel (k)       | Airlines / holiday operators (l) | Car dealers (m)              | Estate and lettings agents (n) |
|-----------------------------------|--|--|-------------------------|--|---|-----------------------------------|---------------------------|-------------------------|-----------------------------------|---|------------------------|----------------------------------|------------------------------|--------------------------------|
| Unweighted base                   | 1215   | 1215   | 1215                    | 1215   | 1215  | 1215                              | 1215                      | 1215                    | 1215                              | 1215  | 1215                   | 1215                             | 1215                         | 1215                           |
| Weighted base                     | 1215   | 1215   | 1215                    | 1215   | 1215  | 1215                              | 1215                      | 1215                    | 1215                              | 1215  | 1215                   | 1215                             | 1215                         | 1215                           |
| Trust a great deal (5)            | 79<br>7%abghijklmn   | 24<br>2%am   | 99<br>8%befghijklmn     | 85<br>7%bfghijklmn   | 71<br>6%bgijklmn  | 58<br>5%bjlmn                     | 45<br>4%bjmn              | 50<br>4%bjmn            | 171<br>14%abcdefgijklmn           | 28<br>2%mn  | 38<br>3%mn             | 34<br>3%mn                       | 5<br>*                       | 13<br>1%                       |
| Trust quite a lot (4)             | 454<br>37%abghklmn   | 268<br>22%akmn   | 631<br>52%abefghijklmn  | 586<br>48%abefghijklmn   | 542<br>45%abfghijklmn   | 413<br>34%abghklmn                | 365<br>30%abklmn          | 339<br>28%abkmn         | 547<br>45%abfghijklmn             | 416<br>34%abghklmn  | 207<br>17%mn           | 302<br>25%akmn                   | 79<br>7%                     | 74<br>6%                       |
| Neither trust nor don't trust (3) | 332<br>27%   | 454<br>37%acikmn   | 369<br>30%              | 404<br>33%ai   | 441<br>36%acimn   | 445<br>37%acimn                   | 491<br>40%acdefhikmn      | 407<br>34%ai            | 331<br>27%                        | 493<br>41%acdthikmn   | 404<br>33%ai           | 465<br>38%acdthikmn              | 364<br>30%                   | 380<br>31%                     |
| Don't trust very much (2)         | 243<br>20%cdei   | 289<br>24%acdefgij   | 93<br>8%                | 98<br>8%   | 123<br>10%c   | 232<br>19%cdei                    | 234<br>19%cdei            | 311<br>26%acdefgijl     | 118<br>10%                        | 206<br>17%cdei  | 331<br>27%acdefgijl    | 253<br>21%cdeij                  | 486<br>40%abcddefghijkl<br>n | 422<br>35%abcddefghijkl        |
| Don't trust at all (1)            | 97<br>8%cddefgijl  | 95<br>8%cddefgijl  | 12<br>1%                | 24<br>2%c  | 20<br>2%  | 48<br>4%cdei                      | 62<br>5%cdei              | 88<br>7%cddefgijl       | 29<br>2%c                         | 50<br>4%cdei  | 108<br>9%cddefgijl     | 42<br>3%cde                      | 207<br>17%abcddefghijkl      | 219<br>18%abcddefghijkl        |
| NET: Trust                        | 533<br>44%abfghijklmn  | 291<br>24%akmn   | 731<br>60%abdefghijklmn | 670<br>55%abefghijklmn   | 613<br>50%abfghijklmn   | 472<br>39%abghklmn                | 410<br>34%abklmn          | 389<br>32%abklmn        | 718<br>59%abdefghijklmn           | 443<br>36%abhikmn   | 245<br>20%mn           | 336<br>28%abkmn                  | 84<br>7%                     | 87<br>7%                       |
| NET: Don't trust                  | 340<br>28%cddefgij   | 384<br>32%acdefgijl  | 105<br>9%               | 123<br>10%   | 143<br>12%c   | 280<br>23%cdei                    | 296<br>24%cdei            | 399<br>33%acdefgijl     | 147<br>12%c                       | 256<br>21%cdei  | 440<br>36%abcddefgijl  | 295<br>24%cdei                   | 693<br>57%abcddefghijkl<br>n | 641<br>53%abcddefghijkl        |
| Don't know                        | 11<br>1%   | 85<br>7%acdefghij  | 11<br>1%                | 18<br>1%   | 18<br>1%  | 19<br>2%                          | 18<br>2%                  | 19<br>2%a               | 19<br>2%                          | 23<br>2%ac  | 127<br>10%abcddefghijm | 118<br>10%abcddefghijm           | 74<br>6%acdefghij            | 108<br>9%acdefghijm            |
| Mean                              | 3.15bhklmn   | 2.86kmn  | 3.59abdefghijkl<br>n    | 3.51abefghijklmn   | 3.44abfghijklmn   | 3.17bghklmn                       | 3.08bhklmn                | 2.96bkmn                | 3.60abdefghijkl<br>n              | 3.14bhklmn  | 2.76mn                 | 3.03bkmn                         | 2.29                         | 2.31                           |
| Standard deviation                | 1.07   | 0.94   | 0.79                    | 0.82   | 0.82  | 0.93                              | 0.92                      | 1.00                    | 0.93                              | 0.87  | 0.99                   | 0.88                             | 0.86                         | 0.90                           |
| Standard error                    | 0.03   | 0.03   | 0.02                    | 0.02   | 0.02  | 0.03                              | 0.03                      | 0.03                    | 0.03                              | 0.03  | 0.03                   | 0.03                             | 0.03                         | 0.03                           |

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 21  
**Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?**  
**-Banking (by this we mean day to day banking services, like current accounts, savings accounts)**  
**Base: All respondents**

|                               | Gender         |                 |                 | Age               |                |            |            |                 |                 |                     | Social Grade    |            |                |                 | Working Status         |                        |                  |                             |                   |                     | Tenure           |                      |                    |                         |                  |                          |                     |                |               |
|-------------------------------|----------------|-----------------|-----------------|-------------------|----------------|------------|------------|-----------------|-----------------|---------------------|-----------------|------------|----------------|-----------------|------------------------|------------------------|------------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                               | Total          | Male (a)        | Female (b)      | 18-29 (c)         | 30-49 (d)      | 50-64 (e)  | 65+ (f)    | 18-34 (g)       | 35-64 (h)       | 55+ Not Retired (i) | AB (j)          | C1 (k)     | C2 (l)         | DE (m)          | Full time employed (n) | Part time employed (o) | Unemployed (p)   | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base               | 1215           | 577             | 638             | 165               | 385            | 327        | 338        | 253             | 624             | 194                 | 381             | 326        | 192            | 316             | 390                    | 226                    | 83               | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base                 | 1215           | 509             | 706             | 81                | 293            | 362        | 480        | 131             | 605             | 226                 | 430             | 317        | 165            | 304             | 414                    | 178                    | 46*              | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Trust a great deal            | (5) 79<br>7%   | 31<br>6%        | 48<br>7%        | 12<br>14%<br>defh | 20<br>7%       | 17<br>5%   | 30<br>6%   | 14<br>10%<br>eh | 36<br>6%        | 20<br>9%            | 22<br>5%        | 21<br>6%   | 13<br>8%       | 24<br>8%        | 28<br>7%               | 12<br>7%               | 7<br>15%<br>mrs  | 7<br>15%<br>rs              | 11<br>6%          | 14<br>5%            | 1<br>2%          | 58<br>7%             | 41<br>8%           | 17<br>5%                | 18<br>6%         | 7<br>7%                  | 5<br>6%             | 5<br>4%        | 3<br>12%      |
| Trust quite a lot             | (4) 454<br>37% | 155<br>31%      | 298<br>42%<br>a | 24<br>29%         | 105<br>36%     | 137<br>38% | 188<br>39% | 46<br>35%       | 220<br>36%      | 70<br>31%           | 163<br>38%<br>k | 115<br>36% | 45<br>27%      | 131<br>43%<br>k | 140<br>34%             | 70<br>39%<br>o         | 10<br>22%        | 16<br>33%                   | 82<br>44%<br>o    | 119<br>40%<br>o     | 17<br>38%<br>o   | 323<br>37%           | 208<br>38%         | 115<br>34%              | 125<br>40%       | 53<br>54%<br>uvyz        | 26<br>31%           | 46<br>35%      | 6<br>23%      |
| Neither trust nor don't trust | (3) 332<br>27% | 140<br>28%      | 192<br>27%      | 23<br>28%         | 73<br>25%      | 95<br>26%  | 141<br>29% | 37<br>28%       | 154<br>25%      | 56<br>25%           | 124<br>29%      | 88<br>28%  | 53<br>32%<br>l | 66<br>22%       | 106<br>26%             | 48<br>27%              | 11<br>25%        | 6<br>12%                    | 50<br>27%         | 94<br>32%<br>p      | 15<br>34%<br>p   | 254<br>29%           | 156<br>29%<br>x    | 98<br>29%<br>x          | 70<br>23%        | 14<br>15%                | 20<br>24%           | 36<br>28%      | 8<br>28%      |
| Don't trust very much         | (2) 243<br>20% | 115<br>23%      | 127<br>18%      | 17<br>20%         | 56<br>19%      | 83<br>23%  | 87<br>18%  | 21<br>16%       | 135<br>22%      | 58<br>26%           | 81<br>19%       | 64<br>20%  | 42<br>26%      | 56<br>18%       | 94<br>23%              | 38<br>21%              | 11<br>24%        | 11<br>22%                   | 28<br>15%         | 55<br>18%           | 6<br>14%         | 175<br>20%           | 103<br>19%         | 71<br>21%<br>x          | 62<br>20%        | 9<br>10%                 | 24<br>28%<br>x      | 29<br>22%<br>x | 6<br>22%      |
| Don't trust at all            | (1) 97<br>8%   | 63<br>12%<br>b  | 34<br>5%        | 5<br>6%           | 33<br>11%<br>f | 27<br>8%   | 31<br>7%   | 10<br>7%        | 56<br>9%        | 23<br>10%           | 37<br>9%        | 26<br>8%   | 10<br>6%       | 24<br>8%        | 43<br>10%              | 9<br>5%                | 6<br>14%<br>nr   | 7<br>14%                    | 11<br>6%          | 18<br>6%            | 3<br>7%          | 65<br>7%             | 32<br>6%           | 33<br>10%               | 29<br>9%         | 10<br>10%                | 7<br>8%             | 12<br>10%      | 3<br>12%      |
| NET: Trust                    | 533<br>44%     | 187<br>37%      | 346<br>49%<br>a | 35<br>43%         | 126<br>43%     | 155<br>43% | 217<br>45% | 60<br>46%       | 256<br>42%      | 90<br>40%           | 185<br>43%      | 135<br>35% | 58<br>35%      | 155<br>51%<br>k | 168<br>41%             | 82<br>46%              | 17<br>37%        | 23<br>48%                   | 93<br>50%         | 133<br>44%          | 17<br>40%        | 381<br>43%           | 250<br>46%         | 131<br>39%              | 142<br>46%       | 60<br>62%<br>uvyz        | 32<br>38%           | 51<br>39%      | 9<br>35%      |
| NET: Don't trust              | 340<br>28%     | 179<br>35%<br>b | 161<br>23%      | 21<br>26%         | 90<br>31%      | 110<br>30% | 119<br>25% | 30<br>23%       | 191<br>32%<br>g | 81<br>36%           | 118<br>27%      | 89<br>28%  | 53<br>32%      | 80<br>26%       | 137<br>33%<br>qr       | 47<br>26%              | 17<br>38%<br>qrs | 17<br>35%                   | 39<br>21%         | 72<br>24%           | 10<br>22%        | 239<br>27%           | 135<br>25%         | 104<br>31%              | 91<br>29%        | 19<br>20%                | 31<br>37%<br>ux     | 41<br>32%      | 9<br>34%      |
| Don't know                    | 11<br>1%       | 3<br>1%         | 8<br>1%         | 2<br>2%           | 5<br>2%        | 2<br>*     | 3<br>1%    | 4<br>3%<br>efh  | 5<br>1%         | -                   | 2<br>1%         | 4<br>1%    | 2<br>1%        | 3<br>1%         | 3<br>1%                | 1<br>1%                | -                | 2<br>5%<br>mr               | 3<br>1%           | -                   | 2<br>4%<br>mnr   | 3<br>*               | 3<br>1%            | 1<br>*                  | 7<br>2%<br>t     | 4<br>4%<br>uv            | 1<br>1%             | 2<br>1%        | 1<br>3%       |
| Mean                          | 3.15           | 2.95            | 3.29a           | 3.26              | 3.08           | 3.10       | 3.20       | 3.26            | 3.08            | 3.03                | 3.12            | 3.13       | 3.05           | 3.25            | 3.04                   | 3.21                   | 3.00             | 3.14                        | 3.29              | 3.19                | 3.13             | 3.15                 | 3.23v              | 3.03                    | 3.13             | 3.41vyz                  | 2.99                | 3.02           | 3.00          |
| Standard deviation            | 1.07           | 1.13            | 1.00            | 1.13              | 1.14           | 1.05       | 1.02       | 1.09            | 1.09            | 1.15                | 1.05            | 1.07       | 1.05           | 1.10            | 1.12                   | 1.02                   | 1.29             | 1.34                        | 1.01              | 0.98                | 0.97             | 1.05                 | 1.03               | 1.07                    | 1.10             | 1.11                     | 1.10                | 1.07           | 1.24          |
| Standard error                | 0.03           | 0.05            | 0.04            | 0.09              | 0.06           | 0.06       | 0.06       | 0.07            | 0.04            | 0.08                | 0.05            | 0.06       | 0.08           | 0.06            | 0.06                   | 0.07                   | 0.14             | 0.20                        | 0.10              | 0.06                | 0.09             | 0.04                 | 0.05               | 0.06                    | 0.06             | 0.11                     | 0.11                | 0.08           | 0.29          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 22  
Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?  
-Longer-term financial products (e.g. investments/pensions, life insurance etc)  
Base: All respondents

|                               | Gender         |            |            | Age          |            |            |              |               |              |                     | Social Grade |            |            |               | Working Status         |                        |                |                             |                   |                     | Tenure           |                      |                    |                         |                  |                          |                     |                |               |      |
|-------------------------------|----------------|------------|------------|--------------|------------|------------|--------------|---------------|--------------|---------------------|--------------|------------|------------|---------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|------|
|                               | Total          | Male (a)   | Female (b) | 18-29 (c)    | 30-49 (d)  | 50-64 (e)  | 65+ (f)      | 18-34 (g)     | 35-64 (h)    | 55+ Not Retired (i) | AB (j)       | C1 (k)     | C2 (l)     | DE (m)        | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |      |
| Unweighted base               | 1215           | 577        | 638        | 165          | 385        | 327        | 338          | 253           | 624          | 194                 | 381          | 326        | 192        | 316           | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |      |
| Weighted base                 | 1215           | 509        | 706        | 81           | 293        | 362        | 480          | 131           | 605          | 226                 | 430          | 317        | 165        | 304           | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |      |
| Trust a great deal            | (5) 24<br>2%   | 11<br>2%   | 13<br>2%   | 2<br>3%e     | 6<br>2%    | 2<br>*     | 13<br>3%e    | 3<br>3%e      | 7<br>1%      | 2<br>1%             | 7<br>2%      | 3<br>1%    | 8<br>5%j   | 5<br>2%       | 8<br>2%                | 2<br>1%                | -              | -                           | 6<br>3%           | 8<br>3%             | 1<br>1%          | 11<br>1%             | 8<br>2%            | 3<br>1%                 | 12<br>4%t        | 6<br>6%uv                | 2<br>3%             | 4<br>3%        | *             | 2%   |
| Trust quite a lot             | (4) 268<br>22% | 118<br>23% | 150<br>21% | 27<br>34%efh | 73<br>25%  | 78<br>22%  | 89<br>18%    | 46<br>35%defh | 133<br>22%   | 51<br>23%           | 115<br>27%l  | 74<br>23%  | 30<br>18%  | 49<br>16%     | 104<br>25%qs           | 48<br>27%qs            | 11<br>24%q     | 9<br>19%                    | 17<br>9%          | 71<br>24%qs         | 6<br>13%         | 214<br>24%w          | 128<br>24%z        | 86<br>26%z              | 48<br>15%        | 19<br>20%                | 14<br>17%           | 14<br>11%      | 6<br>20%      | 6    |
| Neither trust nor don't trust | (3) 454<br>37% | 199<br>39% | 255<br>36% | 22<br>27%    | 108<br>37% | 136<br>38% | 188<br>39%cg | 38<br>29%     | 228<br>38%cg | 69<br>30%           | 141<br>33%   | 123<br>39% | 72<br>44%i | 118<br>39%    | 155<br>38%             | 56<br>31%              | 12<br>25%      | 12<br>24%                   | 78<br>42%o        | 123<br>41%o         | 18<br>41%        | 335<br>38%           | 213<br>39%         | 122<br>37%              | 109<br>35%       | 37<br>38%                | 28<br>33%           | 45<br>34%      | 11<br>40%     | 11   |
| Don't trust very much         | (2) 289<br>24% | 110<br>22% | 179<br>25% | 19<br>23%    | 59<br>20%  | 91<br>25%  | 120<br>25%   | 27<br>20%     | 143<br>24%   | 78<br>34%           | 110<br>26%   | 76<br>24%  | 38<br>23%  | 65<br>21%     | 94<br>23%              | 48<br>27%              | 9<br>19%       | 15<br>31%                   | 49<br>26%         | 65<br>22%           | 10<br>22%        | 210<br>24%           | 134<br>25%x        | 76<br>23%               | 71<br>23%        | 12<br>13%                | 17<br>20%           | 41<br>32%x     | 9<br>31%      | 9    |
| Don't trust at all            | (1) 95<br>8%   | 50<br>10%  | 45<br>6%   | 4<br>6%      | 25<br>9%   | 33<br>9%   | 32<br>7%     | 6<br>5%       | 56<br>9%     | 15<br>7%            | 33<br>8%     | 23<br>7%   | 9<br>5%    | 30<br>10%     | 37<br>9%               | 13<br>7%               | 7<br>16%qr     | 4<br>8%                     | 11<br>6%          | 19<br>6%            | 4<br>10%         | 58<br>7%             | 31<br>6%           | 27<br>8%                | 36<br>12%t       | 8<br>9%                  | 13<br>16%u          | 14<br>11%u     | 1<br>14%      | 1    |
| NET: Trust                    | 291<br>24%     | 129<br>25% | 163<br>23% | 30<br>37%efh | 80<br>27%  | 80<br>22%  | 102<br>21%   | 49<br>38%defh | 140<br>23%   | 53<br>23%           | 122<br>28%l  | 78<br>24%  | 37<br>23%  | 54<br>18%     | 112<br>27%qs           | 50<br>28%qs            | 11<br>24%      | 9<br>19%                    | 23<br>13%         | 79<br>26%qs         | 6<br>14%         | 226<br>26%           | 137<br>25%z        | 89<br>27%z              | 60<br>19%        | 25<br>26%                | 17<br>20%           | 18<br>14%      | 6<br>22%      | 6    |
| NET: Don't trust              | 384<br>32%     | 159<br>31% | 224<br>32% | 23<br>29%    | 85<br>29%  | 124<br>34% | 152<br>32%   | 33<br>25%     | 199<br>33%   | 93<br>41%           | 143<br>33%   | 99<br>31%  | 47<br>28%  | 95<br>31%     | 131<br>32%             | 61<br>34%              | 16<br>35%      | 19<br>39%                   | 60<br>32%         | 84<br>28%           | 14<br>32%        | 268<br>31%           | 165<br>30%         | 103<br>31%              | 106<br>34%       | 21<br>21%                | 30<br>35%           | 56<br>43%uvx   | 9<br>35%      | 9    |
| Don't know                    | 85<br>7%       | 21<br>4%   | 64<br>9%a  | 6<br>7%      | 20<br>7%   | 22<br>6%   | 37<br>8%     | 11<br>8%      | 37<br>6%     | 12<br>5%            | 23<br>5%     | 17<br>5%   | 9<br>5%    | 36<br>12%ijkl | 16<br>4%               | 11<br>6%               | 7<br>15%lmr    | 9<br>18%lmr                 | 24<br>13%mr       | 13<br>4%            | 6<br>13%mr       | 49<br>6%             | 29<br>5%           | 20<br>6%                | 35<br>11%t       | 15<br>15%uv              | 10<br>12%u          | 11<br>8%       | 1<br>14%      | 1    |
| Mean                          | 2.86           | 2.86       | 2.85       | 3.06eh       | 2.91       | 2.78       | 2.84         | 3.11defh      | 2.81         | 2.75                | 2.88         | 2.86       | 2.93       | 2.76          | 2.88                   | 2.87                   | 2.68           | 2.66                        | 2.74              | 2.95s               | 2.70             | 2.89                 | 2.90z              | 2.88z                   | 2.74             | 3.02z                    | 2.67                | 2.59           | 2.85          | 2.85 |
| Standard deviation            | 0.94           | 0.97       | 0.92       | 0.99         | 0.97       | 0.93       | 0.93         | 0.96          | 0.95         | 0.92                | 0.97         | 0.92       | 0.92       | 0.95          | 0.97                   | 0.96                   | 1.09           | 0.95                        | 0.87              | 0.92                | 0.91             | 0.91                 | 0.90               | 0.94                    | 1.03             | 1.04                     | 1.07                | 0.96           | 0.86          | 0.86 |
| Standard error                | 0.03           | 0.04       | 0.04       | 0.08         | 0.05       | 0.05       | 0.05         | 0.06          | 0.04         | 0.07                | 0.05         | 0.05       | 0.07       | 0.06          | 0.05                   | 0.07                   | 0.13           | 0.15                        | 0.10              | 0.06                | 0.09             | 0.03                 | 0.04               | 0.05                    | 0.06             | 0.12                     | 0.11                | 0.08           | 0.20          | 0.20 |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 23  
**Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?**  
**-Food/groceries**  
**Base: All respondents**

|                               | Gender         |            | Age        |              |            |             |             |              |            | Social Grade        |            |            |           | Working Status |                        |                        |                |                             |                   | Tenure              |                  |                      |                    |                         |                  |                          |                     |                |               |
|-------------------------------|----------------|------------|------------|--------------|------------|-------------|-------------|--------------|------------|---------------------|------------|------------|-----------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                               | Total          | Male (a)   | Female (b) | 18-29 (c)    | 30-49 (d)  | 50-64 (e)   | 65+ (f)     | 18-34 (g)    | 35-64 (h)  | 55+ Not Retired (i) | AB (j)     | C1 (k)     | C2 (l)    | DE (m)         | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base               | 1215           | 577        | 638        | 165          | 385        | 327         | 338         | 253          | 624        | 194                 | 381        | 326        | 192       | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base                 | 1215           | 509        | 706        | 81           | 293        | 362         | 480         | 131          | 605        | 226                 | 430        | 317        | 165       | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Trust a great deal            | (5) 99<br>8%   | 33<br>6%   | 67<br>9%   | 13<br>16%efh | 34<br>12%f | 24<br>7%    | 28<br>6%    | 19<br>14%efh | 52<br>9%   | 16<br>7%            | 26<br>6%   | 20<br>6%   | 15<br>9%  | 38<br>13%ij    | 38<br>9%               | 12<br>7%               | 6<br>12%r      | 14<br>28%mnqr               | 15<br>8%          | 12<br>4%            | 2<br>6%          | 67<br>8%             | 41<br>8%           | 26<br>8%                | 32<br>10%        | 16<br>16%u               | 7<br>9%             | 9<br>7%        | -             |
| Trust quite a lot             | (4) 631<br>52% | 264<br>52% | 367<br>52% | 37<br>46%    | 133<br>45% | 200<br>55%d | 261<br>54%d | 62<br>47%    | 308<br>51% | 111<br>49%          | 222<br>52% | 173<br>55% | 75<br>46% | 161<br>53%     | 213<br>51%             | 94<br>53%              | 19<br>42%      | 18<br>37%                   | 107<br>58%ps      | 162<br>54%          | 18<br>42%        | 455<br>52%           | 297<br>55%         | 158<br>47%              | 161<br>52%       | 52<br>53%                | 43<br>51%           | 66<br>30%      | 16<br>57%     |
| Neither trust nor don't trust | (3) 369<br>30% | 160<br>31% | 209<br>30% | 24<br>29%    | 88<br>30%  | 101<br>28%  | 157<br>33%  | 36<br>28%    | 175<br>29% | 70<br>31%           | 137<br>32% | 87<br>28%  | 60<br>36% | 85<br>28%      | 123<br>30%             | 48<br>27%              | 12<br>27%      | 15<br>30%                   | 49<br>26%         | 104<br>35%          | 17<br>40%n       | 279<br>32%           | 171<br>32%x        | 108<br>32%x             | 82<br>26%        | 16<br>17%                | 27<br>32%           | 39<br>30%      | 7<br>26%      |
| Don't trust very much         | (2) 93<br>8%   | 40<br>8%   | 53<br>7%   | 5<br>6%      | 27<br>9%   | 29<br>8%    | 32<br>7%    | 8<br>6%      | 52<br>9%   | 23<br>10%           | 37<br>9%   | 32<br>10%l | 11<br>6%  | 13<br>4%       | 29<br>7%               | 21<br>12%              | 6<br>12%p      | 1<br>1%                     | 13<br>7%          | 21<br>7%            | 2<br>6%          | 64<br>7%             | 30<br>5%           | 34<br>10%u              | 26<br>8%         | 10<br>10%                | 6<br>7%             | 11<br>8%       | 3<br>11%      |
| Don't trust at all            | (1) 12<br>1%   | 7<br>1%    | 5<br>1%    | 1<br>1%f     | 6<br>2%f   | 5<br>1%f    | -           | 3<br>2%f     | 9<br>1%f   | 5<br>2%             | 4<br>1%    | 1<br>*     | 1<br>1%   | 6<br>2%        | 7<br>2%                | 1<br>1%                | 2<br>5%qr      | 1<br>2%r                    | -                 | -                   | 1<br>1%r         | 8<br>1%              | 2<br>*             | 5<br>2%                 | 3<br>1%          | 1<br>1%                  | -                   | 2<br>2%        | 1<br>3%       |
| NET: Trust                    | 731<br>60%     | 297<br>58% | 433<br>61% | 50<br>62%    | 167<br>57% | 224<br>62%  | 289<br>60%  | 81<br>62%    | 360<br>60% | 126<br>56%          | 248<br>58% | 193<br>61% | 91<br>55% | 199<br>65%     | 251<br>61%<br>s        | 106<br>60%             | 25<br>54%      | 32<br>64%                   | 123<br>66%<br>s   | 174<br>58%          | 21<br>47%        | 522<br>59%           | 338<br>62%         | 184<br>55%              | 193<br>62%       | 68<br>70%<br>v           | 50<br>60%           | 75<br>58%      | 16<br>57%     |
| NET: Don't trust              | 105<br>9%      | 47<br>9%   | 58<br>8%   | 6<br>7%      | 32<br>11%  | 35<br>10%   | 32<br>7%    | 11<br>8%     | 61<br>10%  | 28<br>12%           | 41<br>10%  | 33<br>10%  | 12<br>7%  | 19<br>6%       | 36<br>9%               | 22<br>12%              | 8<br>17%<br>pr | 2<br>3%                     | 13<br>7%          | 21<br>7%            | 3<br>7%          | 72<br>8%             | 32<br>6%           | 40<br>12%<br>u          | 29<br>9%         | 10<br>11%                | 6<br>7%             | 13<br>10%      | 4<br>14%      |
| Don't know                    | 11<br>1%       | 5<br>1%    | 6<br>1%    | 1<br>1%      | 7<br>2%f   | 2<br>1%     | 1<br>*      | 2<br>2%f     | 7<br>1%    | 2<br>1%             | 4<br>1%    | 3<br>1%    | 3<br>2%   | 1<br>*         | 4<br>1%                | 2<br>1%                | 1<br>2%<br>r   | 1<br>2%<br>r                | -                 | -                   | 3<br>6%<br>mnrq  | 5<br>1%              | 2<br>*             | 3<br>1%                 | 5<br>2%          | 3<br>3%                  | 1<br>1%             | 2<br>1%        | 1<br>3%       |
| Mean                          | 3.59           | 3.55       | 3.62       | 3.71         | 3.57       | 3.58        | 3.60        | 3.67         | 3.57       | 3.48                | 3.54       | 3.57       | 3.57      | 3.70i          | 3.60                   | 3.54                   | 3.46           | 3.89no<br>s                 | 3.68              | 3.55                | 3.47             | 3.58                 | 3.64v              | 3.50                    | 3.63             | 3.76v                    | 3.63                | 3.54           | 3.41          |
| Standard deviation            | 0.79           | 0.79       | 0.79       | 0.86         | 0.89       | 0.79        | 0.70        | 0.88         | 0.83       | 0.86                | 0.77       | 0.77       | 0.78      | 0.81           | 0.82                   | 0.82                   | 1.03           | 0.91                        | 0.73              | 0.68                | 0.77             | 0.77                 | 0.72               | 0.84                    | 0.82             | 0.88                     | 0.75                | 0.82           | 0.84          |
| Standard error                | 0.02           | 0.03       | 0.03       | 0.07         | 0.05       | 0.04        | 0.04        | 0.06         | 0.03       | 0.06                | 0.04       | 0.04       | 0.06      | 0.05           | 0.04                   | 0.06                   | 0.12           | 0.14                        | 0.07              | 0.04                | 0.07             | 0.03                 | 0.03               | 0.05                    | 0.04             | 0.09                     | 0.07                | 0.06           | 0.20          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 24  
**Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?**  
**-Domestic appliances (e.g. fridges, washing machines, etc.)**  
**Base: All respondents**

|                               | Gender         |            | Age        |             |            |             |              |              |             | Social Grade    |            |              |           | Working Status |                        |                        |                |                             | Tenure            |                     |                  |                      |                    |                         |                  |                          |                     |                |               |
|-------------------------------|----------------|------------|------------|-------------|------------|-------------|--------------|--------------|-------------|-----------------|------------|--------------|-----------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                               | Total          | Male (a)   | Female (b) | 18-29 (c)   | 30-49 (d)  | 50-64 (e)   | 65+ (f)      | 18-34 (g)    | 35-64 (h)   | 55+ Not Retired | AB (i)     | C1 (j)       | C2 (k)    | DE (l)         | Full time employed (m) | Part time employed (n) | Unemployed (o) | Not working but seeking (p) | State pension (q) | Private pension (r) | House person (s) | NET: Home-owners (t) | Owned outright (u) | Owned with mortgage (v) | NET: Renters (w) | Rent-ed from council (x) | Rent-ed from HA (y) | Other Rent (z) | Rent free (A) |
| Unweighted base               | 1215           | 577        | 638        | 165         | 385        | 327         | 338          | 253          | 624         | 194             | 381        | 326          | 192       | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base                 | 1215           | 509        | 706        | 81          | 293        | 362         | 480          | 131          | 605         | 226             | 430        | 317          | 165       | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Trust a great deal            | (5) 85<br>7%   | 27<br>5%   | 57<br>8%   | 6<br>8%     | 26<br>9%   | 23<br>6%    | 30<br>6%     | 7<br>6%      | 48<br>8%    | 15<br>7%        | 25<br>6%   | 21<br>7%     | 8<br>5%   | 30<br>10%      | 35<br>8%               | 9<br>5%                | 2<br>5%        | 8<br>15%nr                  | 13<br>7%          | 14<br>5%            | 3<br>7%          | 64<br>7%             | 39<br>7%           | 25<br>7%                | 20<br>7%         | 13<br>13%z               | 3<br>4%             | 4<br>3%        | -             |
| Trust quite a lot             | (4) 586<br>48% | 249<br>49% | 336<br>48% | 47<br>58%fh | 138<br>47% | 179<br>50%  | 221<br>46%   | 77<br>59%dfh | 287<br>47%  | 107<br>47%      | 223<br>52% | 142<br>45%   | 84<br>51% | 136<br>45%     | 204<br>49%             | 101<br>57%p            | 19<br>42%      | 18<br>36%                   | 83<br>45%         | 141<br>47%          | 20<br>46%        | 429<br>49%           | 256<br>47%         | 173<br>52%              | 141<br>45%       | 48<br>49%                | 40<br>48%           | 53<br>41%      | 15<br>56%     |
| Neither trust nor don't trust | (3) 404<br>33% | 181<br>36% | 223<br>32% | 19<br>24%   | 91<br>31%  | 119<br>33%g | 175<br>36%cg | 30<br>23%    | 199<br>33%g | 78<br>34%       | 133<br>31% | 100<br>32%   | 63<br>38% | 107<br>35%     | 128<br>31%             | 49<br>28%              | 18<br>39%      | 13<br>27%                   | 70<br>38%         | 110<br>37%          | 15<br>35%        | 292<br>33%           | 191<br>35%         | 101<br>30%              | 109<br>35%       | 24<br>25%                | 27<br>32%           | 58<br>45%vx    | 4<br>14%      |
| Don't trust very much         | (2) 98<br>8%   | 34<br>7%   | 64<br>9%   | 5<br>6%     | 24<br>8%   | 32<br>9%    | 39<br>8%     | 7<br>5%      | 53<br>9%    | 22<br>10%       | 30<br>7%   | 42<br>13%ikl | 7<br>4%   | 19<br>6%       | 31<br>8%               | 16<br>9%               | 4<br>8%        | 7<br>14%                    | 13<br>7%          | 25<br>8%            | 3<br>7%          | 69<br>8%             | 41<br>8%           | 27<br>8%                | 23<br>8%         | 8<br>8%                  | 7<br>8%             | 8<br>6%        | 6<br>23%      |
| Don't trust at all            | (1) 24<br>2%   | 11<br>2%   | 14<br>2%   | 2<br>2%     | 7<br>2%    | 6<br>2%     | 9<br>2%      | 4<br>3%      | 11<br>2%    | 3<br>1%         | 11<br>3%   | 5<br>1%      | 1<br>1%   | 7<br>2%        | 9<br>2%                | 1<br>*                 | 3<br>6%n       | 1<br>2%                     | 3<br>2%           | 7<br>2%             | 1<br>2%          | 17<br>2%             | 10<br>2%           | 7<br>2%                 | 6<br>2%          | 2<br>4%                  | 3<br>4%             | 1<br>*         | 1<br>3%       |
| NET: Trust                    | 670<br>55%     | 276<br>54% | 394<br>56% | 53<br>66%f  | 163<br>56% | 203<br>56%  | 251<br>52%   | 85<br>65%fh  | 334<br>55%  | 122<br>54%      | 249<br>58% | 163<br>51%   | 92<br>56% | 166<br>55%     | 239<br>58%             | 110<br>62%             | 21<br>47%      | 25<br>51%                   | 96<br>52%         | 155<br>52%          | 23<br>53%        | 494<br>56%           | 296<br>54%         | 198<br>59%z             | 161<br>52%       | 60<br>62%z               | 44<br>52%           | 57<br>44%      | 15<br>56%     |
| NET: Don't trust              | 123<br>10%     | 44<br>9%   | 78<br>11%  | 6<br>8%     | 31<br>11%  | 37<br>10%   | 48<br>10%    | 10<br>8%     | 64<br>11%   | 25<br>11%       | 41<br>10%  | 47<br>15%k   | 8<br>5%   | 27<br>9%       | 40<br>10%              | 17<br>9%               | 6<br>13%       | 8<br>16%                    | 16<br>9%          | 31<br>10%           | 4<br>10%         | 86<br>10%            | 51<br>9%           | 34<br>10%               | 30<br>10%        | 10<br>11%                | 10<br>12%           | 9<br>7%        | 7<br>27%      |
| Don't know                    | 18<br>1%       | 7<br>1%    | 11<br>2%   | 2<br>3%     | 7<br>3%    | 3<br>1%     | 6<br>1%      | 6<br>4%efh   | 7<br>1%     | 2<br>1%         | 7<br>2%    | 7<br>2%      | 1<br>1%   | 4<br>1%        | 7<br>2%                | 2<br>1%                | *<br>1%        | 3<br>6%r                    | 2<br>1%           | 3<br>1%             | 1<br>2%          | 7<br>1%              | 5<br>1%            | 1<br>*                  | 10<br>3%t        | 2<br>2%                  | 3<br>4%v            | 5<br>4%uv      | 1<br>3%       |
| Mean                          | 3.51           | 3.50       | 3.52       | 3.65        | 3.53       | 3.51        | 3.47         | 3.62         | 3.51        | 3.48            | 3.52       | 3.43         | 3.56      | 3.54           | 3.55                   | 3.58o                  | 3.32           | 3.52                        | 3.49              | 3.44                | 3.49             | 3.52                 | 3.51               | 3.54                    | 3.49             | 3.64                     | 3.41                | 3.42           | 3.27          |
| Standard deviation            | 0.82           | 0.79       | 0.85       | 0.81        | 0.87       | 0.81        | 0.81         | 0.80         | 0.84        | 0.81            | 0.82       | 0.86         | 0.70      | 0.85           | 0.84                   | 0.75                   | 0.91           | 1.01                        | 0.81              | 0.80                | 0.85             | 0.82                 | 0.81               | 0.83                    | 0.82             | 0.91                     | 0.87                | 0.69           | 0.96          |
| Standard error                | 0.02           | 0.03       | 0.03       | 0.06        | 0.04       | 0.04        | 0.04         | 0.05         | 0.03        | 0.06            | 0.04       | 0.05         | 0.05      | 0.05           | 0.04                   | 0.05                   | 0.10           | 0.16                        | 0.08              | 0.05                | 0.08             | 0.03                 | 0.04               | 0.05                    | 0.04             | 0.09                     | 0.08                | 0.05           | 0.23          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 25  
**Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?**  
**-Technology appliances (e.g. cameras, home computers, TVs)**  
**Base: All respondents**

|                               | Gender         |             |            | Age       |             |            |                |            |            |                     | Social Grade |            |           |            | Working Status         |                        |                |                             |                   | Tenure              |                  |                      |                    |                         |                  |                          |                     |                |               |
|-------------------------------|----------------|-------------|------------|-----------|-------------|------------|----------------|------------|------------|---------------------|--------------|------------|-----------|------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                               | Total          | Male (a)    | Female (b) | 18-29 (c) | 30-49 (d)   | 50-64 (e)  | 65+ (f)        | 18-34 (g)  | 35-64 (h)  | 55+ Not Retired (i) | AB (j)       | C1 (k)     | C2 (l)    | DE (m)     | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base               | 1215           | 577         | 638        | 165       | 385         | 327        | 338            | 253        | 624        | 194                 | 381          | 326        | 192       | 316        | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base                 | 1215           | 509         | 706        | 81        | 293         | 362        | 480            | 131        | 605        | 226                 | 430          | 317        | 165       | 304        | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Trust a great deal            | (5) 71<br>6%   | 26<br>5%    | 46<br>6%   | 7<br>9%   | 23<br>8%    | 17<br>5%   | 24<br>5%       | 11<br>8%   | 36<br>6%   | 5<br>2%             | 25<br>6%     | 15<br>5%   | 9<br>5%   | 22<br>7%   | 32<br>8%               | 4<br>2%                | 3<br>7%        | 4<br>8%                     | 14<br>8%          | 12<br>4%            | 2<br>5%          | 46<br>5%             | 25<br>5%           | 21<br>6%                | 26<br>8%         | 10<br>11%                | 10<br>12%u          | 6<br>4%        | -             |
| Trust quite a lot             | (4) 542<br>45% | 249<br>49%b | 292<br>41% | 34<br>42% | 135<br>46%  | 172<br>48% | 200<br>42%     | 59<br>46%  | 282<br>47% | 103<br>46%          | 200<br>47%   | 136<br>43% | 70<br>43% | 135<br>44% | 201<br>48%qs           | 88<br>49%q             | 16<br>34%      | 20<br>41%                   | 65<br>35%         | 137<br>46%          | 16<br>36%        | 409<br>47%           | 248<br>46%         | 161<br>48%y             | 123<br>40%       | 46<br>48%                | 28<br>33%           | 48<br>37%      | 9<br>35%      |
| Neither trust nor don't trust | (3) 441<br>36% | 171<br>34%  | 270<br>38% | 30<br>37% | 89<br>31%   | 118<br>33% | 204<br>42%degh | 43<br>33%  | 195<br>32% | 71<br>32%           | 156<br>36%   | 113<br>36% | 63<br>38% | 109<br>36% | 126<br>30%             | 59<br>33%              | 17<br>37%      | 16<br>32%                   | 86<br>47%mn       | 121<br>40%o         | 17<br>39%        | 312<br>36%           | 204<br>38%         | 108<br>32%              | 116<br>37%       | 26<br>27%                | 36<br>43%           | 54<br>42%x     | 13<br>48%     |
| Don't trust very much         | (2) 123<br>10% | 47<br>9%    | 75<br>11%  | 7<br>9%   | 25<br>9%    | 50<br>14%g | 41<br>8%       | 9<br>7%    | 73<br>12%  | 42<br>19%           | 35<br>8%     | 43<br>14%i | 18<br>11% | 26<br>8%   | 43<br>10%              | 23<br>13%              | 8<br>17%r      | 3<br>7%                     | 15<br>8%          | 24<br>8%            | 6<br>14%         | 85<br>10%            | 50<br>9%           | 34<br>10%               | 35<br>11%        | 11<br>12%                | 6<br>7%             | 18<br>14%      | 3<br>11%      |
| Don't trust at all            | (1) 20<br>2%   | 11<br>2%    | 9<br>1%    | 1<br>2%   | 8<br>3%     | 4<br>1%    | 6<br>1%        | 3<br>2%    | 11<br>2%   | 4<br>2%             | 10<br>2%     | 3<br>1%    | 1<br>*    | 7<br>2%    | 9<br>2%                | 1<br>4%                | 2<br>4%        | 1<br>2%                     | 1<br>2%           | 5<br>2%             | 1<br>2%          | 13<br>1%             | 6<br>2%            | 6<br>2%                 | 6<br>2%          | 2<br>2%                  | 3<br>4%             | 1<br>1%        | 1<br>3%       |
| NET: Trust                    | 613<br>50%     | 275<br>54%  | 338<br>48% | 41<br>51% | 158<br>54%  | 189<br>52% | 225<br>47%     | 70<br>54%  | 318<br>53% | 108<br>48%          | 226<br>52%   | 151<br>48% | 79<br>48% | 157<br>52% | 233<br>56%oqs          | 92<br>52%              | 19<br>41%      | 24<br>48%                   | 80<br>43%         | 148<br>50%          | 18<br>41%        | 455<br>52%           | 273<br>50%         | 182<br>54%z             | 148<br>48%       | 57<br>58%z               | 38<br>45%           | 54<br>42%      | 9<br>35%      |
| NET: Don't trust              | 143<br>12%     | 59<br>12%   | 84<br>12%  | 9<br>11%  | 34<br>11%   | 53<br>15%  | 47<br>10%      | 12<br>9%   | 83<br>14%  | 46<br>20%           | 45<br>11%    | 46<br>15%  | 19<br>11% | 32<br>11%  | 52<br>13%              | 24<br>14%              | 10<br>21%qr    | 4<br>9%                     | 16<br>9%          | 29<br>10%           | 7<br>17%         | 97<br>11%            | 57<br>10%          | 41<br>12%               | 42<br>13%        | 13<br>14%                | 9<br>11%            | 19<br>15%      | 4<br>14%      |
| Don't know                    | 18<br>1%       | 4<br>1%     | 14<br>2%   | 1<br>1%   | 11<br>4%efh | 1<br>*     | 4<br>1%        | 5<br>4%efh | 9<br>1%    | 1<br>*              | 3<br>1%      | 6<br>2%    | 4<br>2%   | 5<br>2%    | 4<br>1%                | 2<br>1%                | *<br>1%        | 5<br>11%mnqr                | 3<br>2%           | 1<br>*              | 1<br>3%r         | 13<br>1%             | 10<br>2%           | 4<br>1%                 | 4<br>1%          | 1<br>1%                  | 1<br>1%             | 2<br>1%        | 1<br>3%       |
| Mean                          | 3.44           | 3.46        | 3.42       | 3.48      | 3.50        | 3.41       | 3.41           | 3.52       | 3.44       | 3.28                | 3.46         | 3.38       | 3.42      | 3.47       | 3.50o                  | 3.40                   | 3.23           | 3.50                        | 3.42              | 3.42                | 3.28             | 3.45                 | 3.44               | 3.47                    | 3.41             | 3.54                     | 3.42                | 3.31           | 3.18          |
| Standard deviation            | 0.82           | 0.82        | 0.82       | 0.86      | 0.88        | 0.82       | 0.77           | 0.85       | 0.85       | 0.85                | 0.82         | 0.82       | 0.78      | 0.84       | 0.87                   | 0.77                   | 0.96           | 0.85                        | 0.77              | 0.77                | 0.88             | 0.80                 | 0.78               | 0.84                    | 0.88             | 0.91                     | 0.94                | 0.80           | 0.78          |
| Standard error                | 0.02           | 0.03        | 0.03       | 0.07      | 0.05        | 0.05       | 0.04           | 0.05       | 0.03       | 0.06                | 0.04         | 0.05       | 0.06      | 0.05       | 0.04                   | 0.05                   | 0.11           | 0.13                        | 0.08              | 0.05                | 0.08             | 0.03                 | 0.03               | 0.05                    | 0.05             | 0.09                     | 0.09                | 0.06           | 0.18          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 26  
Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?  
-Broadband/home phone services  
Base: All respondents

|                               | Gender  |          |            | Age       |           |           |         |           |           |                     | Social Grade |        |        |        | Working Status         |                        |                |                             |                   |                     | Tenure           |                      |                    |                         |                  |                         |                    |                |               |
|-------------------------------|---------|----------|------------|-----------|-----------|-----------|---------|-----------|-----------|---------------------|--------------|--------|--------|--------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|-------------------------|--------------------|----------------|---------------|
|                               | Total   | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g) | 35-64 (h) | 55+ Not Retired (i) | AB (j)       | C1 (k) | C2 (l) | DE (m) | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rented from council (y) | Rented from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base               | 1215    | 577      | 638        | 165       | 385       | 327       | 338     | 253       | 624       | 194                 | 381          | 326    | 192    | 316    | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                      | 112                | 178            | 19            |
| Weighted base                 | 1215    | 509      | 706        | 81        | 293       | 362       | 480     | 131       | 605       | 226                 | 430          | 317    | 165    | 304    | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                     | 84*                | 129            | 27**          |
| Trust a great deal            | (5) 58  | 23       | 35         | 8         | 20        | 15        | 16      | 11        | 32        | 9                   | 13           | 15     | 6      | 24     | 24                     | 8                      | 3              | 8                           | 9                 | 7                   | 1                | 33                   | 21                 | 12                      | 25               | 14                      | 4                  | 7              | -             |
|                               | 5%      | 5%       | 5%         | 10%ef     | 7%        | 4%        | 3%      | 8%ef      | 5%        | 4%                  | 3%           | 5%     | 4%     | 8%ei   | 6%                     | 4%                     | 6%             | 16%mnqr                     | 5%                | 2%                  | 2%               | 4%                   | 4%                 | 8%t                     | 15%uvz           | 5%                      | 5%                 | -              |               |
| Trust quite a lot             | (4) 413 | 162      | 251        | 21        | 96        | 135       | 161     | 39        | 213       | 82                  | 155          | 95     | 57     | 106    | 144                    | 67                     | 13             | 12                          | 71                | 89                  | 18               | 280                  | 175                | 105                     | 123              | 46                      | 29                 | 49             | 10            |
|                               | 34%     | 32%      | 36%        | 26%       | 33%       | 37%c      | 34%     | 30%       | 35%       | 36%                 | 36%          | 30%    | 35%    | 35%    | 35%                    | 38%                    | 28%            | 24%                         | 38%               | 30%                 | 41%              | 32%                  | 32%                | 31%                     | 40%t             | 47%uv                   | 34%                | 38%            | 35%           |
| Neither trust nor don't trust | (3) 445 | 191      | 254        | 31        | 91        | 130       | 192     | 46        | 206       | 72                  | 148          | 124    | 66     | 106    | 146                    | 60                     | 14             | 12                          | 76                | 125                 | 12               | 352                  | 222                | 130                     | 88               | 15                      | 25                 | 47             | 5             |
|                               | 37%     | 38%      | 36%        | 38%       | 31%       | 36%       | 40%d    | 35%       | 34%       | 32%                 | 34%          | 39%    | 40%    | 35%    | 34%                    | 30%                    | 30%            | 25%                         | 41%               | 42%st               | 26%              | 40%w                 | 41%x               | 39%ax                   | 28%              | 16%                     | 30%                | 37%ax          | 20%           |
| Don't trust very much         | (2) 232 | 96       | 136        | 17        | 60        | 69        | 86      | 25        | 121       | 56                  | 89           | 68     | 29     | 46     | 80                     | 39                     | 12             | 10                          | 22                | 60                  | 9                | 174                  | 101                | 73                      | 51               | 11                      | 20                 | 19             | 7             |
|                               | 19%     | 19%      | 19%        | 21%       | 20%       | 19%       | 18%     | 19%       | 20%       | 25%                 | 21%          | 22%    | 18%    | 15%    | 19%                    | 22%q                   | 26%q           | 20%                         | 12%               | 20%                 | 20%              | 20%                  | 19%                | 22%                     | 16%              | 12%                     | 24%                | 15%            | 25%           |
| Don't trust at all            | (1) 48  | 26       | 21         | 2         | 14        | 10        | 21      | 6         | 21        | 5                   | 20           | 11     | 3      | 15     | 13                     | 3                      | 4              | 4                           | 6                 | 16                  | 2                | 34                   | 23                 | 11                      | 12               | 4                       | 3                  | 5              | 2             |
|                               | 4%      | 5%       | 3%         | 3%        | 5%        | 3%        | 4%      | 4%        | 4%        | 2%                  | 5%           | 3%     | 2%     | 5%     | 3%                     | 2%                     | 8%an           | 8%                          | 3%                | 5%                  | 4%               | 4%                   | 4%                 | 3%                      | 4%               | 4%                      | 4%                 | 4%             | 8%            |
| NET: Trust                    | 472     | 186      | 286        | 29        | 116       | 149       | 177     | 50        | 244       | 92                  | 168          | 110    | 64     | 130    | 167                    | 75                     | 15             | 19                          | 80                | 96                  | 19               | 313                  | 197                | 117                     | 148              | 60                      | 33                 | 56             | 10            |
|                               | 39%     | 36%      | 40%        | 36%       | 39%       | 41%       | 37%     | 38%       | 40%       | 40%                 | 39%          | 35%    | 39%    | 43%    | 40%                    | 42%r                   | 34%            | 40%                         | 43%               | 32%                 | 43%              | 36%                  | 36%                | 35%                     | 48%t             | 62%uvyz                 | 39%                | 43%            | 35%           |
| NET: Don't trust              | 280     | 122      | 157        | 19        | 74        | 79        | 107     | 31        | 142       | 61                  | 109          | 79     | 31     | 60     | 94                     | 42                     | 15             | 14                          | 27                | 77                  | 11               | 208                  | 124                | 84                      | 63               | 15                      | 23                 | 24             | 9             |
|                               | 23%     | 24%      | 22%        | 24%       | 25%       | 22%       | 22%     | 23%       | 24%       | 27%                 | 25%          | 25%    | 19%    | 20%    | 23%                    | 23%                    | 34%q           | 28%                         | 15%               | 26%q                | 25%              | 24%                  | 23%                | 25%                     | 20%              | 16%                     | 28%                | 19%            | 33%           |
| Don't know                    | 19      | 10       | 9          | 2         | 12        | 3         | 4       | 1         | 12        | 1                   | 4            | 4      | 4      | 7      | 7                      | 2                      | 1              | 4                           | 1                 | 2                   | 3                | 5                    | 1                  | 4                       | 11               | 6                       | 3                  | 2              | 3             |
|                               | 2%      | 2%       | 1%         | 2%        | 4%ef      | 1%        | 1%      | 3%ef      | 2%        | *                   | 1%           | 1%     | 2%     | 2%     | 2%                     | 1%                     | 2%             | 7%mnqr                      | 1%                | 1%                  | 6%mnqr           | 1%                   | *                  | 1%                      | 4%t              | 7%uv                    | 3%u                | 1%             | 12%           |
| Mean                          | 3.17    | 3.12     | 3.20       | 3.19      | 3.17      | 3.21      | 3.14    | 3.19      | 3.19      | 3.15                | 3.12         | 3.11   | 3.22   | 3.27   | 3.20r                  | 3.22                   | 2.98           | 3.21                        | 3.30r             | 3.03                | 3.18             | 3.12                 | 3.13               | 3.10                    | 3.33t            | 3.60uvy                 | 3.13               | 3.26           | 2.94          |
|                               |         |          |            |           |           |           |         |           |           |                     |              |        |        |        |                        |                        |                |                             |                   |                     |                  |                      |                    |                         | z                |                         |                    |                |               |
| Standard deviation            | 0.93    | 0.95     | 0.92       | 0.99      | 1.01      | 0.90      | 0.90    | 0.99      | 0.94      | 0.92                | 0.93         | 0.92   | 0.84   | 0.98   | 0.93                   | 0.90                   | 1.06           | 1.22                        | 0.86              | 0.90                | 0.96             | 0.90                 | 0.91               | 0.90                    | 0.99             | 1.04                    | 0.98               | 0.91           | 1.04          |
| Standard error                | 0.03    | 0.04     | 0.04       | 0.08      | 0.05      | 0.05      | 0.05    | 0.06      | 0.04      | 0.07                | 0.05         | 0.05   | 0.06   | 0.06   | 0.05                   | 0.06                   | 0.12           | 0.19                        | 0.09              | 0.06                | 0.09             | 0.03                 | 0.04               | 0.05                    | 0.05             | 0.11                    | 0.10               | 0.07           | 0.25          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 27  
Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?  
-Mobile phone services  
Base: All respondents

|                               | Gender         |               |            | Age               |                 |            |            |                 |            | Social Grade        |            |            |           | Working Status |                        |                        |                |                             |                   | Tenure              |                  |                      |                    |                         |                  |                          |                     |                |               |
|-------------------------------|----------------|---------------|------------|-------------------|-----------------|------------|------------|-----------------|------------|---------------------|------------|------------|-----------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                               | Total          | Male (a)      | Female (b) | 18-29 (c)         | 30-49 (d)       | 50-64 (e)  | 65+ (f)    | 18-34 (g)       | 35-64 (h)  | 55+ Not Retired (i) | AB (j)     | C1 (k)     | C2 (l)    | DE (m)         | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base               | 1215           | 577           | 638        | 165               | 385             | 327        | 338        | 253             | 624        | 194                 | 381        | 326        | 192       | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base                 | 1215           | 509           | 706        | 81                | 293             | 362        | 480        | 131             | 605        | 226                 | 430        | 317        | 165       | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Trust a great deal            | (5) 45<br>4%   | 13<br>3%      | 32<br>5%   | 11<br>13%<br>defh | 16<br>6%<br>e   | 5<br>1%    | 13<br>3%   | 12<br>9%<br>efh | 20<br>3%   | 3<br>1%             | 5<br>1%    | 12<br>4%   | 4<br>3%   | 24<br>8%<br>i  | 16<br>4%<br>r          | 7<br>4%<br>r           | *              | 9<br>19%<br>mn              | 10<br>6%<br>r     | 2<br>1%             | 1<br>2%          | 26<br>3%             | 17<br>3%           | 9<br>3%                 | 19<br>6%<br>t    | 5<br>5%                  | 8<br>10%<br>uv      | 6<br>5%        | -             |
| Trust quite a lot             | (4) 365<br>30% | 143<br>28%    | 222<br>31% | 25<br>31%         | 89<br>30%       | 118<br>33% | 133<br>28% | 42<br>32%       | 191<br>32% | 60<br>26%           | 143<br>33% | 84<br>26%  | 46<br>28% | 92<br>30%      | 134<br>32%             | 57<br>32%              | 15<br>33%      | 9<br>19%                    | 53<br>29%         | 84<br>28%           | 13<br>31%        | 251<br>29%           | 150<br>28%         | 101<br>30%              | 104<br>34%       | 44<br>45%<br>uvy         | 21<br>25%           | 39<br>30%      | 11<br>39%     |
| Neither trust nor don't trust | (3) 491<br>40% | 215<br>42%    | 275<br>39% | 27<br>34%         | 108<br>37%      | 147<br>41% | 208<br>43% | 47<br>36%       | 235<br>39% | 92<br>41%           | 163<br>38% | 136<br>43% | 75<br>45% | 117<br>39%     | 165<br>40%             | 66<br>37%              | 16<br>34%      | 11<br>23%                   | 81<br>44%<br>p    | 131<br>44%<br>p     | 20<br>46%<br>p   | 365<br>42%           | 234<br>43%<br>x    | 131<br>39%              | 120<br>39%       | 27<br>27%                | 34<br>40%           | 60<br>46%<br>x | 6<br>21%      |
| Don't trust very much         | (2) 234<br>19% | 92<br>18%     | 142<br>20% | 15<br>19%         | 50<br>17%       | 74<br>20%  | 95<br>20%  | 23<br>17%       | 116<br>28% | 63<br>28%           | 88<br>20%  | 68<br>21%  | 30<br>18% | 48<br>16%      | 72<br>17%              | 43<br>24%              | 11<br>24%      | 10<br>21%                   | 29<br>15%         | 64<br>21%           | 6<br>13%         | 179<br>20%           | 107<br>20%         | 72<br>21%<br>z          | 48<br>15%        | 16<br>16%                | 16<br>19%           | 16<br>12%      | 7<br>25%      |
| Don't trust at all            | (1) 62<br>5%   | 40<br>8%<br>b | 21<br>3%   | 2<br>2%           | 24<br>8%<br>ceg | 11<br>3%   | 25<br>5%   | 4<br>3%         | 33<br>5%   | 6<br>3%             | 28<br>6%   | 14<br>4%   | 5<br>3%   | 15<br>5%       | 25<br>6%               | 4<br>2%                | 2<br>5%        | 4<br>8%                     | 9<br>5%           | 16<br>5%            | 1<br>3%          | 46<br>5%             | 24<br>4%           | 22<br>7%                | 12<br>4%         | 2<br>2%                  | 4<br>5%             | 6<br>5%        | 3<br>12%      |
| NET: Trust                    | 410<br>34%     | 156<br>31%    | 254<br>36% | 36<br>44%<br>f    | 105<br>36%      | 123<br>34% | 146<br>30% | 54<br>41%<br>f  | 210<br>35% | 63<br>28%           | 148<br>35% | 95<br>30%  | 50<br>31% | 116<br>38%     | 150<br>36%             | 64<br>36%              | 15<br>34%      | 19<br>38%                   | 63<br>34%         | 85<br>28%           | 14<br>33%        | 276<br>31%           | 167<br>31%         | 109<br>33%              | 124<br>40%<br>t  | 49<br>50%<br>uv          | 29<br>35%           | 45<br>35%      | 11<br>39%     |
| NET: Don't trust              | 296<br>24%     | 133<br>26%    | 163<br>23% | 17<br>21%         | 75<br>25%       | 84<br>23%  | 120<br>25% | 26<br>20%       | 149<br>25% | 69<br>30%           | 115<br>27% | 82<br>26%  | 35<br>22% | 63<br>21%      | 97<br>23%              | 47<br>26%              | 13<br>29%      | 15<br>30%                   | 37<br>20%         | 79<br>26%           | 7<br>16%         | 225<br>26%           | 131<br>24%         | 94<br>28%<br>z          | 60<br>19%        | 18<br>18%                | 20<br>24%           | 22<br>17%      | 10<br>38%     |
| Don't know                    | 18<br>2%       | 4<br>1%       | 14<br>2%   | 1<br>1%           | 5<br>2%         | 7<br>2%    | 6<br>1%    | 3<br>2%         | 10<br>2%   | 3<br>1%             | 3<br>1%    | 4<br>1%    | 4<br>2%   | 7<br>2%        | 3<br>1%                | 1<br>*                 | 1<br>3%        | 4<br>9%<br>mnr              | 3<br>2%           | 4<br>1%             | 2<br>5%<br>mn    | 12<br>1%             | 11<br>2%           | 1<br>*                  | 6<br>2%          | 3<br>4%<br>v             | 1<br>1%             | 2<br>1%        | 1<br>3%       |
| Mean                          | 3.08           | 2.99          | 3.15a<br>h | 3.35def<br>h      | 3.08            | 3.09       | 3.03       | 3.28def<br>h    | 3.08       | 2.96                | 3.03       | 3.04       | 3.09      | 3.21i          | 3.10                   | 3.11                   | 3.00           | 3.20                        | 3.15              | 2.97                | 3.16             | 3.04                 | 3.05               | 3.01                    | 3.23t            | 3.36uv                   | 3.16                | 3.18           | 2.88          |
| Standard deviation            | 0.92           | 0.94          | 0.90       | 1.00              | 1.02            | 0.84       | 0.90       | 0.96            | 0.93       | 0.84                | 0.92       | 0.90       | 0.84      | 0.98           | 0.94                   | 0.90                   | 0.92           | 1.28                        | 0.92              | 0.86                | 0.83             | 0.91                 | 0.89               | 0.94                    | 0.93             | 0.91                     | 1.01                | 0.89           | 1.10          |
| Standard error                | 0.03           | 0.04          | 0.04       | 0.08              | 0.05            | 0.05       | 0.05       | 0.06            | 0.04       | 0.06                | 0.05       | 0.05       | 0.06      | 0.06           | 0.05                   | 0.06                   | 0.10           | 0.20                        | 0.10              | 0.05                | 0.08             | 0.03                 | 0.04               | 0.05                    | 0.05             | 0.09                     | 0.10                | 0.07           | 0.26          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 28  
Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?  
-Gas and electricity  
Base: All respondents

|                               | Gender         |                            |            | Age                        |                               |            |                              |                            |                             | Social Grade        |            |            |           | Working Status |                             |                            |                              |                              |                             | Tenure                       |                            |                      |                             |                            |                  |                               |                            |                |               |
|-------------------------------|----------------|----------------------------|------------|----------------------------|-------------------------------|------------|------------------------------|----------------------------|-----------------------------|---------------------|------------|------------|-----------|----------------|-----------------------------|----------------------------|------------------------------|------------------------------|-----------------------------|------------------------------|----------------------------|----------------------|-----------------------------|----------------------------|------------------|-------------------------------|----------------------------|----------------|---------------|
|                               | Total          | Male (a)                   | Female (b) | 18-29 (c)                  | 30-49 (d)                     | 50-64 (e)  | 65+ (f)                      | 18-34 (g)                  | 35-64 (h)                   | 55+ Not Retired (i) | AB (j)     | C1 (k)     | C2 (l)    | DE (m)         | Full time employed (n)      | Part time employed (o)     | Unemployed (p)               | Not working but seeking (q)  | State pension (r)           | Private pension (s)          | House person (t)           | NET: Home-owners (u) | Owned outright (v)          | Owned with mortgage (w)    | NET: Renters (x) | Rent-ed from council (y)      | Rent-ed from HA (z)        | Other Rent (A) | Rent free (B) |
| Unweighted base               | 1215           | 577                        | 638        | 165                        | 385                           | 327        | 338                          | 253                        | 624                         | 194                 | 381        | 326        | 192       | 316            | 390                         | 226                        | 83                           | 45                           | 96                          | 258                          | 117                        | 809                  | 499                         | 310                        | 387              | 97                            | 112                        | 178            | 19            |
| Weighted base                 | 1215           | 509                        | 706        | 81                         | 293                           | 362        | 480                          | 131                        | 605                         | 226                 | 430        | 317        | 165       | 304            | 414                         | 178                        | 46*                          | 49*                          | 185*                        | 299                          | 44*                        | 878                  | 544                         | 334                        | 310              | 97*                           | 84*                        | 129            | 27**          |
| Trust a great deal            | (5) 50<br>4%   | 17<br>3%                   | 33<br>5%   | 5<br>7%                    | 15<br>5%                      | 14<br>4%   | 16<br>3%                     | 6<br>5%                    | 28<br>5%                    | 9<br>4%             | 13<br>3%   | 16<br>5%   | 3<br>2%   | 18<br>6%       | 15<br>4%                    | 5<br>3%                    | 5<br>11% <small>mnqr</small> | 8<br>15% <small>mnqr</small> | 6<br>3%                     | 10<br>3%                     | 2<br>5%                    | 35<br>4%             | 25<br>5%                    | 10<br>3%                   | 16<br>5%         | 10<br>10% <small>qvz</small>  | 3<br>3%                    | 3<br>2%        | -             |
| Trust quite a lot             | (4) 339<br>28% | 138<br>27%                 | 201<br>28% | 24<br>29%                  | 74<br>25%                     | 110<br>30% | 131<br>27%                   | 37<br>29%                  | 170<br>28%                  | 59<br>26%           | 113<br>26% | 84<br>26%  | 54<br>32% | 88<br>29%      | 120<br>29%                  | 50<br>28%                  | 7<br>15%                     | 15<br>30%                    | 59<br>32% <small>o</small>  | 77<br>26%                    | 11<br>24%                  | 240<br>27%           | 143<br>26%                  | 97<br>29%                  | 91<br>29%        | 37<br>38%                     | 19<br>23%                  | 35<br>27%      | 8<br>31%      |
| Neither trust nor don't trust | (3) 407<br>34% | 162<br>32%                 | 246<br>35% | 25<br>31%                  | 79<br>27%                     | 119<br>33% | 184<br>38% <small>dh</small> | 43<br>33%                  | 180<br>30%                  | 71<br>31%           | 145<br>34% | 112<br>35% | 54<br>33% | 96<br>32%      | 131<br>32%                  | 53<br>30%                  | 15<br>32%                    | 9<br>18%                     | 76<br>41% <small>ps</small> | 112<br>37% <small>ps</small> | 11<br>25%                  | 299<br>34%           | 194<br>36% <small>x</small> | 105<br>31%                 | 94<br>30%        | 20<br>21%                     | 31<br>37% <small>x</small> | 43<br>33%      | 14<br>50%     |
| Don't trust very much         | (2) 311<br>26% | 133<br>26%                 | 178<br>25% | 18<br>22%                  | 85<br>29%                     | 99<br>27%  | 110<br>23%                   | 30<br>23%                  | 171<br>28%                  | 66<br>29%           | 125<br>29% | 78<br>25%  | 44<br>27% | 65<br>21%      | 107<br>26% <small>q</small> | 57<br>32% <small>q</small> | 12<br>27%                    | 10<br>21%                    | 28<br>15%                   | 82<br>27% <small>q</small>   | 14<br>32% <small>q</small> | 238<br>27%           | 140<br>26%                  | 99<br>30% <small>x</small> | 72<br>23%        | 15<br>15%                     | 21<br>25%                  | 36<br>28%      | 1<br>4%       |
| Don't trust at all            | (1) 88<br>7%   | 52<br>10% <small>b</small> | 36<br>5%   | 3<br>4%                    | 31<br>11% <small>ce</small>   | 19<br>5%   | 34<br>7%                     | 7<br>5%                    | 47<br>8%                    | 21<br>9%            | 28<br>7%   | 22<br>7%   | 7<br>4%   | 31<br>10%      | 12<br>8%                    | 4<br>7%                    | 9<br>14%                     | 7<br>12%                     | 17<br>7%                    | 6<br>6%                      | 4<br>9%                    | 55<br>6%             | 34<br>6%                    | 21<br>6%                   | 30<br>10%        | 11<br>12%                     | 9<br>11%                   | 9<br>7%        | 3<br>12%      |
| NET: Trust                    | 389<br>32%     | 155<br>31%                 | 234<br>33% | 29<br>36%                  | 90<br>31%                     | 123<br>34% | 147<br>31%                   | 43<br>33%                  | 199<br>33%                  | 68<br>30%           | 126<br>29% | 99<br>31%  | 57<br>34% | 107<br>35%     | 135<br>33%                  | 55<br>31%                  | 12<br>26%                    | 22<br>45%                    | 65<br>35%                   | 88<br>29%                    | 13<br>29%                  | 274<br>31%           | 168<br>31%                  | 106<br>32%                 | 107<br>34%       | 47<br>48% <small>uvyz</small> | 22<br>26%                  | 38<br>29%      | 8<br>31%      |
| NET: Don't trust              | 399<br>33%     | 185<br>36%                 | 214<br>30% | 21<br>26%                  | 116<br>40% <small>cfg</small> | 118<br>33% | 145<br>30%                   | 37<br>29%                  | 217<br>36% <small>c</small> | 88<br>39%           | 153<br>36% | 100<br>31% | 51<br>31% | 95<br>31%      | 139<br>33% <small>q</small> | 69<br>39% <small>q</small> | 17<br>37%                    | 17<br>35%                    | 41<br>22%                   | 99<br>33%                    | 18<br>41% <small>q</small> | 293<br>33%           | 174<br>32%                  | 119<br>36%                 | 101<br>33%       | 26<br>27%                     | 30<br>36%                  | 45<br>35%      | 4<br>16%      |
| Don't know                    | 19<br>2%       | 6<br>1%                    | 13<br>2%   | 6<br>7% <small>efh</small> | 9<br>3% <small>ef</small>     | 2<br>*     | 4<br>1%                      | 7<br>6% <small>efh</small> | 8<br>1%                     | -                   | 4<br>1%    | 6<br>2%    | 4<br>2%   | 6<br>2%        | 9<br>2%                     | 1<br>1%                    | 2<br>5% <small>nr</small>    | 1<br>2%                      | 3<br>1%                     | 1<br>*                       | 2<br>5% <small>nr</small>  | 11<br>1%             | 7<br>1%                     | 4<br>1%                    | 7<br>2%          | 3<br>4%                       | 1<br>1%                    | 3<br>2%        | 1<br>3%       |
| Mean                          | 2.96           | 2.87                       | 3.02a      | 3.14d                      | 2.85                          | 3.00       | 2.97                         | 3.04                       | 2.94                        | 2.86                | 2.90       | 2.98       | 3.01      | 3.00           | 2.95                        | 2.87                       | 2.91                         | 3.13                         | 3.10                        | 2.94                         | 2.84                       | 2.95                 | 2.97                        | 2.93                       | 2.97             | 3.20                          | 2.83                       | 2.89           | 3.02          |
| Standard deviation            | 1.00           | 1.04                       | 0.97       | 1.00                       | 1.09                          | 0.97       | 0.97                         | 0.99                       | 1.04                        | 1.04                | 0.97       | 1.00       | 0.93      | 1.09           | 1.01                        | 0.99                       | 1.15                         | 1.32                         | 0.94                        | 0.95                         | 1.09                       | 0.98                 | 0.99                        | 0.98                       | 1.07             | 1.20                          | 1.02                       | 0.98           | 0.95          |
| Standard error                | 0.03           | 0.04                       | 0.04       | 0.08                       | 0.06                          | 0.05       | 0.05                         | 0.06                       | 0.04                        | 0.07                | 0.05       | 0.06       | 0.07      | 0.06           | 0.05                        | 0.07                       | 0.13                         | 0.20                         | 0.10                        | 0.06                         | 0.10                       | 0.03                 | 0.04                        | 0.06                       | 0.06             | 0.12                          | 0.10                       | 0.07           | 0.22          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 29  
Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?  
-Water (supplied to your home)  
Base: All respondents

|                               | Gender         |            |             | Age         |            |            |                |             |             |                     | Social Grade |            |           |            | Working Status         |                        |                |                             |                   |                     | Tenure           |                      |                    |                         |                  |                       |                  |                |               |
|-------------------------------|----------------|------------|-------------|-------------|------------|------------|----------------|-------------|-------------|---------------------|--------------|------------|-----------|------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|-----------------------|------------------|----------------|---------------|
|                               | Total          | Male (a)   | Female (b)  | 18-29 (c)   | 30-49 (d)  | 50-64 (e)  | 65+ (f)        | 18-34 (g)   | 35-64 (h)   | 55+ Not Retired (i) | AB (j)       | C1 (k)     | C2 (l)    | DE (m)     | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent from council (y) | Rent from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base               | 1215           | 577        | 638         | 165         | 385        | 327        | 338            | 253         | 624         | 194                 | 381          | 326        | 192       | 316        | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                    | 112              | 178            | 19            |
| Weighted base                 | 1215           | 509        | 706         | 81          | 293        | 362        | 480            | 131         | 605         | 226                 | 430          | 317        | 165       | 304        | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                   | 84*              | 129            | 27**          |
| Trust a great deal            | (5) 171<br>14% | 52<br>10%  | 118<br>17%a | 12<br>15%   | 37<br>13%  | 45<br>12%  | 76<br>16%      | 17<br>13%   | 77<br>13%   | 27<br>12%           | 50<br>12%    | 39<br>12%  | 24<br>15% | 57<br>19%i | 50<br>12%              | 18<br>10%              | 10<br>21%n     | 13<br>27%mnrs               | 39<br>21%mn       | 37<br>12%           | 4<br>10%         | 124<br>14%           | 87<br>16%          | 37<br>11%               | 44<br>14%        | 21<br>22%vz           | 11<br>13%        | 11<br>9%       | 3<br>12%      |
| Trust quite a lot             | (4) 547<br>45% | 222<br>44% | 326<br>46%  | 31<br>39%   | 118<br>40% | 163<br>45% | 235<br>49%d    | 53<br>41%   | 259<br>43%  | 97<br>43%           | 215<br>50%l  | 141<br>44% | 69<br>42% | 123<br>40% | 173<br>42%o            | 97<br>55%mp            | 12<br>27%      | 14<br>28%                   | 96<br>52%op       | 134<br>45%o         | 21<br>47%o       | 411<br>47%           | 255<br>47%         | 155<br>46%              | 128<br>41%       | 38<br>39%             | 35<br>41%        | 55<br>43%      | 9<br>31%      |
| Neither trust nor don't trust | (3) 331<br>27% | 154<br>30% | 177<br>25%  | 25<br>31%   | 88<br>30%  | 108<br>30% | 110<br>23%     | 40<br>31%   | 181<br>30%f | 64<br>28%           | 110<br>26%   | 79<br>25%  | 55<br>33% | 88<br>29%  | 123<br>30%q            | 38<br>21%              | 14<br>31%q     | 18<br>36%q                  | 29<br>16%         | 96<br>32%nq         | 14<br>32%q       | 230<br>26%           | 129<br>24%         | 102<br>30%              | 92<br>30%        | 22<br>23%             | 26<br>31%        | 44<br>34%u     | 8<br>31%      |
| Don't trust very much         | (2) 118<br>10% | 56<br>11%  | 62<br>9%    | 5<br>6%     | 31<br>11%  | 38<br>10%  | 44<br>9%       | 7<br>6%     | 66<br>11%g  | 38<br>17%           | 44<br>10%    | 38<br>12%  | 13<br>8%  | 22<br>7%   | 48<br>11%              | 21<br>12%q             | 6<br>13%q      | 2<br>5%                     | 8<br>5%           | 29<br>10%           | 4<br>9%          | 85<br>10%            | 57<br>10%          | 29<br>9%                | 29<br>9%         | 12<br>12%             | 6<br>7%          | 11<br>8%       | 4<br>15%      |
| Don't trust at all            | (1) 29<br>2%   | 19<br>4%b  | 10<br>1%    | 3<br>3%     | 13<br>4%f  | 7<br>2%    | 7<br>1%        | 5<br>4%f    | 17<br>3%    | 1<br>*              | 7<br>2%      | 10<br>3%   | 2<br>1%   | 10<br>3%   | 14<br>3%               | 1<br>1%                | 3<br>7%nr      | 2<br>2%                     | 5<br>3%           | 4<br>1%             | 1<br>2%          | 17<br>2%             | 7<br>1%            | 10<br>3%                | 3<br>3%          | 5<br>6%u              | 3<br>2%          | 2<br>8%        |               |
| NET: Trust                    | 718<br>59%     | 274<br>54% | 444<br>63%a | 43<br>54%   | 156<br>53% | 208<br>57% | 311<br>65%cdgh | 71<br>54%   | 336<br>56%  | 124<br>55%          | 265<br>62%   | 180<br>57% | 94<br>57% | 180<br>59% | 223<br>54%             | 115<br>65%mo           | 22<br>48%      | 27<br>55%                   | 135<br>73%ms      | 171<br>57%          | 25<br>56%        | 534<br>61%           | 342<br>63%z        | 192<br>58%              | 172<br>55%       | 59<br>61%             | 46<br>55%        | 67<br>52%      | 12<br>44%     |
| NET: Don't trust              | 147<br>12%     | 75<br>15%b | 72<br>10%   | 7<br>9%     | 44<br>15%  | 44<br>12%  | 51<br>11%      | 13<br>10%   | 83<br>14%   | 38<br>17%           | 52<br>12%    | 48<br>15%  | 15<br>9%  | 32<br>10%  | 62<br>15%              | 22<br>12%              | 9<br>21%q      | 3<br>7%                     | 13<br>7%          | 33<br>11%           | 5<br>11%         | 102<br>12%           | 64<br>11%          | 38<br>11%               | 39<br>13%        | 15<br>15%             | 11<br>13%        | 14<br>10%      | 6<br>23%      |
| Don't know                    | 19<br>2%       | 5<br>1%    | 13<br>2%    | 5<br>6%defh | 5<br>2%    | 1<br>*     | 8<br>2%        | 7<br>5%defh | 4<br>1%     | -                   | 3<br>1%      | 10<br>3%i  | 1<br>2%   | 5<br>2%    | 7<br>2%                | 2<br>1%                | 1<br>1%        | 1<br>2%r                    | 8<br>4%r          | -                   | *<br>-           | 11<br>1%             | 9<br>2%            | 2<br>1%                 | 7<br>2%          | 1<br>1%               | 1<br>4%v         | 5<br>1%        | 3<br>3%       |
| Mean                          | 3.60           | 3.46       | 3.69a       | 3.60        | 3.47       | 3.56       | 3.70dh         | 3.56        | 3.52        | 3.49                | 3.60         | 3.52       | 3.61      | 3.65       | 3.49                   | 3.63                   | 3.41           | 3.75                        | 3.88mno<br>rs     | 3.57                | 3.53             | 3.62                 | 3.67               | 3.55                    | 3.55             | 3.66                  | 3.50             | 3.50           | 3.26          |
| Standard deviation            | 0.93           | 0.95       | 0.91        | 0.95        | 1.00       | 0.90       | 0.90           | 0.95        | 0.95        | 0.92                | 0.89         | 0.98       | 0.88      | 0.98       | 0.97                   | 0.85                   | 1.18           | 0.99                        | 0.90              | 0.87                | 0.88             | 0.91                 | 0.92               | 0.91                    | 0.96             | 1.05                  | 1.01             | 0.86           | 1.13          |
| Standard error                | 0.03           | 0.04       | 0.04        | 0.08        | 0.05       | 0.05       | 0.05           | 0.06        | 0.04        | 0.07                | 0.05         | 0.05       | 0.06      | 0.06       | 0.05                   | 0.06                   | 0.13           | 0.15                        | 0.09              | 0.05                | 0.08             | 0.03                 | 0.04               | 0.05                    | 0.05             | 0.11                  | 0.10             | 0.07           | 0.27          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 30  
**Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?**  
**-Trades services (e.g. plumbers, builders, electricians, etc.)**  
**Base: All respondents**

|                               | Gender            |            |            | Age        |            |            |             |           |              |                 | Social Grade |            |           |            | Working Status         |                        |                |                             |                   |                     | Tenure           |                      |                    |                         |                  |                          |                     |                |               |
|-------------------------------|-------------------|------------|------------|------------|------------|------------|-------------|-----------|--------------|-----------------|--------------|------------|-----------|------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                               | Total             | Male (a)   | Female (b) | 18-29 (c)  | 30-49 (d)  | 50-64 (e)  | 65+ (f)     | 18-34 (g) | 35-64 (h)    | 55+ Not Retired | AB (i)       | C1 (j)     | C2 (k)    | DE (l)     | Full time employed (m) | Part time employed (n) | Unemployed (o) | Not working but seeking (p) | State pension (q) | Private pension (r) | House person (s) | NET: Home-owners (t) | Owned outright (u) | Owned with mortgage (v) | NET: Renters (w) | Rent-ed from council (x) | Rent-ed from HA (y) | Other Rent (z) | Rent free (A) |
| Unweighted base               | 1215              | 577        | 638        | 165        | 385        | 327        | 338         | 253       | 624          | 194             | 381          | 326        | 192       | 316        | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base                 | 1215              | 509        | 706        | 81         | 293        | 362        | 480         | 131       | 605          | 226             | 430          | 317        | 165       | 304        | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Trust a great deal            | (5)<br>28<br>2%   | 7<br>1%    | 20<br>3%   | 4<br>4%    | 11<br>4%   | 5<br>1%    | 8<br>2%     | 5<br>4%   | 14<br>2%     | 7<br>3%         | 6<br>1%      | 4<br>1%    | 6<br>3%   | 12<br>4%   | 11<br>3%               | 7<br>4%                | 1<br>3%        | 3<br>7%                     | 3<br>1%           | 2<br>1%             | 1<br>1%          | 23<br>3%             | 13<br>2%           | 10<br>3%                | 5<br>1%          | 2<br>3%                  | 1<br>2%             | 1<br>1%        | -             |
| Trust quite a lot             | (4)<br>416<br>34% | 165<br>32% | 251<br>36% | 31<br>38%  | 91<br>31%  | 110<br>30% | 183<br>38%h | 47<br>36% | 185<br>31%   | 72<br>32%       | 156<br>36%   | 104<br>33% | 64<br>39% | 91<br>30%  | 133<br>32%             | 62<br>35%              | 9<br>20%       | 18<br>36%                   | 64<br>34%         | 116<br>39%o         | 14<br>33%        | 312<br>36%           | 196<br>36%y        | 116<br>35%y             | 93<br>30%        | 36<br>37%y               | 15<br>18%           | 42<br>32%y     | 11<br>39%     |
| Neither trust nor don't trust | (3)<br>493<br>41% | 213<br>42% | 280<br>40% | 29<br>36%  | 109<br>37% | 152<br>42% | 203<br>42%  | 49<br>37% | 241<br>40%   | 84<br>37%       | 171<br>40%   | 129<br>41% | 58<br>35% | 135<br>44% | 172<br>41%             | 60<br>34%              | 23<br>50%n     | 15<br>30%                   | 91<br>49%n        | 114<br>38%          | 18<br>40%        | 342<br>39%           | 226<br>42%         | 116<br>35%              | 142<br>46%       | 39<br>40%                | 44<br>52%v          | 60<br>46%v     | 8<br>31%      |
| Don't trust very much         | (2)<br>206<br>17% | 88<br>17%  | 118<br>17% | 11<br>13%  | 56<br>19%  | 75<br>21%f | 65<br>14%   | 17<br>13% | 124<br>20%fg | 54<br>24%       | 73<br>17%    | 62<br>19%  | 25<br>15% | 47<br>15%  | 70<br>17%              | 41<br>23%q             | 7<br>15%       | 9<br>19%                    | 20<br>11%         | 53<br>18%           | 7<br>16%         | 154<br>18%           | 87<br>16%          | 67<br>20%               | 45<br>15%        | 12<br>13%                | 16<br>19%           | 17<br>13%      | 7<br>24%      |
| Don't trust at all            | (1)<br>50<br>4%   | 27<br>5%   | 23<br>3%   | 3<br>4%    | 15<br>5%   | 16<br>4%   | 15<br>3%    | 7<br>5%   | 28<br>5%     | 7<br>3%         | 19<br>4%     | 11<br>3%   | 4<br>3%   | 16<br>5%   | 22<br>5%               | 5<br>3%                | 5<br>11%nqrs   | 1<br>2%                     | 6<br>3%           | 10<br>3%            | 1<br>2%          | 34<br>4%             | 16<br>3%           | 18<br>5%                | 15<br>5%         | 3<br>3%                  | 4<br>4%             | 7<br>6%        | 1<br>3%       |
| NET: Trust                    | 443<br>36%        | 172<br>34% | 271<br>38% | 35<br>43%e | 102<br>35% | 115<br>32% | 192<br>40%  | 52<br>40% | 200<br>33%   | 79<br>35%       | 162<br>38%   | 108<br>34% | 70<br>42% | 103<br>34% | 144<br>35%             | 69<br>38%o             | 10<br>23%      | 21<br>43%                   | 66<br>36%         | 118<br>39%o         | 15<br>34%        | 335<br>38%           | 209<br>38%y        | 126<br>38%y             | 97<br>31%        | 39<br>40%y               | 16<br>19%           | 43<br>33%      | 11<br>39%     |
| NET: Don't trust              | 256<br>21%        | 115<br>23% | 141<br>20% | 14<br>17%  | 71<br>24%f | 91<br>25%f | 80<br>17%   | 24<br>18% | 152<br>25%f  | 61<br>27%       | 92<br>21%    | 72<br>23%  | 30<br>18% | 62<br>20%  | 92<br>22%              | 45<br>25%q             | 12<br>27%q     | 10<br>21%                   | 26<br>14%         | 63<br>21%           | 8<br>18%         | 188<br>21%           | 103<br>19%         | 85<br>25%               | 60<br>19%        | 16<br>16%                | 20<br>24%           | 24<br>19%      | 8<br>28%      |
| Don't know                    | 23<br>2%          | 8<br>2%    | 15<br>2%   | 3<br>3%    | 11<br>4%f  | 4<br>1%    | 5<br>1%     | 6<br>5%ef | 12<br>2%     | 2<br>1%         | 5<br>1%      | 7<br>2%    | 8<br>5%il | 3<br>1%    | 7<br>2%                | 4<br>2%                | *<br>6%        | 3<br>6%                     | 2<br>1%           | 4<br>1%             | 3<br>8%moqr      | 12<br>1%             | 6<br>2%            | 6<br>2%                 | 11<br>3%         | 4<br>4%                  | 4<br>5%lu           | 2<br>2%        | 1<br>3%       |
| Mean                          | 3.14              | 3.07       | 3.19       | 3.27eh     | 3.10       | 3.04       | 3.22eh      | 3.21e     | 3.06         | 3.08            | 3.14         | 3.09       | 3.26      | 3.12       | 3.10                   | 3.14                   | 2.87           | 3.29                        | 3.20o             | 3.16o               | 3.17             | 3.16                 | 3.19y              | 3.10                    | 3.09             | 3.24y                    | 2.92                | 3.09           | 3.07          |
| Standard deviation            | 0.87              | 0.88       | 0.86       | 0.91       | 0.94       | 0.87       | 0.82        | 0.92      | 0.90         | 0.90            | 0.87         | 0.85       | 0.88      | 0.90       | 0.90                   | 0.91                   | 0.96           | 0.95                        | 0.78              | 0.85                | 0.81             | 0.88                 | 0.84               | 0.95                    | 0.84             | 0.85                     | 0.80                | 0.85           | 0.90          |
| Standard error                | 0.03              | 0.04       | 0.03       | 0.07       | 0.05       | 0.05       | 0.04        | 0.06      | 0.04         | 0.07            | 0.04         | 0.05       | 0.06      | 0.05       | 0.05                   | 0.06                   | 0.11           | 0.15                        | 0.08              | 0.05                | 0.08             | 0.03                 | 0.04               | 0.05                    | 0.04             | 0.09                     | 0.08                | 0.06           | 0.21          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 31  
**Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?**  
**-Train travel**  
**Base: All respondents**

|                               | Gender         |            |            | Age        |            |            |             |           |            |                     | Social Grade |             |             |             | Working Status         |                        |                |                             |                   |                     |                  | Tenure               |                    |                         |                  |                          |                     |                |               |
|-------------------------------|----------------|------------|------------|------------|------------|------------|-------------|-----------|------------|---------------------|--------------|-------------|-------------|-------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                               | Total          | Male (a)   | Female (b) | 18-29 (c)  | 30-49 (d)  | 50-64 (e)  | 65+ (f)     | 18-34 (g) | 35-64 (h)  | 55+ Not Retired (i) | AB (j)       | C1 (k)      | C2 (l)      | DE (m)      | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base               | 1215           | 577        | 638        | 165        | 385        | 327        | 338         | 253       | 624        | 194                 | 381          | 326         | 192         | 316         | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base                 | 1215           | 509        | 706        | 81         | 293        | 362        | 480         | 131       | 605        | 226                 | 430          | 317         | 165         | 304         | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Trust a great deal            | (5) 38<br>3%   | 14<br>3%   | 24<br>3%   | 3<br>4%    | 7<br>2%    | 15<br>4%   | 12<br>3%    | 4<br>3%   | 21<br>4%   | 5<br>2%             | 13<br>3%     | 10<br>3%    | 5<br>3%     | 11<br>4%    | 20<br>5%r              | 3<br>2%                | 1<br>1%        | 1<br>2%                     | 10<br>5%r         | 3<br>1%             | 1<br>2%          | 29<br>3%             | 10<br>2%           | 19<br>6%uz              | 9<br>3%          | 6<br>6%u                 | 2<br>2%             | 1<br>1%        | -             |
| Trust quite a lot             | (4) 207<br>17% | 92<br>18%  | 115<br>16% | 19<br>23%f | 60<br>21%f | 59<br>16%  | 69<br>14%   | 27<br>21% | 111<br>18% | 36<br>16%           | 93<br>22%kl  | 57<br>18%   | 18<br>11%   | 39<br>13%   | 70<br>17%q             | 45<br>25%mq            | 9<br>19%q      | 7<br>14%                    | 15<br>8%          | 53<br>18%q          | 8<br>19%q        | 156<br>18%           | 100<br>18%         | 56<br>17%               | 51<br>16%        | 21<br>21%                | 10<br>12%           | 20<br>16%      | -             |
| Neither trust nor don't trust | (3) 404<br>33% | 165<br>32% | 238<br>34% | 26<br>32%  | 94<br>32%  | 135<br>37% | 148<br>31%  | 46<br>35% | 210<br>35% | 80<br>35%           | 137<br>32%   | 93<br>29%   | 70<br>42%ij | 104<br>34%  | 146<br>35%             | 57<br>32%              | 15<br>33%      | 17<br>35%                   | 53<br>29%         | 99<br>33%           | 16<br>37%        | 294<br>34%           | 174<br>32%         | 120<br>36%              | 100<br>32%       | 25<br>26%                | 28<br>34%           | 47<br>36%      | 10<br>35%     |
| Don't trust very much         | (2) 331<br>27% | 136<br>27% | 196<br>28% | 21<br>27%  | 72<br>25%  | 98<br>27%  | 139<br>29%  | 32<br>24% | 160<br>26% | 68<br>30%           | 124<br>29%   | 94<br>30%   | 40<br>24%   | 74<br>24%   | 115<br>28%             | 48<br>27%              | 11<br>23%      | 12<br>24%                   | 50<br>27%         | 89<br>30%rs         | 8<br>17%         | 237<br>28%           | 153<br>25%         | 84<br>25%               | 78<br>22%        | 21<br>19%                | 16<br>32%           | 41<br>32%      | 16<br>58%     |
| Don't trust at all            | (1) 108<br>9%  | 63<br>12%b | 46<br>6%   | 9<br>11%   | 35<br>12%  | 29<br>8%   | 35<br>7%    | 15<br>12% | 58<br>10%  | 19<br>9%            | 42<br>10%    | 33<br>10%   | 8<br>5%     | 25<br>8%    | 45<br>11%              | 11<br>6%               | 5<br>11%       | 4<br>8%                     | 12<br>6%          | 24<br>8%            | 6<br>15%nq       | 81<br>9%             | 41<br>8%           | 40<br>12%               | 26<br>8%         | 9<br>9%                  | 9<br>11%            | 8<br>6%        | 1<br>3%       |
| NET: Trust                    | 245<br>20%     | 106<br>21% | 139<br>20% | 22<br>27%f | 68<br>23%  | 74<br>21%  | 81<br>17%   | 32<br>24% | 132<br>22% | 41<br>18%           | 105<br>24%kl | 67<br>21%   | 23<br>14%   | 49<br>16%   | 90<br>22%              | 48<br>27%q             | 9<br>21%       | 7<br>15%                    | 25<br>14%         | 56<br>19%           | 9<br>21%         | 185<br>21%           | 110<br>20%         | 75<br>22%               | 60<br>19%        | 27<br>28%                | 12<br>14%           | 21<br>17%      | -             |
| NET: Don't trust              | 440<br>36%     | 198<br>39% | 241<br>34% | 31<br>38%  | 107<br>37% | 127<br>35% | 175<br>36%  | 47<br>36% | 218<br>36% | 88<br>39%           | 166<br>39%   | 126<br>40%k | 48<br>29%   | 99<br>33%   | 160<br>39%             | 59<br>33%              | 16<br>34%      | 15<br>32%                   | 62<br>33%         | 113<br>38%          | 14<br>32%        | 318<br>36%           | 194<br>36%         | 124<br>37%              | 105<br>34%       | 31<br>32%                | 25<br>30%           | 49<br>38%      | 17<br>62%     |
| Don't know                    | 127<br>10%     | 40<br>8%   | 88<br>12%a | 2<br>3%    | 24<br>8%   | 25<br>7%   | 76<br>16%cd | 6<br>5%   | 45<br>7%   | 18<br>8%            | 22<br>5%     | 30<br>9%    | 24<br>14%i  | 52<br>17%ij | 17<br>4%               | 14<br>8%               | 5<br>12%m      | 9<br>19%m                   | 44<br>24%mnrs     | 32<br>11%t          | 5<br>11%t        | 81<br>9%             | 66<br>12%v         | 15<br>4%                | 46<br>15%t       | 15<br>15%v               | 19<br>22%lvz        | 12<br>10%      | 1<br>3%       |
| Mean                          | 2.76           | 2.70       | 2.80       | 2.81       | 2.75       | 2.80       | 2.71        | 2.79      | 2.78       | 2.71                | 2.78         | 2.71        | 2.80        | 2.75        | 2.76                   | 2.88                   | 2.74           | 2.72                        | 2.73              | 2.70                | 2.73             | 2.77                 | 2.76               | 2.78                    | 2.77             | 2.92                     | 2.68                | 2.71           | 2.33          |
| Standard deviation            | 0.99           | 1.02       | 0.96       | 1.06       | 1.03       | 0.98       | 0.95        | 1.03      | 1.00       | 0.95                | 1.01         | 1.02        | 0.87        | 0.97        | 1.03                   | 0.95                   | 1.00           | 0.93                        | 1.01              | 0.92                | 1.04             | 1.00                 | 0.95               | 1.06                    | 0.99             | 1.13                     | 1.00                | 0.87           | 0.55          |
| Standard error                | 0.03           | 0.04       | 0.04       | 0.08       | 0.05       | 0.06       | 0.06        | 0.07      | 0.04       | 0.07                | 0.05         | 0.06        | 0.07        | 0.06        | 0.05                   | 0.07                   | 0.12           | 0.15                        | 0.12              | 0.06                | 0.10             | 0.04                 | 0.05               | 0.06                    | 0.05             | 0.12                     | 0.10                | 0.07           | 0.13          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 32  
Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?  
-Airlines / holiday operators  
Base: All respondents

|                               | Gender         |                         |                         | Age                     |                         |                         |                           |                         |                          |                     | Social Grade             |                        |                         |                           | Working Status             |                          |                        |                             |                          |                        | Tenure                |                      |                         |                           |                        |                          |                        |                        |               |
|-------------------------------|----------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|---------------------------|-------------------------|--------------------------|---------------------|--------------------------|------------------------|-------------------------|---------------------------|----------------------------|--------------------------|------------------------|-----------------------------|--------------------------|------------------------|-----------------------|----------------------|-------------------------|---------------------------|------------------------|--------------------------|------------------------|------------------------|---------------|
|                               | Total          | Male (a)                | Female (b)              | 18-29 (c)               | 30-49 (d)               | 50-64 (e)               | 65+ (f)                   | 18-34 (g)               | 35-64 (h)                | 55+ Not Retired (i) | AB (j)                   | C1 (k)                 | C2 (l)                  | DE (m)                    | Full time employed (n)     | Part time employed (o)   | Unemployed (p)         | Not working but seeking (q) | State pension (r)        | Private pension (s)    | House person (t)      | NET: Home-owners (u) | Owned outright (v)      | Owned with mortgage (w)   | NET: Renters (x)       | Rent-ed from council (y) | Rent-ed from HA (z)    | Other Rent (A)         | Rent free (B) |
| Unweighted base               | 1215           | 577                     | 638                     | 165                     | 385                     | 327                     | 338                       | 253                     | 624                      | 194                 | 381                      | 326                    | 192                     | 316                       | 390                        | 226                      | 83                     | 45                          | 96                       | 258                    | 117                   | 809                  | 499                     | 310                       | 387                    | 97                       | 112                    | 178                    | 19            |
| Weighted base                 | 1215           | 509                     | 706                     | 81                      | 293                     | 362                     | 480                       | 131                     | 605                      | 226                 | 430                      | 317                    | 165                     | 304                       | 414                        | 178                      | 46*                    | 49*                         | 185*                     | 299                    | 44*                   | 878                  | 544                     | 334                       | 310                    | 97*                      | 84*                    | 129                    | 27**          |
| Trust a great deal            | (5) 34<br>3%   | 18<br>3%                | 16<br>2%                | 4<br>5% <sub>f</sub>    | 7<br>2%                 | 18<br>5% <sub>f</sub>   | 5<br>1%                   | 5<br>4% <sub>f</sub>    | 24<br>4% <sub>f</sub>    | 10<br>5%            | 12<br>3%                 | 7<br>2%                | 4<br>2%                 | 11<br>4%                  | 23<br>6% <sub>nr</sub>     | 2<br>1%                  | 1<br>3%                | 1<br>1%                     | 4<br>2%                  | 1<br>*                 | 1<br>2%               | 23<br>3%             | 5<br>1%                 | 17<br>5% <sub>u</sub>     | 11<br>4%               | 7<br>7% <sub>u</sub>     | 3<br>3%                | 2<br>1%                | -             |
| Trust quite a lot             | (4) 302<br>25% | 116<br>23%              | 186<br>26%              | 27<br>33% <sub>ef</sub> | 92<br>31% <sub>ef</sub> | 83<br>23%               | 101<br>21%                | 44<br>34% <sub>ef</sub> | 158<br>26%               | 47<br>21%           | 122<br>28% <sub>l</sub>  | 84<br>27% <sub>l</sub> | 42<br>25%               | 55<br>18%                 | 129<br>31% <sub>opqr</sub> | 53<br>30% <sub>opq</sub> | 7<br>16%               | 5<br>9%                     | 33<br>18%                | 66<br>22%              | 10<br>22%             | 229<br>26%           | 124<br>23%              | 105<br>31% <sub>uy</sub>  | 67<br>22%              | 25<br>26%                | 14<br>17%              | 28<br>21%              | 7<br>25%      |
| Neither trust nor don't trust | (3) 465<br>38% | 197<br>39%              | 269<br>38%              | 33<br>41%               | 98<br>33%               | 138<br>38%              | 197<br>41%                | 51<br>39%               | 218<br>36%               | 90<br>40%           | 165<br>38%               | 113<br>36%             | 78<br>47% <sub>jl</sub> | 110<br>36%                | 148<br>36%                 | 67<br>38%                | 18<br>39%              | 16<br>33%                   | 76<br>41%                | 120<br>40%             | 20<br>46%             | 337<br>38%           | 231<br>43% <sub>v</sub> | 106<br>32%                | 119<br>38%             | 30<br>31%                | 33<br>39%              | 56<br>44% <sub>v</sub> | 10<br>36%     |
| Don't trust very much         | (2) 253<br>21% | 125<br>25% <sub>b</sub> | 128<br>18%              | 10<br>13%               | 59<br>20%               | 89<br>25% <sub>cg</sub> | 94<br>20%                 | 17<br>13%               | 142<br>23% <sub>cg</sub> | 57<br>25%           | 91<br>21%                | 79<br>25% <sub>k</sub> | 23<br>14%               | 60<br>20%                 | 88<br>21%                  | 37<br>21%                | 8<br>18%               | 15<br>30% <sub>q</sub>      | 27<br>14%                | 72<br>24%              | 7<br>15%              | 188<br>21%           | 105<br>19%              | 82<br>25%                 | 57<br>18%              | 13<br>13%                | 19<br>22%              | 25<br>20%              | 9<br>32%      |
| Don't trust at all            | (1) 42<br>3%   | 21<br>4%                | 22<br>3%                | 3<br>3%                 | 13<br>4%                | 8<br>2%                 | 19<br>4%                  | 6<br>4%                 | 18<br>3%                 | 6<br>3%             | 21<br>5%                 | 6<br>2%                | 3<br>2%                 | 13<br>4%                  | 12<br>3%                   | 4<br>2%                  | 4<br>9% <sub>mnq</sub> | 2<br>3%                     | 4<br>2%                  | 14<br>5%               | 2<br>4%               | 30<br>3%             | 21<br>4%                | 9<br>3%                   | 11<br>4%               | 3<br>4%                  | 4<br>5%                | 3<br>2%                | 1<br>3%       |
| NET: Trust                    | 336<br>28%     | 134<br>26%              | 202<br>29%              | 31<br>38% <sub>f</sub>  | 98<br>33% <sub>f</sub>  | 101<br>28%              | 106<br>22%                | 49<br>37% <sub>ef</sub> | 182<br>30% <sub>f</sub>  | 57<br>25%           | 134<br>31% <sub>l</sub>  | 91<br>29%              | 45<br>27%               | 66<br>22%                 | 152<br>37% <sub>opqr</sub> | 55<br>31% <sub>p</sub>   | 9<br>19%               | 5<br>11%                    | 37<br>20%                | 68<br>23%              | 11<br>25%             | 251<br>29%           | 129<br>24%              | 122<br>36% <sub>uyz</sub> | 78<br>25%              | 32<br>33%                | 17<br>20%              | 30<br>23%              | 7<br>25%      |
| NET: Don't trust              | 295<br>24%     | 146<br>29% <sub>b</sub> | 149<br>21%              | 13<br>16%               | 72<br>25%               | 97<br>27% <sub>cg</sub> | 113<br>24%                | 23<br>18%               | 159<br>26% <sub>cg</sub> | 62<br>28%           | 112<br>26% <sub>kl</sub> | 85<br>27% <sub>k</sub> | 26<br>16%               | 72<br>24%                 | 100<br>24%                 | 41<br>23%                | 13<br>28%              | 17<br>34% <sub>q</sub>      | 30<br>16%                | 86<br>29% <sub>q</sub> | 8<br>19%              | 218<br>25%           | 126<br>23%              | 92<br>27%                 | 68<br>22%              | 16<br>16%                | 23<br>28%              | 28<br>22%              | 10<br>36%     |
| Don't know                    | 118<br>10%     | 32<br>6%                | 87<br>12% <sub>aa</sub> | 4<br>5%                 | 25<br>8%                | 25<br>7%                | 65<br>13% <sub>cegh</sub> | 8<br>6%                 | 46<br>8%                 | 17<br>7%            | 19<br>4%                 | 27<br>9%               | 16<br>10% <sub>i</sub>  | 56<br>18% <sub>ijkl</sub> | 14<br>3%                   | 15<br>8% <sub>m</sub>    | 7<br>15% <sub>m</sub>  | 11<br>22% <sub>mnr</sub>    | 42<br>23% <sub>mnr</sub> | 25<br>8% <sub>m</sub>  | 5<br>11% <sub>m</sub> | 72<br>8%             | 57<br>10% <sub>v</sub>  | 15<br>4%                  | 46<br>15% <sub>t</sub> | 19<br>20% <sub>uv</sub>  | 11<br>14% <sub>v</sub> | 15<br>12% <sub>v</sub> | 1<br>3%       |
| Mean                          | 3.03           | 2.97                    | 3.08                    | 3.25 <sub>fh</sub>      | 3.07                    | 3.04                    | 2.95                      | 3.20 <sub>f</sub>       | 3.05                     | 3.00                | 3.03                     | 3.03                   | 3.14                    | 2.97                      | 3.16 <sub>opr</sub>        | 3.07 <sub>p</sub>        | 2.82                   | 2.67                        | 3.05 <sub>p</sub>        | 2.89                   | 3.04 <sub>p</sub>     | 3.03                 | 2.97                    | 3.12                      | 3.04                   | 3.24 <sub>u</sub>        | 2.88                   | 3.00                   | 2.86          |
| Standard deviation            | 0.88           | 0.91                    | 0.86                    | 0.89                    | 0.92                    | 0.91                    | 0.83                      | 0.90                    | 0.91                     | 0.90                | 0.91                     | 0.86                   | 0.77                    | 0.92                      | 0.93                       | 0.84                     | 0.99                   | 0.82                        | 0.80                     | 0.85                   | 0.84                  | 0.88                 | 0.83                    | 0.95                      | 0.89                   | 0.98                     | 0.92                   | 0.80                   | 0.86          |
| Standard error                | 0.03           | 0.04                    | 0.04                    | 0.07                    | 0.05                    | 0.05                    | 0.05                      | 0.06                    | 0.04                     | 0.07                | 0.05                     | 0.05                   | 0.06                    | 0.06                      | 0.05                       | 0.06                     | 0.12                   | 0.13                        | 0.09                     | 0.06                   | 0.08                  | 0.03                 | 0.04                    | 0.06                      | 0.05                   | 0.11                     | 0.09                   | 0.06                   | 0.20          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 33  
Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?  
-Cars dealers  
Base: All respondents

|                               | Gender |          |            | Age                 |                 |                 |         |                     |           | Social Grade        |        |        |                 |                 | Working Status         |                        |                |                             |                   |                     | Tenure           |                      |                    |                         |                  |                          |                     |                |               |    |
|-------------------------------|--------|----------|------------|---------------------|-----------------|-----------------|---------|---------------------|-----------|---------------------|--------|--------|-----------------|-----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|----|
|                               | Total  | Male (a) | Female (b) | 18-29 (c)           | 30-49 (d)       | 50-64 (e)       | 65+ (f) | 18-34 (g)           | 35-64 (h) | 55+ Not Retired (i) | AB (j) | C1 (k) | C2 (l)          | DE (m)          | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |    |
| Unweighted base               | 1215   | 577      | 638        | 165                 | 385             | 327             | 338     | 253                 | 624       | 194                 | 381    | 326    | 192             | 316             | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |    |
| Weighted base                 | 1215   | 509      | 706        | 81                  | 293             | 362             | 480     | 131                 | 605       | 226                 | 430    | 317    | 165             | 304             | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |    |
| Trust a great deal            | (5)    | 5*       | 3*         | 2*                  | 1% <sup>f</sup> | 2% <sup>e</sup> | -       | 2% <sup>f</sup>     | 2*        | 1*                  | -      | 1*     | 3% <sup>l</sup> | 2% <sup>n</sup> | 1*                     | 1%                     | -              | 1%                          | -                 | 1%                  | 3*               | 1*                   | 2% <sup>w</sup>    | 1*                      | 1*               | 1*                       | 1*                  | -              | -             |    |
| Trust quite a lot             | (4)    | 79       | 34         | 45                  | 12              | 16              | 22      | 30                  | 16        | 33                  | 18     | 34     | 16              | 9               | 20                     | 32                     | 14             | 5                           | 1                 | 9                   | 16               | 2                    | 63                 | 34                      | 29               | 16                       | 9                   | 4              | 3             |    |
| Neither trust nor don't trust | (3)    | 364      | 149        | 215                 | 20              | 87              | 114     | 144                 | 35        | 186                 | 58     | 137    | 99              | 47              | 82                     | 133                    | 48             | 9                           | 15                | 53                  | 94               | 12                   | 260                | 167                     | 93               | 97                       | 30                  | 24             | 42            | 8  |
| Don't trust very much         | (2)    | 486      | 194        | 292                 | 35              | 109             | 144     | 197                 | 51        | 238                 | 98     | 170    | 130             | 74              | 112                    | 158                    | 80             | 16                          | 15                | 76                  | 124              | 17                   | 369                | 239                     | 130              | 106                      | 25                  | 33             | 47            | 12 |
| Don't trust at all            | (1)    | 207      | 113        | 94                  | 9               | 62              | 61      | 75                  | 17        | 114                 | 45     | 70     | 54              | 29              | 54                     | 77                     | 30             | 11                          | 10                | 25                  | 48               | 7                    | 150                | 78                      | 72               | 49                       | 11                  | 12             | 26            | 7  |
| NET: Trust                    | 84     | 36       | 47         | 13                  | 18              | 23              | 30      | 19                  | 35        | 18                  | 35     | 16     | 10              | 22              | 35                     | 14                     | 5              | 1                           | 10                | 16                  | 2                | 66                   | 35                 | 31                      | 18               | 9                        | 5                   | 3              | -             |    |
| NET: Don't trust              | 693    | 307      | 386        | 45                  | 171             | 205             | 272     | 68                  | 352       | 143                 | 240    | 184    | 103             | 166             | 235                    | 110                    | 26             | 26                          | 101               | 172                 | 24               | 519                  | 317                | 202                     | 155              | 37                       | 45                  | 73             | 19            |    |
| Don't know                    | 74     | 16       | 58         | 4                   | 18              | 19              | 34      | 9                   | 31        | 7                   | 17     | 18     | 5               | 33              | 12                     | 6                      | 5              | 7                           | 21                | 17                  | 6                | 32                   | 24                 | 8                       | 41               | 21                       | 9                   | 10             | 1             |    |
| Mean                          | 2.29   | 2.23     | 2.34       | 2.48 <sup>dfh</sup> | 2.23            | 2.30            | 2.29    | 2.47 <sup>dfh</sup> | 2.25      | 2.23                | 2.34   | 2.26   | 2.24            | 2.28            | 2.32                   | 2.28                   | 2.22           | 2.18                        | 2.31              | 2.27                | 2.27             | 2.29                 | 2.31               | 2.26                    | 2.31             | 2.50 <sup>z</sup>        | 2.32                | 2.19           | 2.02          |    |
| Standard deviation            | 0.86   | 0.90     | 0.82       | 0.95                | 0.89            | 0.85            | 0.82    | 0.96                | 0.85      | 0.87                | 0.86   | 0.81   | 0.83            | 0.90            | 0.89                   | 0.85                   | 1.00           | 0.85                        | 0.82              | 0.81                | 0.84             | 0.86                 | 0.81               | 0.92                    | 0.86             | 0.90                     | 0.87                | 0.81           | 0.76          |    |
| Standard error                | 0.03   | 0.04     | 0.03       | 0.08                | 0.05            | 0.05            | 0.05    | 0.06                | 0.04      | 0.06                | 0.05   | 0.05   | 0.06            | 0.05            | 0.06                   | 0.11                   | 0.13           | 0.09                        | 0.05              | 0.08                | 0.03             | 0.04                 | 0.05               | 0.05                    | 0.10             | 0.09                     | 0.06                | 0.18           |               |    |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 34  
Q16. To what extent do you trust or not trust each of the following sectors to act in your best interest?  
-Estate and lettings agents  
Base: All respondents

|                               | Gender         |             |             | Age          |             |               |               |              | Social Grade |                  |               |            |               | Working Status |                         |                         |                 |                               | Tenure            |                      |                  |                      |                     |                          |                   |                           |                     |                |               |
|-------------------------------|----------------|-------------|-------------|--------------|-------------|---------------|---------------|--------------|--------------|------------------|---------------|------------|---------------|----------------|-------------------------|-------------------------|-----------------|-------------------------------|-------------------|----------------------|------------------|----------------------|---------------------|--------------------------|-------------------|---------------------------|---------------------|----------------|---------------|
|                               | Total          | Male (a)    | Female (b)  | 18-29 (c)    | 30-49 (d)   | 50-64 (e)     | 65+ (f)       | 18-34 (g)    | 35-64 (h)    | 55+ Not Ret-ired | AB (i)        | C1 (j)     | C2 (k)        | DE (l)         | Full time employe d (m) | Part time employe d (n) | Unemp-loyed (o) | Not work-ing but seek-ing (p) | State pension (q) | Priv-ate pension (r) | House person (s) | NET: Home-owners (t) | Owned out-right (u) | Owned with mort-gage (v) | NET: Rent-ers (w) | Rent-ed from coun-cil (x) | Rent-ed from HA (y) | Other Rent (z) | Rent free (A) |
| Unweighted base               | 1215           | 577         | 638         | 165          | 385         | 327           | 338           | 253          | 624          | 194              | 381           | 326        | 192           | 316            | 390                     | 226                     | 83              | 45                            | 96                | 258                  | 117              | 809                  | 499                 | 310                      | 387               | 97                        | 112                 | 178            | 19            |
| Weighted base                 | 1215           | 509         | 706         | 81           | 293         | 362           | 480           | 131          | 605          | 226              | 430           | 317        | 165           | 304            | 414                     | 178                     | 46*             | 49*                           | 185*              | 299                  | 44*              | 878                  | 544                 | 334                      | 310               | 97*                       | 84*                 | 129            | 27**          |
| Trust a great deal            | (5) 13<br>1%   | 1<br>*      | 12<br>2%a   | 3<br>4%ef    | 8<br>3%ef   | -             | 2<br>*        | 4<br>3%ef    | 7<br>1%      | -                | 1<br>*        | 3<br>1%    | 2<br>1%       | 7<br>2%i       | 6<br>1%                 | 2<br>1%                 | -               | 3<br>7%mnr                    | 2<br>1%           | -                    | -                | 7<br>1%              | 4<br>1%             | 3<br>1%                  | 6<br>2%           | 3<br>4%                   | 2<br>3%             | -              | -             |
| Trust quite a lot             | (4) 74<br>6%   | 30<br>6%    | 44<br>6%    | 9<br>11%f    | 28<br>10%f  | 22<br>6%      | 14<br>3%      | 15<br>11%ef  | 45<br>7%f    | 8<br>4%          | 17<br>4%      | 24<br>8%   | 13<br>8%      | 19<br>6%       | 38<br>9%r               | 16<br>9%r               | 2<br>4%         | 2<br>4%                       | 8<br>4%           | 6<br>2%              | 2<br>5%          | 54<br>6%             | 25<br>5%            | 29<br>9%                 | 18<br>6%          | 4<br>4%                   | 6<br>7%             | 8<br>6%        | 1<br>4%       |
| Neither trust nor don't trust | (3) 380<br>31% | 130<br>26%  | 249<br>35%a | 29<br>35%    | 86<br>29%   | 105<br>29%    | 160<br>33%    | 47<br>36%    | 172<br>29%   | 57<br>25%        | 133<br>31%    | 112<br>35% | 42<br>25%     | 93<br>31%      | 122<br>29%              | 55<br>31%               | 12<br>27%       | 12<br>23%                     | 63<br>34%         | 100<br>33%           | 15<br>35%        | 277<br>32%           | 176<br>32%          | 101<br>30%               | 98<br>32%         | 33<br>34%                 | 19<br>23%           | 46<br>35%      | 5<br>18%      |
| Don't trust very much         | (2) 422<br>35% | 202<br>40%b | 220<br>31%  | 22<br>27%    | 90<br>31%   | 144<br>40%cdg | 166<br>35%    | 36<br>27%    | 221<br>36%g  | 99<br>44%        | 160<br>37%    | 101<br>32% | 73<br>44%eijl | 88<br>29%      | 151<br>36%o             | 64<br>36%               | 10<br>22%       | 11<br>23%                     | 60<br>33%         | 108<br>36%o          | 17<br>39%o       | 321<br>37%           | 176<br>38%x         | 116<br>35%x              | 93<br>30%         | 20<br>21%                 | 30<br>36%           | 42<br>33%      | 8<br>29%      |
| Don't trust at all            | (1) 219<br>18% | 115<br>23%b | 103<br>15%  | 12<br>15%    | 61<br>21%   | 70<br>19%     | 76<br>16%     | 22<br>17%    | 121<br>20%   | 53<br>23%        | 88<br>21%     | 52<br>16%  | 25<br>15%     | 53<br>17%      | 81<br>20%q              | 32<br>18%               | 15<br>33%mnqr   | 14<br>28%q                    | 18<br>10%         | 53<br>18%            | 6<br>14%         | 155<br>18%           | 84<br>15%           | 70<br>21%                | 55<br>18%         | 14<br>15%                 | 15<br>18%           | 25<br>20%      | 9<br>34%      |
| NET: Trust                    | 87<br>7%       | 31<br>6%    | 56<br>8%    | 12<br>15%efh | 36<br>12%ef | 22<br>6%      | 16<br>3%      | 18<br>14%efh | 52<br>9%f    | 8<br>4%          | 18<br>4%      | 27<br>9%i  | 15<br>9%i     | 26<br>9%i      | 44<br>11%r              | 17<br>10%r              | 2<br>4%         | 5<br>11%r                     | 10<br>5%          | 6<br>2%              | 2<br>5%          | 62<br>7%             | 30<br>5%            | 32<br>10%                | 24<br>8%          | 7<br>7%                   | 8<br>10%            | 8<br>7%        | 1<br>4%       |
| NET: Don't trust              | 641<br>53%     | 317<br>62%b | 324<br>46%  | 34<br>42%    | 152<br>52%  | 213<br>59%cg  | 242<br>50%    | 58<br>44%    | 342<br>57%cg | 152<br>67%       | 248<br>58%ijl | 153<br>48% | 98<br>60%eijl | 141<br>47%     | 232<br>56%q             | 96<br>54%               | 25<br>55%       | 25<br>52%                     | 78<br>42%         | 162<br>54%           | 23<br>52%        | 476<br>54%           | 290<br>53%x         | 186<br>56%x              | 148<br>48%        | 34<br>36%                 | 46<br>54%x          | 68<br>53%x     | 17<br>63%     |
| Don't know                    | 108<br>9%      | 30<br>6%    | 77<br>11%a  | 6<br>7%      | 19<br>7%    | 21<br>6%      | 61<br>13%degh | 8<br>6%      | 39<br>6%     | 10<br>4%         | 30<br>7%      | 25<br>8%   | 10<br>6%      | 43<br>14%ijkl  | 16<br>4%                | 9<br>5%                 | 6<br>14%mn      | 7<br>14%m                     | 34<br>18%mn       | 32<br>11%mn          | 4<br>8%          | 63<br>7%             | 48<br>9%            | 15<br>5%                 | 40<br>13%t        | 22<br>23%uvz              | 10<br>13%v          | 7<br>6%        | 4<br>15%      |
| Mean                          | 2.31           | 2.16        | 2.43a       | 2.58efh      | 2.38        | 2.23          | 2.29          | 2.53efh      | 2.29         | 2.09             | 2.21          | 2.40i      | 2.31          | 2.38i          | 2.34o                   | 2.35o                   | 2.03            | 2.28                          | 2.45or            | 2.22                 | 2.33             | 2.31                 | 2.31                | 2.30                     | 2.36              | 2.49                      | 2.31                | 2.31           | 1.90          |
| Standard deviation            | 0.90           | 0.87        | 0.91        | 1.03         | 1.03        | 0.85          | 0.81          | 1.02         | 0.93         | 0.81             | 0.84          | 0.91       | 0.89          | 0.98           | 0.96                    | 0.93                    | 0.96            | 1.22                          | 0.82              | 0.78                 | 0.80             | 0.88                 | 0.84                | 0.94                     | 0.95              | 1.01                      | 0.99                | 0.88           | 0.91          |
| Standard error                | 0.03           | 0.04        | 0.04        | 0.08         | 0.05        | 0.05          | 0.05          | 0.07         | 0.04         | 0.06             | 0.04          | 0.05       | 0.07          | 0.06           | 0.05                    | 0.06                    | 0.11            | 0.19                          | 0.09              | 0.05                 | 0.08             | 0.03                 | 0.04                | 0.05                     | 0.05              | 0.11                      | 0.10                | 0.07           | 0.22          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 35  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**Summary**  
**Base: All respondents**

| Q16b Summary                      |                               |                       |                     |  |                     |                     |  |  |                       |                      |                       |                        |
|-----------------------------------|-------------------------------|-----------------------|---------------------|--|---------------------|---------------------|--|--|-----------------------|----------------------|-----------------------|------------------------|
|                                   | GP (General Practitioner) (a) | Hospital (b)          | Dentist (c)         | Child(rens) school (primary/secondary) (d) | College (e)         | University (f)      | Child(rens) childcare up to 5 years old (i.e. nursery/childminder) (g) | Social care (i.e. care homes/care delivered in the home) (h) | The NHS (i)           | The Government (j)   | Politicians (k)       | The European Union (l) |
| Unweighted base                   | 1215                          | 1215                  | 1215                | 1215                                       | 593                 | 1215                | 1215   | 1215   | 1215                  | 1215                 | 1215                  | 1215                   |
| Weighted base                     | 1215                          | 1215                  | 1215                | 1215                                       | 583                 | 1215                | 1215   | 1215   | 1215                  | 1215                 | 1215                  | 1215                   |
| Trust a great deal (5)            | 333<br>27%bcdefghjkl          | 284<br>23%cdefghijkl  | 199<br>16%defghijkl | 130<br>11%efghijkl                         | 31<br>5%ijkl        | 62<br>5%ijkl        | 91<br>7%fhjkl  | 43<br>4%jkl  | 314<br>26%bcdefghijkl | 9<br>1%              | 5<br>*                | 38<br>3%jkl            |
| Trust quite a lot (4)             | 565<br>47%defghijkl           | 627<br>52%adefghijkl  | 612<br>50%defghijkl | 360<br>30%fghijkl                          | 191<br>33%fghijkl   | 311<br>26%hijkl     | 304<br>25%hijkl  | 211<br>17%ijkl   | 587<br>48%defghijkl   | 134<br>11%k          | 48<br>4%              | 138<br>11%k            |
| Neither trust nor don't trust (3) | 202<br>17%                    | 188<br>15%            | 250<br>21%abi       | 232<br>19%b                                | 148<br>25%abdgijkl  | 343<br>28%abcdgijkl | 238<br>20%b  | 411<br>34%abcdefgijkl  | 197<br>16%            | 320<br>26%abcdgijkl  | 245<br>20%bi          | 234<br>19%b            |
| Don't trust very much (2)         | 84<br>7%g                     | 94<br>8%dg            | 98<br>8%odg         | 63<br>5%                                   | 31<br>5%            | 98<br>8%deg         | 44<br>4%   | 310<br>26%abcdefgi   | 82<br>7%g             | 386<br>32%abcdefghil | 449<br>37%abcdefghijl | 290<br>24%abcdefgi     |
| Don't trust at all (1)            | 22<br>2%                      | 15<br>1%              | 24<br>2%            | 22<br>2%                                   | 14<br>2%            | 27<br>2%            | 16<br>1%   | 84<br>7%abcdefgi   | 29<br>2%b             | 355<br>29%abcdefghi  | 452<br>37%abcdefghij  | 456<br>38%abcdefghij   |
| NET: Trust                        | 898<br>74%ccdefghijkl         | 911<br>75%cddefghijkl | 810<br>67%defghijkl | 490<br>40%efghijkl                         | 222<br>38%fghijkl   | 373<br>31%ghijkl    | 395<br>32%hijkl  | 253<br>21%ijkl   | 901<br>74%cddefghijkl | 143<br>12%k          | 54<br>4%              | 176<br>15%k            |
| NET: Don't trust                  | 106<br>9%g                    | 109<br>9%g            | 123<br>10%dg        | 85<br>7%g                                  | 45<br>8%g           | 125<br>10%dg        | 59<br>5%   | 394<br>32%abcdefgi   | 111<br>9%g            | 741<br>61%abcdefghi  | 901<br>74%abcdefghijl | 747<br>61%abcdefghi    |
| Don't know                        | 9<br>1%                       | 7<br>1%               | 32<br>3%abijkl      | 408<br>34%abcdehijkl                       | 169<br>29%abcchijkl | 373<br>31%abcchijkl | 522<br>43%abcdeffhijkl   | 156<br>13%abcijkl  | 6<br>1%               | 11<br>1%             | 15<br>1%              | 58<br>5%abcijkl        |
| Mean                              | 3.91cdefghijkl                | 3.89cdefghijkl        | 3.73defghijkl       | 3.63efhijkl                                | 3.47fhijkl          | 3.34hjkl            | 3.59efhijkl  | 2.83jkl  | 3.89cdefghijkl        | 2.22k                | 1.92                  | 2.15k                  |
| Standard deviation                | 0.94                          | 0.89                  | 0.91                | 0.94                                       | 0.86                | 0.89                | 0.88   | 0.97   | 0.95                  | 1.01                 | 0.88                  | 1.16                   |
| Standard error                    | 0.03                          | 0.03                  | 0.03                | 0.03                                       | 0.04                | 0.03                | 0.03   | 0.03   | 0.03                  | 0.03                 | 0.03                  | 0.03                   |

Proportions/Mean: All Columns Tested (5% risk level)  
 Overlap formulae used.



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 36  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**GP (General Practitioner)**  
**Base: All respondents**

|                               | Gender         |            |            | Age                    |            |                   |                         |                        |            |                 | Social Grade         |            |                      |                      | Working Status         |                        |                      |                             |                   |                     | Tenure           |                         |                         |                         |                  |                          |                     |                         |               |
|-------------------------------|----------------|------------|------------|------------------------|------------|-------------------|-------------------------|------------------------|------------|-----------------|----------------------|------------|----------------------|----------------------|------------------------|------------------------|----------------------|-----------------------------|-------------------|---------------------|------------------|-------------------------|-------------------------|-------------------------|------------------|--------------------------|---------------------|-------------------------|---------------|
|                               | Total          | Male (a)   | Female (b) | 18-29 (c)              | 30-49 (d)  | 50-64 (e)         | 65+ (f)                 | 18-34 (g)              | 35-64 (h)  | 55+ Not Retired | AB (i)               | C1 (j)     | C2 (k)               | DE (l)               | Full time employed (m) | Part time employed (n) | Unemployed (o)       | Not working but seeking (p) | State pension (q) | Private pension (r) | House person (s) | NET: Home-owners (t)    | Owned outright (u)      | Owned with mortgage (v) | NET: Renters (w) | Rent-ed from council (x) | Rent-ed from HA (y) | Other Rent (z)          | Rent free (A) |
| Unweighted base               | 1215           | 577        | 638        | 165                    | 385        | 327               | 338                     | 253                    | 624        | 194             | 381                  | 326        | 192                  | 316                  | 390                    | 226                    | 83                   | 45                          | 96                | 258                 | 117              | 809                     | 499                     | 310                     | 387              | 97                       | 112                 | 178                     | 19            |
| Weighted base                 | 1215           | 509        | 706        | 81                     | 293        | 362               | 480                     | 131                    | 605        | 226             | 430                  | 317        | 165                  | 304                  | 414                    | 178                    | 46*                  | 49*                         | 185*              | 299                 | 44*              | 878                     | 544                     | 334                     | 310              | 97*                      | 84*                 | 129                     | 27**          |
| Trust a great deal            | (5) 333<br>27% | 151<br>30% | 181<br>26% | 22<br>27%              | 64<br>22%  | 96<br>27%         | 151<br>31% <sup>d</sup> | 32<br>24%              | 150<br>25% | 67<br>30%       | 115<br>27%           | 78<br>25%  | 47<br>29%            | 92<br>30%            | 116<br>28%             | 39<br>22%              | 13<br>29%            | 13<br>26%                   | 60<br>33%         | 82<br>27%           | 10<br>23%        | 255<br>29%              | 153<br>28%              | 102<br>30% <sup>y</sup> | 74<br>24%        | 30<br>31%                | 15<br>18%           | 29<br>22%               | 4<br>14%      |
| Trust quite a lot             | (4) 565<br>47% | 238<br>47% | 327<br>46% | 35<br>43%              | 138<br>47% | 179<br>50%        | 213<br>44%              | 58<br>44%              | 294<br>49% | 92<br>41%       | 200<br>46%           | 160<br>50% | 70<br>42%            | 136<br>45%           | 183<br>44%             | 90<br>51%              | 18<br>40%            | 23<br>47%                   | 82<br>44%         | 147<br>49%          | 22<br>50%        | 409<br>47%              | 255<br>47%              | 154<br>46%              | 136<br>44%       | 39<br>40%                | 45<br>54%           | 52<br>40%               | 20<br>73%     |
| Neither trust nor don't trust | (3) 202<br>17% | 78<br>15%  | 124<br>18% | 14<br>17%              | 53<br>18%  | 60<br>17%         | 76<br>16%               | 23<br>17%              | 104<br>17% | 45<br>20%       | 66<br>15%            | 53<br>17%  | 31<br>19%            | 52<br>17%            | 78<br>19%              | 27<br>15%              | 7<br>16%             | 9<br>18%                    | 31<br>17%         | 44<br>15%           | 7<br>16%         | 141<br>16%              | 89<br>16%               | 52<br>16%               | 59<br>19%        | 19<br>19%                | 16<br>20%           | 24<br>19%               | 3<br>9%       |
| Don't trust very much         | (2) 84<br>7%   | 29<br>6%   | 55<br>8%   | 6<br>7%                | 27<br>9%   | 21<br>6%          | 30<br>6%                | 12<br>9%               | 42<br>7%   | 19<br>8%        | 38<br>9%             | 22<br>7%   | 10<br>6%             | 14<br>4%             | 25<br>6%               | 20<br>11% <sup>m</sup> | 4<br>9%              | 3<br>5%                     | 11<br>6%          | 18<br>6%            | 3<br>8%          | 52<br>6%                | 33<br>6%                | 20<br>6%                | 30<br>10%        | 6<br>6%                  | 6<br>7%             | 18<br>14% <sup>uv</sup> | 1<br>4%       |
| Don't trust at all            | (1) 22<br>2%   | 8<br>2%    | 14<br>2%   | 2<br>3%                | 7<br>2%    | 5<br>1%           | 8<br>2%                 | 3<br>2%                | 11<br>2%   | 2<br>1%         | 9<br>2% <sup>j</sup> | *<br>*     | 5<br>3% <sup>j</sup> | 7<br>2% <sup>j</sup> | 10<br>2%               | 2<br>1%                | 2<br>5%              | -<br>-                      | 2<br>1%           | 6<br>2%             | 1<br>1%          | 17<br>2%                | 11<br>2%                | 6<br>2%                 | 5<br>2%          | 2<br>2%                  | -<br>-              | 3<br>3%                 | -<br>-        |
| NET: Trust                    | 898<br>74%     | 390<br>77% | 508<br>72% | 57<br>70%              | 202<br>69% | 275<br>76%        | 364<br>76%              | 89<br>68%              | 445<br>74% | 159<br>70%      | 315<br>73%           | 238<br>75% | 117<br>71%           | 227<br>75%           | 299<br>72%             | 129<br>69%             | 31<br>69%            | 36<br>73%                   | 142<br>77%        | 229<br>76%          | 32<br>74%        | 664<br>76% <sup>w</sup> | 408<br>75% <sup>z</sup> | 256<br>76% <sup>z</sup> | 210<br>68%       | 69<br>71%                | 60<br>72%           | 81<br>63%               | 24<br>86%     |
| NET: Don't trust              | 106<br>9%      | 37<br>7%   | 69<br>10%  | 8<br>10%               | 34<br>12%  | 26<br>7%          | 38<br>8%                | 15<br>11%              | 53<br>9%   | 21<br>9%        | 47<br>11%            | 23<br>7%   | 16<br>10%            | 21<br>7%             | 34<br>8%               | 22<br>12%              | 6<br>14%             | 3<br>5%                     | 12<br>7%          | 25<br>8%            | 4<br>9%          | 69<br>8%                | 43<br>8%                | 26<br>8%                | 36<br>11%        | 8<br>8%                  | 6<br>7%             | 21<br>17% <sup>uv</sup> | 1<br>4%       |
| Don't know                    | 9<br>1%        | 5<br>1%    | 4<br>1%    | 2<br>3% <sup>efh</sup> | 4<br>1%    | 1<br>*            | 2<br>*                  | 4<br>3% <sup>efh</sup> | 3<br>1%    | 1<br>*          | 3<br>1%              | 1<br>*     | 3<br>1%              | 4<br>1%              | 3<br>1%                | *<br>2%                | 2<br>4% <sup>q</sup> | -<br>-                      | 2<br>1%           | 1<br>2%             | 1<br>2%          | 4<br>*                  | 3<br>1%                 | 1<br>*                  | 5<br>2%          | 1<br>1%                  | 1<br>1%             | 3<br>2%                 | -<br>-        |
| Mean                          | 3.91           | 3.98       | 3.86       | 3.87                   | 3.78       | 3.94 <sup>d</sup> | 3.98 <sup>d</sup>       | 3.81                   | 3.88       | 3.90            | 3.87                 | 3.93       | 3.87                 | 3.97                 | 3.90                   | 3.81                   | 3.81                 | 3.97                        | 4.02              | 3.94                | 3.88             | 3.95 <sup>w</sup>       | 3.94 <sup>z</sup>       | 3.98 <sup>z</sup>       | 3.80             | 3.93                     | 3.83                | 3.67                    | 3.96          |
| Standard deviation            | 0.94           | 0.91       | 0.96       | 1.01                   | 0.98       | 0.88              | 0.94                    | 0.99                   | 0.93       | 0.96            | 0.98                 | 0.84       | 1.01                 | 0.94                 | 0.96                   | 0.94                   | 1.12                 | 0.83                        | 0.90              | 0.93                | 0.91             | 0.93                    | 0.93                    | 0.93                    | 0.98             | 0.98                     | 0.81                | 1.06                    | 0.65          |
| Standard error                | 0.03           | 0.04       | 0.04       | 0.08                   | 0.05       | 0.05              | 0.05                    | 0.06                   | 0.04       | 0.07            | 0.05                 | 0.05       | 0.07                 | 0.05                 | 0.05                   | 0.06                   | 0.12                 | 0.13                        | 0.09              | 0.06                | 0.08             | 0.03                    | 0.04                    | 0.05                    | 0.05             | 0.10                     | 0.08                | 0.08                    | 0.15          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 37  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**Hospital**  
**Base: All respondents**

|                               | Gender         |            |                        | Age                     |            |            |            |                         |            |                     | Social Grade |            |            |            | Working Status         |                        |                         |                             |                         |                     | Tenure                  |                         |                         |                         |                       |                          |                        |                        |               |
|-------------------------------|----------------|------------|------------------------|-------------------------|------------|------------|------------|-------------------------|------------|---------------------|--------------|------------|------------|------------|------------------------|------------------------|-------------------------|-----------------------------|-------------------------|---------------------|-------------------------|-------------------------|-------------------------|-------------------------|-----------------------|--------------------------|------------------------|------------------------|---------------|
|                               | Total          | Male (a)   | Female (b)             | 18-29 (c)               | 30-49 (d)  | 50-64 (e)  | 65+ (f)    | 18-34 (g)               | 35-64 (h)  | 55+ Not Retired (i) | AB (j)       | C1 (k)     | C2 (l)     | DE (m)     | Full time employed (n) | Part time employed (o) | Unemployed (p)          | Not working but seeking (q) | State pension (r)       | Private pension (s) | House person (t)        | NET: Home-owners (u)    | Owned outright (v)      | Owned with mortgage (w) | NET: Renters (x)      | Rent-ed from council (y) | Rent-ed from HA (z)    | Other Rent (A)         | Rent free (B) |
| Unweighted base               | 1215           | 577        | 638                    | 165                     | 385        | 327        | 338        | 253                     | 624        | 194                 | 381          | 326        | 192        | 316        | 390                    | 226                    | 83                      | 45                          | 96                      | 258                 | 117                     | 809                     | 499                     | 310                     | 387                   | 97                       | 112                    | 178                    | 19            |
| Weighted base                 | 1215           | 509        | 706                    | 81                      | 293        | 362        | 480        | 131                     | 605        | 226                 | 430          | 317        | 165        | 304        | 414                    | 178                    | 46*                     | 49*                         | 185*                    | 299                 | 44*                     | 878                     | 544                     | 334                     | 310                   | 97*                      | 84*                    | 129                    | 27**          |
| Trust a great deal            | (5) 284<br>23% | 132<br>26% | 152<br>22%             | 17<br>20%               | 75<br>26%  | 68<br>19%  | 125<br>26% | 28<br>21%               | 132<br>22% | 40<br>18%           | 96<br>22%    | 68<br>22%  | 44<br>27%  | 76<br>25%  | 100<br>24%             | 36<br>20%              | 10<br>21%               | 11<br>21%                   | 40<br>22%               | 78<br>26%           | 10<br>24%               | 224<br>26%              | 130<br>24%              | 94<br>28%z              | 60<br>19%             | 25<br>25%                | 13<br>16%              | 22<br>17%              | -             |
| Trust quite a lot             | (4) 627<br>52% | 254<br>50% | 373<br>53%             | 40<br>49%               | 144<br>49% | 206<br>57% | 238<br>50% | 66<br>50%               | 323<br>53% | 115<br>51%          | 235<br>55%   | 159<br>50% | 76<br>46%  | 157<br>52% | 214<br>52%             | 98<br>55%              | 23<br>51%               | 23<br>48%                   | 108<br>59% <sub>s</sub> | 141<br>47%          | 18<br>42%               | 455<br>52%              | 289<br>53% <sub>x</sub> | 166<br>50% <sub>x</sub> | 153<br>49%            | 34<br>35%                | 53<br>63% <sub>x</sub> | 67<br>52% <sub>x</sub> | 18<br>67%     |
| Neither trust nor don't trust | (3) 188<br>15% | 85<br>17%  | 103<br>15%             | 18<br>22% <sub>dh</sub> | 41<br>14%  | 54<br>15%  | 75<br>16%  | 27<br>21% <sub>dh</sub> | 86<br>14%  | 40<br>18%           | 57<br>13%    | 56<br>18%  | 30<br>18%  | 45<br>15%  | 64<br>16%              | 23<br>13%              | 8<br>18%                | 6<br>13%                    | 22<br>12%               | 55<br>19%           | 8<br>19%                | 128<br>15%              | 75<br>14%               | 52<br>16%               | 55<br>18%             | 25<br>26% <sub>uy</sub>  | 10<br>12%              | 20<br>16%              | 5<br>18%      |
| Don't trust very much         | (2) 94<br>8%   | 28<br>6%   | 66<br>9% <sub>a</sub>  | 4<br>5%                 | 24<br>8%   | 30<br>8%   | 35<br>7%   | 6<br>4%                 | 53<br>9%   | 28<br>13%           | 39<br>9%     | 27<br>9%   | 10<br>6%   | 18<br>6%   | 31<br>8%               | 19<br>11%              | 3<br>7%                 | 4<br>9%                     | 12<br>7%                | 18<br>6%            | 5<br>11%                | 61<br>7%                | 40<br>7%                | 20<br>6%                | 30<br>10%             | 9<br>9%                  | 5<br>6%                | 16<br>12%              | 3<br>12%      |
| Don't trust at all            | (1) 15<br>1%   | 5<br>1%    | 10<br>1%               | 1<br>1%                 | 5<br>2%    | 3<br>1%    | 6<br>1%    | 2<br>1%                 | 7<br>1%    | 1<br>*              | 3<br>1%      | 2<br>1%    | 5<br>3%    | 5<br>2%    | 4<br>1%                | 1<br>1%                | 1<br>2%                 | 3<br>2%                     | 5<br>1%                 | 1<br>2%             | 8<br>2%                 | 7<br>1%                 | 1<br>*                  | 6<br>2%                 | 1<br>1%               | 2<br>2%                  | 3<br>2%                | 1<br>3%                |               |
| NET: Trust                    | 911<br>75%     | 387<br>76% | 525<br>74%             | 56<br>70%               | 219<br>75% | 274<br>76% | 362<br>76% | 94<br>72%               | 455<br>75% | 156<br>69%          | 331<br>77%   | 228<br>72% | 120<br>73% | 233<br>77% | 314<br>76%             | 134<br>75%             | 33<br>73%               | 34<br>69%                   | 148<br>80% <sub>s</sub> | 220<br>73%          | 29<br>66%               | 679<br>77% <sub>w</sub> | 420<br>77% <sub>x</sub> | 260<br>78% <sub>x</sub> | 214<br>69%            | 58<br>60%                | 66<br>79% <sub>x</sub> | 89<br>69%              | 18<br>67%     |
| NET: Don't trust              | 109<br>9%      | 33<br>7%   | 75<br>11% <sub>a</sub> | 5<br>6%                 | 29<br>10%  | 33<br>9%   | 42<br>9%   | 7<br>6%                 | 60<br>10%  | 29<br>13%           | 42<br>10%    | 29<br>9%   | 15<br>9%   | 23<br>8%   | 35<br>8%               | 21<br>12%              | 4<br>9%                 | 5<br>11%                    | 15<br>8%                | 23<br>8%            | 6<br>13%                | 69<br>8%                | 48<br>9%                | 21<br>6%                | 35<br>11%             | 10<br>11%                | 7<br>8%                | 18<br>14% <sub>v</sub> | 4<br>15%      |
| Don't know                    | 7<br>1%        | 4<br>1%    | 3<br>*                 | 1<br>1%                 | 4<br>1%    | 1<br>*     | 1<br>*     | 2<br>2% <sub>f</sub>    | 4<br>1%    | 1<br>*              | -<br>*       | 4<br>1%    | 1<br>*     | 3<br>1%    | 1<br>*                 | 1<br>*                 | 3<br>7% <sub>mnrq</sub> | -<br>*                      | 1<br>*                  | 1<br>*              | 2<br>3% <sub>mnqr</sub> | 1<br>*                  | 1<br>*                  | 6<br>2% <sub>t</sub>    | 3<br>3% <sub>uv</sub> | 1<br>2%                  | 1<br>1%                | -                      |               |
| Mean                          | 3.89           | 3.95       | 3.84                   | 3.84                    | 3.90       | 3.85       | 3.92       | 3.88                    | 3.87       | 3.73                | 3.89         | 3.85       | 3.88       | 3.93       | 3.91                   | 3.83                   | 3.84                    | 3.83                        | 3.92                    | 3.91                | 3.77                    | 3.94 <sub>w</sub>       | 3.91 <sub>z</sub>       | 3.99 <sub>z</sub>       | 3.77                  | 3.76                     | 3.86                   | 3.71                   | 3.48          |
| Standard deviation            | 0.89           | 0.86       | 0.91                   | 0.86                    | 0.94       | 0.85       | 0.91       | 0.84                    | 0.90       | 0.91                | 0.88         | 0.89       | 0.97       | 0.88       | 0.88                   | 0.90                   | 0.91                    | 0.97                        | 0.85                    | 0.91                | 1.01                    | 0.87                    | 0.89                    | 0.85                    | 0.94                  | 0.99                     | 0.84                   | 0.97                   | 0.85          |
| Standard error                | 0.03           | 0.04       | 0.04                   | 0.07                    | 0.05       | 0.05       | 0.05       | 0.05                    | 0.04       | 0.07                | 0.05         | 0.05       | 0.07       | 0.05       | 0.04                   | 0.06                   | 0.10                    | 0.15                        | 0.09                    | 0.06                | 0.09                    | 0.03                    | 0.04                    | 0.05                    | 0.05                  | 0.10                     | 0.08                   | 0.07                   | 0.19          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 38  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**Dentist**  
**Base: All respondents**

|                               | Gender         |            |            | Age                      |                            |            |                              |           |            |                 | Social Grade                   |                            |            |                            | Working Status              |                            |                             |                             |                            |                     | Tenure                     |                             |                             |                             |                           |                           |                             |                           |               |
|-------------------------------|----------------|------------|------------|--------------------------|----------------------------|------------|------------------------------|-----------|------------|-----------------|--------------------------------|----------------------------|------------|----------------------------|-----------------------------|----------------------------|-----------------------------|-----------------------------|----------------------------|---------------------|----------------------------|-----------------------------|-----------------------------|-----------------------------|---------------------------|---------------------------|-----------------------------|---------------------------|---------------|
|                               | Total          | Male (a)   | Female (b) | 18-29 (c)                | 30-49 (d)                  | 50-64 (e)  | 65+ (f)                      | 18-34 (g) | 35-64 (h)  | 55+ Not Retired | AB (i)                         | C1 (j)                     | C2 (k)     | DE (l)                     | Full time employed (m)      | Part time employed (n)     | Unemployed (o)              | Not working but seeking (p) | State pension (q)          | Private pension (r) | House person (s)           | NET: Home-owners (t)        | Owned outright (u)          | Owned with mortgage (v)     | NET: Renters (w)          | Rent-ed from council (x)  | Rent-ed from HA (y)         | Other Rent (z)            | Rent free (A) |
| Unweighted base               | 1215           | 577        | 638        | 165                      | 385                        | 327        | 338                          | 253       | 624        | 194             | 381                            | 326                        | 192        | 316                        | 390                         | 226                        | 83                          | 45                          | 96                         | 258                 | 117                        | 809                         | 499                         | 310                         | 387                       | 97                        | 112                         | 178                       | 19            |
| Weighted base                 | 1215           | 509        | 706        | 81                       | 293                        | 362        | 480                          | 131       | 605        | 226             | 430                            | 317                        | 165        | 304                        | 414                         | 178                        | 46*                         | 49*                         | 185*                       | 299                 | 44*                        | 878                         | 544                         | 334                         | 310                       | 97*                       | 84*                         | 129                       | 27**          |
| Trust a great deal            | (5) 199<br>16% | 88<br>17%  | 111<br>16% | 15<br>19%                | 42<br>14%                  | 53<br>15%  | 88<br>18%                    | 21<br>16% | 89<br>15%  | 33<br>15%       | 78<br>18%                      | 46<br>14%                  | 27<br>17%  | 48<br>16%                  | 63<br>15%                   | 23<br>13%                  | 12<br>27% <small>mn</small> | 6<br>12%                    | 34<br>18%                  | 55<br>19%           | 5<br>12%                   | 160<br>18% <small>w</small> | 96<br>18% <small>z</small>  | 64<br>19% <small>yz</small> | 38<br>12%                 | 18<br>19%                 | 7<br>8%                     | 13<br>10%                 | 1<br>3%       |
| Trust quite a lot             | (4) 612<br>50% | 250<br>49% | 361<br>51% | 38<br>47%                | 154<br>52%                 | 195<br>54% | 225<br>47%                   | 65<br>50% | 321<br>53% | 112<br>50%      | 242<br>56% <small>l</small>    | 157<br>50%                 | 77<br>47%  | 135<br>45%                 | 218<br>53% <small>o</small> | 97<br>54% <small>o</small> | 16<br>35%                   | 22<br>46%                   | 87<br>47%                  | 148<br>49%          | 24<br>55% <small>o</small> | 440<br>50%                  | 261<br>48%                  | 178<br>53%                  | 153<br>50%                | 41<br>43%                 | 44<br>52%                   | 69<br>53%                 | 18<br>68%     |
| Neither trust nor don't trust | (3) 250<br>21% | 99<br>19%  | 151<br>21% | 16<br>20%                | 47<br>16%                  | 69<br>19%  | 118<br>25% <small>dh</small> | 25<br>19% | 107<br>18% | 50<br>22%       | 71<br>17%                      | 64<br>20%                  | 39<br>24%  | 75<br>25% <small>i</small> | 70<br>17%                   | 36<br>20%                  | 8<br>18%                    | 10<br>20%                   | 50<br>27% <small>m</small> | 66<br>22%           | 9<br>22%                   | 180<br>20%                  | 129<br>24% <small>v</small> | 50<br>15%                   | 64<br>21%                 | 22<br>22%                 | 16<br>19%                   | 27<br>21%                 | 6<br>22%      |
| Don't trust very much         | (2) 98<br>8%   | 42<br>8%   | 56<br>8%   | 7<br>9%                  | 32<br>11% <small>f</small> | 29<br>8%   | 30<br>6%                     | 12<br>9%  | 57<br>9%   | 19<br>8%        | 25<br>6%                       | 36<br>11% <small>i</small> | 16<br>9%   | 22<br>7%                   | 44<br>11% <small>r</small>  | 18<br>10%                  | 4<br>8%                     | 4<br>7%                     | 11<br>6%                   | 15<br>5%            | 3<br>8%                    | 70<br>8%                    | 39<br>7%                    | 31<br>9%                    | 27<br>9%                  | 6<br>7%                   | 11<br>13%                   | 10<br>8%                  | 1<br>4%       |
| Don't trust at all            | (1) 24<br>2%   | 13<br>3%   | 11<br>2%   | 3<br>4% <small>d</small> | 3<br>1%                    | 11<br>3%   | 7<br>2%                      | 4<br>3%   | 13<br>2%   | 7<br>3%         | 4<br>1%                        | 7<br>2%                    | 2<br>1%    | 11<br>4%                   | 3<br>3%                     | 2<br>2%                    | 2<br>4%                     | -                           | 1<br>1%                    | 6<br>2%             | 1<br>3%                    | 15<br>2%                    | 8<br>1%                     | 7<br>2%                     | 9<br>3%                   | 3<br>3%                   | 3<br>4%                     | 3<br>2%                   | -             |
| NET: Trust                    | 810<br>67%     | 338<br>66% | 472<br>67% | 53<br>66%                | 196<br>67%                 | 248<br>68% | 314<br>65%                   | 87<br>66% | 410<br>68% | 145<br>64%      | 320<br>74% <small>ijkl</small> | 202<br>64%                 | 104<br>63% | 183<br>60%                 | 281<br>68%                  | 119<br>67%                 | 28<br>62%                   | 28<br>58%                   | 120<br>65%                 | 203<br>68%          | 29<br>67%                  | 600<br>68%                  | 357<br>66%                  | 243<br>73%                  | 191<br>62%                | 60<br>61%                 | 50<br>60%                   | 81<br>63%                 | 19<br>71%     |
| NET: Don't trust              | 123<br>10%     | 55<br>11%  | 67<br>10%  | 11<br>13%                | 35<br>12%                  | 40<br>11%  | 37<br>8%                     | 16<br>12% | 70<br>12%  | 26<br>11%       | 29<br>7%                       | 43<br>14% <small>i</small> | 18<br>11%  | 32<br>11%                  | 55<br>13% <small>r</small>  | 20<br>11%                  | 6<br>13%                    | 4<br>7%                     | 12<br>6%                   | 21<br>7%            | 5<br>11%                   | 85<br>10%                   | 47<br>9%                    | 38<br>11%                   | 36<br>12%                 | 9<br>9%                   | 14<br>17% <small>lu</small> | 13<br>10%                 | 1<br>4%       |
| Don't know                    | 32<br>3%       | 17<br>3%   | 15<br>2%   | 1<br>1%                  | 15<br>5% <small>e</small>  | 5<br>1%    | 11<br>2%                     | 3<br>2%   | 18<br>3%   | 5<br>2%         | 9<br>2%                        | 7<br>2%                    | 3<br>2%    | 13<br>4%                   | 2<br>2%                     | 3<br>1%                    | 7<br>15% <small>mnq</small> | 2<br>1%                     | 9<br>3%                    | 9<br>3%             | 1<br>3%                    | 13<br>2%                    | 11<br>2%                    | 3<br>1%                     | 18<br>6% <small>t</small> | 7<br>7% <small>uv</small> | 4<br>5% <small>v</small>    | 7<br>6% <small>uv</small> | 1<br>3%       |
| Mean                          | 3.73           | 3.73       | 3.73       | 3.68                     | 3.72                       | 3.70       | 3.76                         | 3.69      | 3.71       | 3.66            | 3.87% <small>jl</small>        | 3.64                       | 3.69       | 3.65                       | 3.68                        | 3.68                       | 3.78                        | 3.74                        | 3.77                       | 3.80                | 3.66                       | 3.76                        | 3.75% <small>y</small>      | 3.79% <small>y</small>      | 3.63                      | 3.73                      | 3.51                        | 3.63                      | 3.73          |
| Standard deviation            | 0.91           | 0.94       | 0.88       | 1.03                     | 0.89                       | 0.93       | 0.88                         | 0.97      | 0.91       | 0.95            | 0.82                           | 0.95                       | 0.92       | 0.96                       | 0.96                        | 0.88                       | 1.11                        | 0.82                        | 0.84                       | 0.88                | 0.90                       | 0.91                        | 0.89                        | 0.94                        | 0.93                      | 0.97                      | 0.96                        | 0.88                      | 0.59          |
| Standard error                | 0.03           | 0.04       | 0.04       | 0.08                     | 0.05                       | 0.05       | 0.05                         | 0.06      | 0.04       | 0.07            | 0.04                           | 0.05                       | 0.07       | 0.06                       | 0.05                        | 0.06                       | 0.12                        | 0.13                        | 0.09                       | 0.06                | 0.08                       | 0.03                        | 0.04                        | 0.05                        | 0.10                      | 0.09                      | 0.07                        | 0.14                      |               |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 39  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**Child(rens) school (primary/secondary)**  
**Base: All respondents**

|                               | Gender         |             | Age        |              |               |                |                 |              |               | Social Grade        |             |            |           | Working Status |                        |                        |                |                             |                   | Tenure              |                  |                      |                    |                         |                  |                         |                    |                |               |
|-------------------------------|----------------|-------------|------------|--------------|---------------|----------------|-----------------|--------------|---------------|---------------------|-------------|------------|-----------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|-------------------------|--------------------|----------------|---------------|
|                               | Total          | Male (a)    | Female (b) | 18-29 (c)    | 30-49 (d)     | 50-64 (e)      | 65+ (f)         | 18-34 (g)    | 35-64 (h)     | 55+ Not Retired (i) | AB (j)      | C1 (k)     | C2 (l)    | DE (m)         | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rented from council (y) | Rented from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base               | 1215           | 577         | 638        | 165          | 385           | 327            | 338             | 253          | 624           | 194                 | 381         | 326        | 192       | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                      | 112                | 178            | 19            |
| Weighted base                 | 1215           | 509         | 706        | 81           | 293           | 362            | 480             | 131          | 605           | 226                 | 430         | 317        | 165       | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                     | 84*                | 129            | 27**          |
| Trust a great deal            | (5) 130<br>11% | 52<br>10%   | 78<br>11%  | 16<br>19%efh | 52<br>18%efh  | 32<br>9%       | 30<br>6%        | 25<br>20%efh | 74<br>12%f    | 11<br>5%            | 55<br>13%   | 33<br>10%  | 13<br>8%  | 29<br>9%       | 60<br>14%r             | 21<br>12%              | 2<br>5%        | 10<br>12%oqr                | 12<br>7%          | 19<br>6%            | 6<br>13%         | 95<br>11%            | 35<br>6%           | 60<br>18%uyz            | 34<br>11%        | 19<br>19%uyz            | 6<br>7%            | 10<br>7%       | 1<br>3%       |
| Trust quite a lot             | (4) 360<br>30% | 152<br>30%  | 208<br>30% | 29<br>36%f   | 118<br>40%efh | 97<br>27%      | 116<br>24%      | 49<br>38%ef  | 195<br>32%f   | 60<br>27%           | 134<br>31%  | 98<br>31%  | 52<br>32% | 75<br>25%      | 142<br>34%qr           | 69<br>39%qr            | 11<br>24%      | 15<br>30%                   | 42<br>23%         | 69<br>23%           | 12<br>28%        | 274<br>31%w          | 149<br>27%         | 126<br>38%uxz           | 72<br>23%        | 18<br>18%               | 22<br>27%          | 32<br>25%      | 14<br>50%     |
| Neither trust nor don't trust | (3) 232<br>19% | 113<br>22%b | 119<br>17% | 18<br>22%    | 55<br>19%     | 74<br>21%      | 84<br>18%       | 26<br>20%    | 122<br>20%    | 47<br>21%           | 70<br>16%   | 69<br>22%  | 33<br>20% | 60<br>20%      | 89<br>21%              | 30<br>17%              | 8<br>17%       | 9<br>18%                    | 32<br>17%         | 54<br>18%           | 10<br>24%        | 162<br>18%           | 105<br>19%         | 56<br>17%               | 66<br>21%        | 17<br>18%               | 21<br>25%          | 28<br>21%      | 5<br>17%      |
| Don't trust very much         | (2) 63<br>5%   | 23<br>5%    | 40<br>6%   | 4<br>6%      | 13<br>4%      | 29<br>8%f      | 17<br>3%        | 6<br>5%      | 40<br>7%      | 25<br>11%           | 16<br>4%    | 24<br>8%   | 5<br>3%   | 18<br>6%       | 26<br>6%r              | 12<br>7%r              | 4<br>8%r       | 4<br>7%r                    | 10<br>5%          | 4<br>1%             | 4<br>9%r         | 36<br>4%             | 22<br>4%           | 14<br>4%                | 27<br>9%t        | 8<br>8%                 | 10<br>12%uv        | 9<br>7%        | *<br>2%       |
| Don't trust at all            | (1) 22<br>2%   | 10<br>2%    | 12<br>2%   | 3<br>4%e     | 5<br>2%       | 2<br>*         | 12<br>3%        | 3<br>2%      | 7<br>1%       | *<br>*              | 7<br>2%     | 4<br>1%    | 6<br>3%   | 5<br>2%        | 4<br>1%                | 3<br>2%                | 2<br>4%        | -<br>-                      | 6<br>3%           | 7<br>2%             | *<br>1%          | 12<br>1%             | 10<br>2%           | 2<br>1%                 | 10<br>3%         | 4<br>4%v                | 1<br>1%            | 5<br>4%v       | -<br>-        |
| NET: Trust                    | 490<br>40%     | 204<br>40%  | 286<br>40% | 45<br>56%efh | 170<br>58%efh | 129<br>36%     | 146<br>30%      | 75<br>57%efh | 269<br>44%ef  | 71<br>31%           | 189<br>44%l | 131<br>41% | 65<br>40% | 104<br>34%     | 202<br>49%oqr          | 90<br>50%oqr           | 13<br>29%      | 24<br>50%qr                 | 55<br>30%         | 88<br>30%           | 18<br>40%        | 369<br>42%w          | 184<br>34%         | 186<br>56%uxyz          | 106<br>34%       | 36<br>37%               | 28<br>33%          | 42<br>32%      | 14<br>53%     |
| NET: Don't trust              | 85<br>7%       | 34<br>7%    | 52<br>7%   | 7<br>9%      | 18<br>6%      | 31<br>9%       | 29<br>6%        | 9<br>7%      | 47<br>8%      | 25<br>11%           | 23<br>5%    | 28<br>9%   | 11<br>6%  | 23<br>8%       | 30<br>7%               | 15<br>8%               | 5<br>12%r      | 4<br>7%                     | 15<br>8%          | 12<br>4%            | 4<br>10%r        | 48<br>5%             | 32<br>6%           | 16<br>5%                | 37<br>12%t       | 12<br>12%v              | 11<br>13%uv        | 14<br>11%v     | *<br>2%       |
| Don't know                    | 408<br>34%     | 158<br>31%  | 250<br>35% | 11<br>13%    | 50<br>17%     | 128<br>35%cdgh | 220<br>46%cddeg | 21<br>16%    | 167<br>28%cdg | 83<br>37%           | 147<br>34%  | 88<br>28%  | 56<br>34% | 117<br>38%j    | 93<br>22%              | 44<br>25%              | 19<br>41%mn    | 12<br>25%                   | 83<br>45%mps      | 145<br>49%mps26%    | 11<br>34%        | 299<br>34%           | 223<br>26%         | 76<br>23%               | 101<br>33%       | 32<br>33%               | 24<br>28%          | 46<br>35%v     | 8<br>28%      |
| Mean                          | 3.63           | 3.61        | 3.66       | 3.72         | 3.82efh       | 3.55           | 3.52            | 3.80ef       | 3.66          | 3.39                | 3.76        | 3.57       | 3.57      | 3.56           | 3.71o                  | 3.69o                  | 3.31           | 3.83                        | 3.45              | 3.58                | 3.56             | 3.70w                | 3.55               | 3.88uyz                 | 3.44             | 3.59                    | 3.35               | 3.39           | 3.76          |
| Standard deviation            | 0.94           | 0.92        | 0.95       | 1.02         | 0.90          | 0.90           | 0.95            | 0.95         | 0.92          | 0.87                | 0.92        | 0.92       | 0.95      | 0.95           | 0.91                   | 0.91                   | 1.06           | 0.94                        | 1.01              | 0.92                | 0.97             | 0.89                 | 0.89               | 0.85                    | 1.06             | 1.21                    | 0.94               | 1.02           | 0.57          |
| Standard error                | 0.03           | 0.05        | 0.04       | 0.08         | 0.05          | 0.06           | 0.07            | 0.06         | 0.04          | 0.08                | 0.06        | 0.06       | 0.08      | 0.06           | 0.05                   | 0.07                   | 0.14           | 0.16                        | 0.14              | 0.08                | 0.10             | 0.04                 | 0.05               | 0.05                    | 0.14             | 0.10                    | 0.09               | 0.15           |               |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 40  
Q.16b To what extent do you trust or not trust each of the following to act in your best interest?

College  
Base: All respondents

|                               | Gender         |           | Age        |                        |                        |                        |                           |                           |                         | Social Grade        |                         |                        |                        | Working Status         |                           |                          |                        |                             | Tenure                  |                         |                        |                      |                        |                           |                        |                          |                     |                        |               |
|-------------------------------|----------------|-----------|------------|------------------------|------------------------|------------------------|---------------------------|---------------------------|-------------------------|---------------------|-------------------------|------------------------|------------------------|------------------------|---------------------------|--------------------------|------------------------|-----------------------------|-------------------------|-------------------------|------------------------|----------------------|------------------------|---------------------------|------------------------|--------------------------|---------------------|------------------------|---------------|
|                               | Total          | Male (a)  | Female (b) | 18-29 (c)              | 30-49 (d)              | 50-64 (e)              | 65+ (f)                   | 18-34 (g)                 | 35-64 (h)               | 55+ Not Retired (i) | AB (j)                  | C1 (k)                 | C2 (l)                 | DE (m)                 | Full time employed (n)    | Part time employed (o)   | Unemployed (p)         | Not working but seeking (q) | State pension (r)       | Private pension (s)     | House person (t)       | NET: Home-owners (u) | Owned outright (v)     | Owned with mortgage (w)   | NET: Renters (x)       | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A)         | Rent free (B) |
| Unweighted base               | 593            | 297       | 296        | 81                     | 201                    | 160                    | 151                       | 125                       | 317                     | 85                  | 193                     | 164                    | 92                     | 144                    | 204                       | 111                      | 45                     | 17                          | 47                      | 118                     | 51                     | 400                  | 248                    | 152                       | 185                    | 48                       | 47                  | 90                     | 8             |
| Weighted base                 | 583            | 265       | 319        | 41*                    | 160                    | 169                    | 213                       | 66*                       | 304                     | 95*                 | 212                     | 152                    | 79*                    | 141*                   | 211                       | 85*                      | 24*                    | 20**                        | 89*                     | 135*                    | 20*                    | 426                  | 266                    | 161                       | 146                    | 48*                      | 35**                | 63*                    | 11**          |
| Trust a great deal            | (5) 31<br>5%   | 15<br>6%  | 16<br>5%   | 4<br>9% <sub>f</sub>   | 12<br>8%               | 9<br>5%                | 6<br>3%                   | 7<br>10% <sub>f</sub>     | 18<br>6%                | 1<br>1%             | 12<br>6%                | 9<br>6%                | 3<br>4%                | 7<br>5%                | 15<br>7%                  | 2<br>3%                  | 2<br>10%               | 1<br>5%                     | 2<br>3%                 | 7<br>5%                 | 1<br>5%                | 21<br>5%             | 9<br>3%                | 12<br>7%                  | 10<br>7%               | 5<br>10%                 | 2<br>6%             | 3<br>4%                | 1<br>7%       |
| Trust quite a lot             | (4) 191<br>33% | 79<br>30% | 112<br>35% | 17<br>42% <sub>f</sub> | 66<br>41% <sub>f</sub> | 53<br>31%              | 55<br>26%                 | 29<br>44% <sub>f</sub>    | 107<br>35%              | 25<br>27%           | 83<br>39% <sub>l</sub>  | 53<br>35%              | 20<br>25%              | 36<br>25%              | 87<br>41% <sub>oqr</sub>  | 34<br>40% <sub>oqr</sub> | 4<br>19%               | 5<br>27%                    | 20<br>22%               | 35<br>26%               | 5<br>27%               | 150<br>35%           | 74<br>28%              | 75<br>47% <sub>luxz</sub> | 40<br>28%              | 9<br>19%                 | 13<br>36%           | 18<br>29%              | 1<br>10%      |
| Neither trust nor don't trust | (3) 148<br>25% | 77<br>29% | 71<br>22%  | 8<br>20%               | 40<br>25%              | 55<br>33% <sub>f</sub> | 44<br>21%                 | 15<br>22%                 | 89<br>29%               | 27<br>29%           | 54<br>25%               | 31<br>21%              | 30<br>38% <sub>j</sub> | 33<br>23%              | 60<br>28%                 | 21<br>24%                | 4<br>18%               | 3<br>13%                    | 18<br>21%               | 36<br>26%               | 6<br>32%               | 95<br>22%            | 65<br>25%              | 29<br>18%                 | 50<br>34% <sub>t</sub> | 17<br>35% <sub>v</sub>   | 10<br>27%           | 23<br>37% <sub>v</sub> | 3<br>29%      |
| Don't trust very much         | (2) 31<br>5%   | 17<br>6%  | 14<br>4%   | 4<br>10%               | 8<br>5%                | 10<br>6%               | 9<br>4%                   | 5<br>8%                   | 16<br>5%                | 11<br>12%           | 8<br>4%                 | 16<br>10% <sub>i</sub> | 2<br>3%                | 5<br>4%                | 12<br>6%                  | 6<br>8%                  | 3<br>13% <sub>qr</sub> | 3<br>13%                    | 2<br>2%                 | 4<br>3%                 | 1<br>7%                | 25<br>6%             | 13<br>5%               | 13<br>8%                  | 4<br>3%                | -                        | 2<br>4%             | 2<br>4%                | 2<br>17%      |
| Don't trust at all            | (1) 14<br>2%   | 9<br>3%   | 5<br>1%    | 1<br>2%                | 4<br>3%                | 5<br>3%                | 4<br>2%                   | 1<br>1%                   | 9<br>3%                 | 3<br>3%             | 5<br>2%                 | *<br>*                 | 2<br>2%                | 6<br>4% <sub>j</sub>   | 7<br>3%                   | 1<br>1%                  | 2<br>7% <sub>n</sub>   | -                           | 2<br>2%                 | 2<br>2%                 | *<br>1%                | 10<br>2%             | 6<br>2%                | 4<br>2%                   | 4<br>3%                | 3<br>6%                  | 1<br>4%             | -                      | -             |
| NET: Trust                    | 222<br>38%     | 94<br>36% | 128<br>40% | 21<br>51% <sub>f</sub> | 78<br>49% <sub>f</sub> | 62<br>37%              | 61<br>29%                 | 36<br>54% <sub>cefh</sub> | 125<br>41% <sub>f</sub> | 27<br>28%           | 94<br>44% <sub>kl</sub> | 62<br>41%              | 23<br>29%              | 43<br>31%              | 102<br>48% <sub>oqr</sub> | 37<br>43% <sub>q</sub>   | 7<br>29%               | 6<br>31%                    | 22<br>25%               | 42<br>31%               | 6<br>32%               | 170<br>40%           | 83<br>31%              | 87<br>54% <sub>luxz</sub> | 50<br>34%              | 14<br>29%                | 15<br>43%           | 21<br>33%              | 2<br>18%      |
| NET: Don't trust              | 45<br>8%       | 26<br>10% | 19<br>6%   | 5<br>12%               | 12<br>8%               | 14<br>9%               | 13<br>6%                  | 6<br>10%                  | 25<br>8%                | 14<br>14%           | 13<br>6%                | 16<br>10%              | 4<br>6%                | 12<br>8%               | 19<br>9%                  | 7<br>8%                  | 5<br>19% <sub>qr</sub> | 3<br>13%                    | 4<br>4%                 | 6<br>4%                 | 2<br>8%                | 35<br>8%             | 18<br>7%               | 17<br>10%                 | 8<br>5%                | 3<br>6%                  | 3<br>8%             | 2<br>4%                | 2<br>17%      |
| Don't know                    | 169<br>29%     | 68<br>26% | 101<br>32% | 7<br>17%               | 30<br>19%              | 37<br>22%              | 95<br>45% <sub>cdeg</sub> | 9<br>14%                  | 65<br>21%               | 27<br>29%           | 51<br>24%               | 42<br>28%              | 22<br>28%              | 53<br>38% <sub>i</sub> | 30<br>14%                 | 21<br>24%                | 8<br>34% <sub>m</sub>  | 8<br>42%                    | 44<br>50% <sub>mn</sub> | 51<br>38% <sub>mn</sub> | 6<br>28% <sub>am</sub> | 126<br>30%           | 98<br>37% <sub>v</sub> | 28<br>17%                 | 38<br>26%              | 14<br>30%                | 8<br>22%            | 16<br>26%              | 4<br>36%      |
| Mean                          | 3.47           | 3.38      | 3.55       | 3.55                   | 3.57                   | 3.40                   | 3.42                      | 3.63                      | 3.46                    | 3.17                | 3.55                    | 3.50                   | 3.34                   | 3.37                   | 3.50                      | 3.49                     | 3.19                   | 3.39                        | 3.42                    | 3.49                    | 3.38                   | 3.49                 | 3.41                   | 3.59                      | 3.44                   | 3.39                     | 3.47                | 3.45                   | 3.12          |
| Standard deviation            | 0.86           | 0.91      | 0.81       | 0.94                   | 0.87                   | 0.86                   | 0.84                      | 0.88                      | 0.87                    | 0.87                | 0.83                    | 0.85                   | 0.79                   | 0.98                   | 0.89                      | 0.77                     | 1.24                   | 0.97                        | 0.85                    | 0.82                    | 0.84                   | 0.87                 | 0.84                   | 0.89                      | 0.85                   | 1.02                     | 0.92                | 0.69                   | 1.02          |
| Standard error                | 0.04           | 0.06      | 0.06       | 0.11                   | 0.07                   | 0.08                   | 0.09                      | 0.08                      | 0.06                    | 0.12                | 0.07                    | 0.08                   | 0.10                   | 0.10                   | 0.07                      | 0.08                     | 0.22                   | 0.28                        | 0.17                    | 0.09                    | 0.13                   | 0.05                 | 0.06                   | 0.08                      | 0.07                   | 0.17                     | 0.15                | 0.08                   | 0.42          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 41  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**University**  
**Base: All respondents**

|                               | Gender         |            |             | Age          |               |             |                      |              | Social Grade |                     |              |            |            | Working Status |                        |                        |                |                             | Tenure             |                     |                  |                      |                    |                         |                  |                          |                     |                |               |      |
|-------------------------------|----------------|------------|-------------|--------------|---------------|-------------|----------------------|--------------|--------------|---------------------|--------------|------------|------------|----------------|------------------------|------------------------|----------------|-----------------------------|--------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|------|
|                               | Total          | Male (a)   | Female (b)  | 18-29 (c)    | 30-49 (d)     | 50-64 (e)   | 65+ (f)              | 18-34 (g)    | 35-64 (h)    | 55+ Not Retired (i) | AB (j)       | C1 (k)     | C2 (l)     | DE (m)         | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r)  | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (A) |      |
| Unweighted base               | 1215           | 577        | 638         | 165          | 385           | 327         | 338                  | 253          | 624          | 194                 | 381          | 326        | 192        | 316            | 390                    | 226                    | 83             | 45                          | 96                 | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |      |
| Weighted base                 | 1215           | 509        | 706         | 81           | 293           | 362         | 480                  | 131          | 605          | 226                 | 430          | 317        | 165        | 304            | 414                    | 178                    | 46*            | 49*                         | 185*               | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |      |
| Trust a great deal            | (5) 62<br>5%   | 29<br>6%   | 34<br>5%    | 8<br>10%ef   | 25<br>9%ef    | 14<br>4%    | 15<br>3%             | 12<br>10%ef  | 35<br>6%     | 6<br>2%             | 29<br>7%k    | 13<br>4%   | 2<br>1%    | 18<br>6%k      | 29<br>7%r              | 9<br>5%                | 3<br>7%        | 3<br>6%                     | 9<br>5%            | 8<br>3%             | 1<br>3%          | 43<br>5%             | 14<br>3%           | 29<br>9%u               | 19<br>6%         | 10<br>11%u               | 3<br>4%             | 5<br>4%        | 1<br>3%       |      |
| Trust quite a lot             | (4) 311<br>26% | 129<br>25% | 182<br>26%  | 32<br>40%efh | 99<br>34%ef   | 89<br>25%   | 90<br>19%            | 51<br>39%efh | 170<br>28%f  | 53<br>24%           | 138<br>32%l  | 85<br>27%l | 38<br>23%  | 50<br>16%      | 149<br>36%opqr<br>s    | 48<br>27%q             | 10<br>21%      | 8<br>17%                    | 20<br>11%          | 66<br>22%q          | 9<br>21%         | 244<br>28%w          | 127<br>23%x        | 117<br>35%luxz          | 61<br>20%        | 11<br>12%                | 25<br>30%x          | 25<br>20%      | 6<br>21%      |      |
| Neither trust nor don't trust | (3) 343<br>28% | 151<br>30% | 192<br>27%  | 20<br>25%    | 81<br>28%     | 113<br>31%  | 129<br>27%           | 31<br>24%    | 183<br>30%   | 59<br>26%           | 121<br>28%   | 91<br>29%  | 50<br>30%  | 81<br>27%      | 114<br>27%             | 50<br>28%              | 11<br>25%      | 11<br>23%                   | 48<br>26%          | 94<br>31%           | 15<br>34%        | 245<br>28%           | 154<br>28%         | 90<br>27%               | 87<br>28%        | 28<br>29%                | 19<br>22%           | 40<br>31%      | 12<br>43%     |      |
| Don't trust very much         | (2) 98<br>8%   | 51<br>10%  | 48<br>7%    | 6<br>7%      | 18<br>6%      | 39<br>11%   | 35<br>7%             | 10<br>8%     | 53<br>9%     | 31<br>14%           | 32<br>7%     | 34<br>11%  | 14<br>8%   | 19<br>6%       | 33<br>8%               | 22<br>12%              | 5<br>11%       | 4<br>9%                     | 9<br>5%            | 21<br>7%            | 4<br>8%          | 76<br>9%             | 53<br>10%y         | 23<br>7%                | 18<br>6%         | 5<br>5%                  | 2<br>2%             | 11<br>9%       | 5<br>17%      |      |
| Don't trust at all            | (1) 27<br>2%   | 21<br>4%b  | 5<br>1%     | 5<br>6%f     | 6<br>2%       | 9<br>3%     | 7<br>1%              | 5<br>4%      | 15<br>2%     | 8<br>3%             | 8<br>2%      | 4<br>1%    | 4<br>2%    | 11<br>4%       | 11<br>3%               | 6<br>3%                | 2<br>4%r       | 1<br>3%                     | 4<br>2%            | 2<br>1%             | 1<br>2%          | 15<br>2%             | 14<br>3%           | 2<br>*                  | 10<br>3%         | 4<br>4%v                 | 3<br>5%v            | 1<br>2%        | 3<br>3%       |      |
| NET: Trust                    | 373<br>31%     | 157<br>31% | 216<br>31%  | 40<br>50%efh | 124<br>42%efh | 104<br>29%  | 105<br>22%           | 63<br>48%efh | 205<br>34%f  | 59<br>26%           | 167<br>39%kl | 98<br>31%l | 40<br>24%  | 68<br>22%      | 179<br>43%nopq<br>rs   | 57<br>32%q             | 13<br>28%      | 11<br>23%                   | 29<br>16%          | 74<br>25%           | 11<br>24%        | 286<br>33%           | 141<br>26%         | 146<br>44%luxz          | 81<br>26%        | 22<br>22%                | 28<br>34%           | 30<br>24%      | 6<br>24%      |      |
| NET: Don't trust              | 125<br>10%     | 72<br>14%b | 53<br>7%    | 10<br>13%    | 24<br>8%      | 48<br>13%   | 42<br>9%             | 15<br>12%    | 68<br>11%    | 39<br>17%           | 40<br>9%     | 38<br>12%  | 17<br>11%  | 30<br>10%      | 44<br>11%              | 28<br>16%qr            | 7<br>15%       | 6<br>12%                    | 13<br>7%           | 23<br>8%            | 4<br>10%         | 91<br>10%            | 67<br>12%          | 24<br>7%                | 28<br>9%         | 9<br>9%                  | 6<br>7%             | 14<br>11%      | 6<br>21%      |      |
| Don't know                    | 373<br>31%     | 128<br>25% | 246<br>35%a | 10<br>12%    | 64<br>22%c    | 96<br>27%cg | 203<br>42%cddeg<br>h | 21<br>16%    | 149<br>25%cg | 69<br>31%           | 102<br>24%   | 89<br>28%  | 58<br>35%i | 125<br>41%ij   | 78<br>19%              | 43<br>24%              | 15<br>32%rn    | 21<br>42%mn                 | 94<br>51%mnor<br>s | 109<br>36%mn        | 14<br>32%mn      | 256<br>29%           | 182<br>33%v        | 74<br>22%               | 114<br>37%t      | 39<br>40%v               | 31<br>37%v          | 44<br>34%v     | 3<br>12%      |      |
| Mean                          | 3.34           | 3.24       | 3.41a       | 3.47e        | 3.52efh       | 3.23        | 3.26                 | 3.51ef       | 3.35         | 3.12                | 3.45k        | 3.31       | 3.19       | 3.26           | 3.46n                  | 3.23                   | 3.24           | 3.22                        | 3.24               | 3.23                | 3.30             | 3.23                 | 3.36               | 3.20                    | 3.57uz           | 3.31                     | 3.34                | 3.42           | 3.22          | 3.03 |
| Standard deviation            | 0.89           | 0.97       | 0.82        | 1.02         | 0.89          | 0.89        | 0.84                 | 0.97         | 0.90         | 0.93                | 0.87         | 0.86       | 0.82       | 0.89           | 0.90                   | 0.95                   | 1.04           | 1.00                        | 0.92               | 0.77                | 0.82             | 0.87                 | 0.87               | 0.82                    | 0.96             | 1.08                     | 0.95                | 0.87           | 0.87          |      |
| Standard error                | 0.03           | 0.05       | 0.04        | 0.08         | 0.05          | 0.06        | 0.06                 | 0.07         | 0.04         | 0.08                | 0.05         | 0.06       | 0.07       | 0.07           | 0.05                   | 0.07                   | 0.13           | 0.19                        | 0.13               | 0.06                | 0.09             | 0.04                 | 0.05               | 0.05                    | 0.06             | 0.14                     | 0.11                | 0.08           | 0.21          |      |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 42  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**Child(rens) childcare up to 5 years old (i.e. nursery/childminder)**  
**Base: All respondents**

|                               | Gender         |            |            | Age                  |                       |                        |                        |                      |                        |                     | Social Grade |                    |                   |                    | Working Status         |                        |                      |                             |                       |                       | Tenure               |                      |                      |                         |                  |                          |                     |                     |               |
|-------------------------------|----------------|------------|------------|----------------------|-----------------------|------------------------|------------------------|----------------------|------------------------|---------------------|--------------|--------------------|-------------------|--------------------|------------------------|------------------------|----------------------|-----------------------------|-----------------------|-----------------------|----------------------|----------------------|----------------------|-------------------------|------------------|--------------------------|---------------------|---------------------|---------------|
|                               | Total          | Male (a)   | Female (b) | 18-29 (c)            | 30-49 (d)             | 50-64 (e)              | 65+ (f)                | 18-34 (g)            | 35-64 (h)              | 55+ Not Retired (i) | AB (j)       | C1 (k)             | C2 (l)            | DE (m)             | Full time employed (n) | Part time employed (o) | Unemployed (p)       | Not working but seeking (q) | State pension (r)     | Private pension (s)   | House person (t)     | NET: Home-owners (u) | Owned outright (v)   | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A)      | Rent free (A) |
| Unweighted base               | 1215           | 577        | 638        | 165                  | 385                   | 327                    | 338                    | 253                  | 624                    | 194                 | 381          | 326                | 192               | 316                | 390                    | 226                    | 83                   | 45                          | 96                    | 258                   | 117                  | 809                  | 499                  | 310                     | 387              | 97                       | 112                 | 178                 | 19            |
| Weighted base                 | 1215           | 509        | 706        | 81                   | 293                   | 362                    | 480                    | 131                  | 605                    | 226                 | 430          | 317                | 165               | 304                | 414                    | 178                    | 46*                  | 49*                         | 185*                  | 299                   | 44*                  | 878                  | 544                  | 334                     | 310              | 97*                      | 84*                 | 129                 | 27**          |
| Trust a great deal            | (5) 91<br>7%   | 36<br>7%   | 54<br>8%   | 14<br>17% <i>efh</i> | 34<br>12% <i>ef</i>   | 20<br>6%               | 23<br>5%               | 18<br>14% <i>efh</i> | 50<br>8%               | 14<br>6%            | 36<br>8%     | 15<br>5%           | 15<br>9%          | 25<br>8%           | 46<br>11% <i>r</i>     | 13<br>8%               | 1<br>3%              | 6<br>11% <i>r</i>           | 12<br>6%              | 10<br>3%              | 3<br>7%              | 70<br>8%             | 33<br>6%             | 38<br>11% <i>u</i>      | 20<br>6%         | 9<br>9%                  | 5<br>6%             | 6<br>5%             | 1<br>3%       |
| Trust quite a lot             | (4) 304<br>25% | 127<br>25% | 177<br>25% | 26<br>32% <i>ef</i>  | 107<br>37% <i>efh</i> | 72<br>20%              | 99<br>21%              | 46<br>35% <i>efh</i> | 159<br>26%             | 36<br>16%           | 114<br>27%   | 90<br>28% <i>l</i> | 42<br>26%         | 57<br>19%          | 104<br>25%             | 63<br>35% <i>moqr</i>  | 8<br>17%             | 12<br>25%                   | 35<br>19%             | 68<br>23%             | 14<br>32% <i>oq</i>  | 227<br>26%           | 129<br>24%           | 98<br>29%               | 70<br>23%        | 18<br>19%                | 24<br>29%           | 27<br>21%           | 7<br>24%      |
| Neither trust nor don't trust | (3) 238<br>20% | 106<br>21% | 132<br>19% | 16<br>20%            | 63<br>22%             | 84<br>23% <i>f</i>     | 75<br>16%              | 26<br>20%            | 137<br>23% <i>f</i>    | 51<br>22%           | 66<br>15%    | 66<br>21%          | 34<br>21%         | 72<br>24% <i>l</i> | 103<br>25% <i>r</i>    | 31<br>17%              | 7<br>15%             | 14<br>29% <i>r</i>          | 33<br>18%             | 42<br>14%             | 9<br>20%             | 163<br>19%           | 99<br>18%            | 64<br>19%               | 66<br>21%        | 19<br>19%                | 20<br>24%           | 26<br>20%           | 10<br>36%     |
| Don't trust very much         | (2) 44<br>4%   | 15<br>3%   | 29<br>4%   | 6<br>8% <i>f</i>     | 12<br>4%              | 13<br>4%               | 12<br>3%               | 9<br>7% <i>f</i>     | 23<br>4%               | 10<br>4%            | 18<br>4%     | 15<br>5% <i>l</i>  | 7<br>4%           | 4<br>1%            | 18<br>4% <i>q</i>      | 9<br>5% <i>q</i>       | 3<br>6% <i>q</i>     | 2<br>4% <i>q</i>            | -                     | 9<br>3%               | 3<br>7% <i>q</i>     | 30<br>3%             | 14<br>3%             | 17<br>5%                | 11<br>4%         | 3<br>3%                  | 5<br>6%             | 4<br>3%             | 2<br>7%       |
| Don't trust at all            | (1) 16<br>1%   | 8<br>1%    | 8<br>1%    | 2<br>3%              | 4<br>1%               | 3<br>1%                | 6<br>1%                | 2<br>2%              | 7<br>1%                | 4<br>2%             | 3<br>1%      | 4<br>1%            | 5<br>3%           | 3<br>1%            | 6<br>1%                | 3<br>2%                | 1<br>2%              | -                           | 4<br>2%               | 1<br>*                | -                    | 8<br>1%              | 6<br>1%              | 2<br>1%                 | 7<br>2%          | 4<br>4%                  | 1<br>1%             | 3<br>2%             | -             |
| NET: Trust                    | 395<br>32%     | 163<br>32% | 232<br>33% | 39<br>49% <i>efh</i> | 141<br>48% <i>efh</i> | 92<br>25%              | 122<br>25%             | 63<br>48% <i>efh</i> | 209<br>35% <i>ef</i>   | 50<br>22%           | 150<br>35%   | 105<br>33%         | 57<br>35%         | 82<br>27%          | 150<br>36% <i>or</i>   | 76<br>43% <i>oqr</i>   | 9<br>20%             | 18<br>36%                   | 47<br>25%             | 78<br>26%             | 17<br>39% <i>oqr</i> | 298<br>34%           | 162<br>30%           | 136<br>41% <i>uz</i>    | 90<br>29%        | 27<br>28%                | 29<br>35%           | 34<br>26%           | 7<br>27%      |
| NET: Don't trust              | 59<br>5%       | 23<br>4%   | 37<br>5%   | 8<br>10% <i>efh</i>  | 16<br>6%              | 17<br>5%               | 18<br>4%               | 11<br>9% <i>f</i>    | 30<br>5%               | 14<br>6%            | 21<br>5%     | 19<br>6% <i>l</i>  | 12<br>7% <i>l</i> | 7<br>2%            | 24<br>6%               | 12<br>7%               | 4<br>8%              | 2<br>4%                     | 4<br>2%               | 10<br>3%              | 3<br>7%              | 39<br>4%             | 20<br>4%             | 19<br>6%                | 19<br>6%         | 6<br>6%                  | 6<br>7%             | 6<br>5%             | 2<br>7%       |
| Don't know                    | 522<br>43%     | 216<br>43% | 306<br>43% | 17<br>21%            | 72<br>25%             | 169<br>47% <i>cdgh</i> | 265<br>55% <i>cdgh</i> | 30<br>23%            | 228<br>38% <i>cdgh</i> | 112<br>49%          | 192<br>45%   | 126<br>40%         | 62<br>37%         | 143<br>47%         | 137<br>33%             | 59<br>33%              | 26<br>57% <i>mnp</i> | 15<br>31%                   | 100<br>54% <i>mnp</i> | 170<br>57% <i>mnp</i> | 15<br>34%            | 378<br>43%           | 262<br>48% <i>vy</i> | 116<br>35%              | 136<br>44%       | 45<br>47%                | 28<br>33%           | 63<br>49% <i>vy</i> | 8<br>30%      |
| Mean                          | 3.59           | 3.58       | 3.60       | 3.66                 | 3.70 <i>e</i>         | 3.48                   | 3.56                   | 3.67                 | 3.59                   | 3.41                | 3.68         | 3.51               | 3.53              | 3.60               | 3.60 <i>o</i>          | 3.62 <i>o</i>          | 3.26                 | 3.63                        | 3.60                  | 3.59 <i>o</i>         | 3.60                 | 3.64                 | 3.60                 | 3.70                    | 3.48             | 3.50                     | 3.49                | 3.47                | 3.33          |
| Standard deviation            | 0.88           | 0.87       | 0.88       | 1.04                 | 0.86                  | 0.84                   | 0.86                   | 0.95                 | 0.87                   | 0.94                | 0.87         | 0.84               | 0.98              | 0.84               | 0.91                   | 0.89                   | 0.99                 | 0.83                        | 0.91                  | 0.76                  | 0.84                 | 0.86                 | 0.84                 | 0.88                    | 0.93             | 1.06                     | 0.85                | 0.89                | 0.73          |
| Standard error                | 0.03           | 0.05       | 0.04       | 0.09                 | 0.05                  | 0.06                   | 0.07                   | 0.07                 | 0.04                   | 0.09                | 0.06         | 0.06               | 0.09              | 0.06               | 0.06                   | 0.07                   | 0.15                 | 0.15                        | 0.14                  | 0.07                  | 0.09                 | 0.04                 | 0.05                 | 0.06                    | 0.14             | 0.10                     | 0.08                | 0.08                | 0.20          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 43  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**Social care (i.e. care homes/care delivered in the home)**  
**Base: All respondents**

|                               | Gender  |          | Age        |                         |                       |                       |                       |                        | Social Grade           |                      |         |                      | Working Status      |        |                        |                        |                      |                             | Tenure              |                      |                      |                      |                    |                        |                      |                          |                      |                |               |        |
|-------------------------------|---------|----------|------------|-------------------------|-----------------------|-----------------------|-----------------------|------------------------|------------------------|----------------------|---------|----------------------|---------------------|--------|------------------------|------------------------|----------------------|-----------------------------|---------------------|----------------------|----------------------|----------------------|--------------------|------------------------|----------------------|--------------------------|----------------------|----------------|---------------|--------|
|                               | Total   | Male (a) | Female (b) | 18-29 (c)               | 30-49 (d)             | 50-64 (e)             | 65+ (f)               | 18-34 (g)              | 35-64 (h)              | 55+ Not Retired (i)  | AB (j)  | C1 (k)               | C2 (l)              | DE (m) | Full time employed (n) | Part time employed (o) | Unemployed (p)       | Not working but seeking (q) | State pension (r)   | Private pension (s)  | House person (t)     | NET: Home-owners (u) | Owed out-right (v) | Owed with mortgage (w) | NET: Renters (x)     | Rent-ed from council (y) | Rent-ed from HA (z)  | Other Rent (A) | Rent free (B) |        |
| Unweighted base               | 1215    | 577      | 638        | 165                     | 385                   | 327                   | 338                   | 253                    | 624                    | 194                  | 381     | 326                  | 192                 | 316    | 390                    | 226                    | 83                   | 45                          | 96                  | 258                  | 117                  | 809                  | 499                | 310                    | 387                  | 97                       | 112                  | 178            | 19            |        |
| Weighted base                 | 1215    | 509      | 706        | 81                      | 293                   | 362                   | 480                   | 131                    | 605                    | 226                  | 430     | 317                  | 165                 | 304    | 414                    | 178                    | 46*                  | 49*                         | 185*                | 299                  | 44*                  | 878                  | 544                | 334                    | 310                  | 97*                      | 84*                  | 129            | 27**          |        |
| Trust a great deal            | (5) 4%  | 43 17 4% | 37 3% 4%   | 26 4 4% <sup>f</sup>    | 4 25 8% <sup>ef</sup> | 11 11 3% <sup>f</sup> | 3 1% 3%               | 8 6% <sup>f</sup>      | 31 5% <sup>f</sup>     | 2 1%                 | 20 5%   | 8 2%                 | 4 3%                | 10 3%  | 27 7% <sup>nqr</sup>   | 4 2%                   | 1 2%                 | 5 10% <sup>nqr</sup>        | 1 1%                | 3 1%                 | 1 2%                 | 33 4%                | 10 2%              | 22 7% <sup>u</sup>     | 9 3%                 | 2 2%                     | 4 5%                 | 3 3%           | 1 3%          |        |
| Trust quite a lot             | (4) 17% | 211 19%  | 94 16%     | 116 31% <sup>defh</sup> | 25 19%                | 56 15%                | 56 15%                | 74 15%                 | 40 30% <sup>defh</sup> | 97 16%               | 28 12%  | 77 18%               | 56 18%              | 33 20% | 45 15%                 | 83 20%                 | 30 17%               | 7 15%                       | 10 21%              | 32 17%               | 43 14%               | 6 15%                | 150 17%            | 70 13%                 | 79 24% <sup>uy</sup> | 55 18%                   | 20 21%               | 9 11%          | 26 20%        | 6 22%  |
| Neither trust nor don't trust | (3) 34% | 411 33%  | 168 33%    | 243 34%                 | 25 31%                | 92 31%                | 126 35%               | 168 35%                | 40 31%                 | 203 34%              | 86 38%  | 136 32%              | 108 34%             | 60 36% | 108 36%                | 147 36% <sup>p</sup>   | 58 32%               | 13 28%                      | 9 18%               | 65 35%               | 105 35% <sup>p</sup> | 15 34%               | 296 34%            | 200 37% <sup>vw</sup>  | 96 29%               | 103 33%                  | 35 36%               | 24 28%         | 45 35%        | 12 46% |
| Don't trust very much         | (2) 26% | 310 23%  | 115 28%    | 195 28%                 | 15 19%                | 64 22%                | 104 29% <sup>og</sup> | 127 27% <sup>g</sup>   | 23 18%                 | 160 26% <sup>g</sup> | 75 33%  | 111 26% <sup>k</sup> | 95 30% <sup>k</sup> | 27 17% | 77 25%                 | 91 32% <sup>mq</sup>   | 57 23%               | 11 30%                      | 15 19%              | 35 30% <sup>mq</sup> | 91 12%               | 224 27%              | 146 27%            | 77 23%                 | 80 26%               | 21 21%                   | 31 37% <sup>vz</sup> | 28 22%         | 7 26%         |        |
| Don't trust at all            | (1) 7%  | 84 7%    | 37 7%      | 47 7%                   | 6 7%                  | 25 9%                 | 22 6%                 | 30 6%                  | 8 6%                   | 45 8%                | 13 6%   | 30 7%                | 19 6%               | 13 8%  | 22 7%                  | 31 5%                  | 9 14% <sup>npr</sup> | 7 *                         | 15 8%               | 19 6%                | 4 8%                 | 59 8%                | 38 7%              | 21 6%                  | 25 8%                | 7 7%                     | 11 9%                | - 8%           |               |        |
| NET: Trust                    | 253 21% | 111 22%  | 142 20%    | 28 35% <sup>efh</sup>   | 80 27% <sup>ef</sup>  | 67 18%                | 78 16%                | 48 37% <sup>defh</sup> | 128 21%                | 29 13%               | 98 23%  | 64 20%               | 37 22%              | 55 18% | 110 27% <sup>r</sup>   | 33 19%                 | 8 17%                | 15 31% <sup>r</sup>         | 33 18%              | 47 16%               | 8 17%                | 182 21%              | 81 15%             | 101 30% <sup>uy</sup>  | 64 21%               | 22 23%                   | 13 16%               | 29 22%         | 7 25%         |        |
| NET: Don't trust              | 394 32% | 153 30%  | 242 34%    | 21 26%                  | 89 30%                | 127 35% <sup>g</sup>  | 158 33% <sup>g</sup>  | 31 24%                 | 206 34% <sup>g</sup>   | 88 39%               | 141 33% | 114 36% <sup>k</sup> | 40 24%              | 99 33% | 121 29%                | 65 37%                 | 17 37%               | 15 31%                      | 50 27%              | 110 37%              | 16 36%               | 282 32%              | 184 34%            | 99 30%                 | 105 34%              | 28 28%                   | 38 45% <sup>vz</sup> | 39 30%         | 7 26%         |        |
| Don't know                    | 156 13% | 77 15%   | 79 11%     | 7 8%                    | 32 11%                | 42 12%                | 76 16% <sup>g</sup>   | 11 9%                  | 69 11%                 | 22 10%               | 56 13%  | 31 10%               | 28 17% <sup>j</sup> | 42 14% | 35 9%                  | 22 12%                 | 8 17% <sup>m</sup>   | 10 21% <sup>m</sup>         | 38 20% <sup>m</sup> | 38 13%               | 6 13%                | 118 15%              | 79 15%             | 38 11%                 | 38 12%               | 13 13%                   | 9 10%                | 16 13%         | 1 3%          |        |
| Mean                          | 2.83    | 2.86     | 2.81       | 3.07 <sup>efh</sup>     | 2.97 <sup>f</sup>     | 2.78                  | 2.74                  | 3.14 <sup>efh</sup>    | 2.83                   | 2.65                 | 2.86    | 2.79                 | 2.91                | 2.79   | 2.96 <sup>or</sup>     | 2.76                   | 2.60                 | 3.12                        | 2.79                | 2.70                 | 2.72                 | 2.83                 | 2.72               | 3.01 <sup>uy</sup>     | 2.79                 | 2.87                     | 2.63                 | 2.84           | 3.02          |        |
| Standard deviation            | 0.97    | 0.98     | 0.96       | 1.02                    | 1.11                  | 0.93                  | 0.88                  | 1.03                   | 1.01                   | 0.82                 | 1.01    | 0.92                 | 0.97                | 0.96   | 1.04                   | 0.90                   | 1.06                 | 1.10                        | 0.92                | 0.88                 | 0.96                 | 0.97                 | 0.90               | 1.06                   | 0.98                 | 0.94                     | 1.00                 | 0.98           | 0.80          |        |
| Standard error                | 0.03    | 0.04     | 0.04       | 0.08                    | 0.06                  | 0.05                  | 0.05                  | 0.07                   | 0.04                   | 0.06                 | 0.05    | 0.08                 | 0.06                | 0.06   | 0.06                   | 0.06                   | 0.13                 | 0.18                        | 0.11                | 0.06                 | 0.09                 | 0.04                 | 0.04               | 0.06                   | 0.05                 | 0.10                     | 0.10                 | 0.08           | 0.19          |        |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 44  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**The NHS**  
**Base: All respondents**

|                               | Gender         |            | Age        |                      |                      |            |                      |                      |            | Social Grade    |            |            |            | Working Status |                        |                        |                |                             | Tenure            |                     |                        |                         |                          |                          |                      |                          |                         |                        |               |
|-------------------------------|----------------|------------|------------|----------------------|----------------------|------------|----------------------|----------------------|------------|-----------------|------------|------------|------------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------------|-------------------------|--------------------------|--------------------------|----------------------|--------------------------|-------------------------|------------------------|---------------|
|                               | Total          | Male (a)   | Female (b) | 18-29 (c)            | 30-49 (d)            | 50-64 (e)  | 65+ (f)              | 18-34 (g)            | 35-64 (h)  | 55+ Not Retired | AB (i)     | C1 (j)     | C2 (k)     | DE (l)         | Full time employed (m) | Part time employed (n) | Unemployed (o) | Not working but seeking (p) | State pension (q) | Private pension (r) | House person (s)       | NET: Home-owners (t)    | Owned outright (u)       | Owned with mortgage (v)  | NET: Renters (w)     | Rent-ed from council (x) | Rent-ed from HA (y)     | Other Rent (z)         | Rent free (A) |
| Unweighted base               | 1215           | 577        | 638        | 165                  | 385                  | 327        | 338                  | 253                  | 624        | 194             | 381        | 326        | 192        | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117                    | 809                     | 499                      | 310                      | 387                  | 97                       | 112                     | 178                    | 19            |
| Weighted base                 | 1215           | 509        | 706        | 81                   | 293                  | 362        | 480                  | 131                  | 605        | 226             | 430        | 317        | 165        | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*                    | 878                     | 544                      | 334                      | 310                  | 97*                      | 84*                     | 129                    | 27**          |
| Trust a great deal            | (5) 314<br>26% | 139<br>27% | 175<br>25% | 25<br>31%            | 74<br>25%            | 82<br>23%  | 133<br>28%           | 37<br>29%            | 144<br>24% | 56<br>25%       | 111<br>26% | 77<br>24%  | 46<br>28%  | 82<br>27%      | 109<br>26%             | 42<br>24%              | 15<br>32%      | 15<br>31%                   | 50<br>27%         | 74<br>25%           | 9<br>21%               | 236<br>27%              | 137<br>25%               | 98<br>29%z               | 71<br>23%            | 32<br>33%z               | 17<br>20%               | 22<br>17%              | 7<br>27%      |
| Trust quite a lot             | (4) 587<br>48% | 252<br>50% | 335<br>47% | 34<br>42%            | 140<br>48%           | 185<br>51% | 229<br>48%           | 58<br>44%            | 300<br>50% | 97<br>43%       | 218<br>51% | 156<br>49% | 76<br>46%  | 138<br>45%     | 199<br>48%             | 84<br>47%              | 17<br>37%      | 21<br>43%                   | 93<br>50%         | 151<br>50%          | 21<br>49%              | 435<br>50%              | 277<br>51%x              | 158<br>47% <sub>x</sub>  | 138<br>45%           | 27<br>27%                | 50<br>59% <sub>x</sub>  | 62<br>48% <sub>x</sub> | 14<br>51%     |
| Neither trust nor don't trust | (3) 197<br>16% | 71<br>14%  | 125<br>18% | 14<br>17%            | 46<br>16%            | 61<br>17%  | 76<br>16%            | 23<br>18%            | 98<br>16%  | 47<br>21%       | 59<br>14%  | 54<br>17%  | 25<br>15%  | 57<br>19%      | 71<br>17%              | 30<br>17%              | 9<br>19%       | 5<br>10%                    | 28<br>15%         | 45<br>15%           | 9<br>20%               | 135<br>15%              | 85<br>16%                | 50<br>15%                | 59<br>19%            | 25<br>26% <sub>y</sub>   | 10<br>12%               | 24<br>19%              | 3<br>10%      |
| Don't trust very much         | (2) 82<br>7%   | 34<br>7%   | 48<br>7%   | 5<br>7%              | 20<br>7%             | 25<br>7%   | 31<br>7%             | 8<br>6%              | 42<br>7%   | 20<br>9%        | 35<br>8%   | 23<br>7%   | 11<br>7%   | 13<br>4%       | 26<br>6%               | 16<br>9%               | 4<br>8%        | 2<br>5%                     | 10<br>5%          | 21<br>7%            | 3<br>6%                | 54<br>6%                | 32<br>6%                 | 22<br>7%                 | 28<br>9%             | 8<br>8%                  | 4<br>5%                 | 16<br>13% <sub>u</sub> | -             |
| Don't trust at all            | (1) 29<br>2%   | 9<br>2%    | 20<br>3%   | 2<br>2%              | 8<br>3%              | 8<br>2%    | 11<br>2%             | 2<br>2%              | 16<br>3%   | 6<br>3%         | 5<br>1%    | 6<br>2%    | 4<br>4%    | 12<br>4%       | 7<br>2%                | 5<br>3%                | 1<br>3%        | 3<br>7%                     | 4<br>2%           | 8<br>3%             | 1<br>2%                | 18<br>2%                | 13<br>2%                 | 5<br>2%                  | 7<br>2%              | 2<br>2%                  | 3<br>3%                 | 3<br>2%                | 3<br>12%      |
| NET: Trust                    | 901<br>74%     | 391<br>77% | 510<br>72% | 59<br>73%            | 214<br>73%           | 267<br>74% | 361<br>75%           | 95<br>73%            | 444<br>73% | 153<br>68%      | 329<br>76% | 232<br>73% | 121<br>73% | 219<br>72%     | 308<br>74%             | 126<br>71%             | 31<br>69%      | 36<br>74%                   | 143<br>77%        | 225<br>75%          | 31<br>70%              | 670<br>76% <sub>w</sub> | 414<br>76% <sub>xz</sub> | 256<br>77% <sub>xz</sub> | 209<br>67%           | 59<br>61%                | 67<br>80% <sub>xz</sub> | 84<br>65%              | 21<br>78%     |
| NET: Don't trust              | 111<br>9%      | 43<br>8%   | 68<br>10%  | 7<br>9%              | 29<br>10%            | 33<br>9%   | 42<br>9%             | 11<br>8%             | 58<br>10%  | 26<br>11%       | 41<br>10%  | 28<br>9%   | 18<br>11%  | 25<br>8%       | 33<br>8%               | 21<br>12%              | 5<br>11%       | 6<br>11%                    | 14<br>7%          | 29<br>10%           | 3<br>8%                | 72<br>8%                | 45<br>8%                 | 27<br>8%                 | 36<br>12%            | 10<br>10%                | 7<br>8%                 | 19<br>15% <sub>u</sub> | 3<br>12%      |
| Don't know                    | 6<br>1%        | 3<br>1%    | 3<br>*     | 1<br>1% <sub>f</sub> | 5<br>2% <sub>f</sub> | 1<br>*     | -<br>1% <sub>f</sub> | 1<br>1% <sub>f</sub> | 5<br>1%    | 1<br>*          | 1<br>*     | 3<br>1%    | *<br>1%    | 3<br>1%        | 2<br>*                 | 1<br>*                 | *<br>1%        | 2<br>5% <sub>mqr</sub>      | -<br>*            | -<br>*              | 1<br>3% <sub>mqr</sub> | *<br>*                  | -<br>*                   | -<br>*                   | 6<br>2% <sub>t</sub> | 3<br>3% <sub>uv</sub>    | 1<br>1%                 | 2<br>2% <sub>u</sub>   | -             |
| Mean                          | 3.89           | 3.95       | 3.85       | 3.94                 | 3.87                 | 3.86       | 3.92                 | 3.92                 | 3.86       | 3.79            | 3.91       | 3.88       | 3.87       | 3.88           | 3.91                   | 3.81                   | 3.88           | 3.91                        | 3.94              | 3.88                | 3.83                   | 3.93 <sub>w</sub>       | 3.91 <sub>z</sub>        | 3.97 <sub>z</sub>        | 3.78                 | 3.84                     | 3.89                    | 3.66                   | 3.80          |
| Standard deviation            | 0.95           | 0.92       | 0.97       | 0.99                 | 0.97                 | 0.92       | 0.95                 | 0.95                 | 0.95       | 1.00            | 0.92       | 0.91       | 1.02       | 0.98           | 0.92                   | 0.99                   | 1.06           | 1.14                        | 0.91              | 0.95                | 0.90                   | 0.92                    | 0.92                     | 0.92                     | 0.99                 | 1.07                     | 0.90                    | 0.98                   | 1.22          |
| Standard error                | 0.03           | 0.04       | 0.04       | 0.08                 | 0.05                 | 0.05       | 0.05                 | 0.06                 | 0.04       | 0.07            | 0.05       | 0.05       | 0.07       | 0.06           | 0.05                   | 0.07                   | 0.12           | 0.17                        | 0.09              | 0.06                | 0.08                   | 0.03                    | 0.04                     | 0.05                     | 0.05                 | 0.11                     | 0.09                    | 0.07                   | 0.28          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 45  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**The Government**  
**Base: All respondents**

|                               | Gender            |            |            | Age               |                         |                         |                         |                       |            |                 | Social Grade |            |           |            | Working Status          |                        |                        |                             |                        |                         | Tenure                 |                      |                         |                         |                         |                          |                        |                        |               |
|-------------------------------|-------------------|------------|------------|-------------------|-------------------------|-------------------------|-------------------------|-----------------------|------------|-----------------|--------------|------------|-----------|------------|-------------------------|------------------------|------------------------|-----------------------------|------------------------|-------------------------|------------------------|----------------------|-------------------------|-------------------------|-------------------------|--------------------------|------------------------|------------------------|---------------|
|                               | Total             | Male (a)   | Female (b) | 18-29 (c)         | 30-49 (d)               | 50-64 (e)               | 65+ (f)                 | 18-34 (g)             | 35-64 (h)  | 55+ Not Retired | AB (i)       | C1 (j)     | C2 (k)    | DE (l)     | Full time employed (m)  | Part time employed (n) | Unemployed (o)         | Not working but seeking (p) | State pension (q)      | Private pension (r)     | House person (s)       | NET: Home-owners (t) | Owned outright (u)      | Owned with mortgage (v) | NET: Renters (w)        | Rent-ed from council (x) | Rent-ed from HA (y)    | Other Rent (z)         | Rent free (A) |
| Unweighted base               | 1215              | 577        | 638        | 165               | 385                     | 327                     | 338                     | 253                   | 624        | 194             | 381          | 326        | 192       | 316        | 390                     | 226                    | 83                     | 45                          | 96                     | 258                     | 117                    | 809                  | 499                     | 310                     | 387                     | 97                       | 112                    | 178                    | 19            |
| Weighted base                 | 1215              | 509        | 706        | 81                | 293                     | 362                     | 480                     | 131                   | 605        | 226             | 430          | 317        | 165       | 304        | 414                     | 178                    | 46*                    | 49*                         | 185*                   | 299                     | 44*                    | 878                  | 544                     | 334                     | 310                     | 97*                      | 84*                    | 129                    | 27**          |
| Trust a great deal            | (5)<br>9<br>1%    | 6<br>1%    | 3<br>*     | 2<br>2%           | 3<br>1%                 | 2<br>*                  | 4<br>1%                 | 3<br>2%               | 3<br>1%    | 1<br>*          | 5<br>1%      | 1<br>*     | 2<br>1%   | 2<br>1%    | 3<br>1%                 | 1<br>1%                | 1<br>3%q               | -                           | -                      | 4<br>1%                 | -                      | 7<br>1%              | 5<br>1%                 | 2<br>*                  | 2<br>1%                 | 1<br>1%                  | -                      | 1<br>1%                | -             |
| Trust quite a lot             | (4)<br>134<br>11% | 53<br>10%  | 81<br>11%  | 10<br>12%         | 23<br>8%                | 35<br>10%               | 66<br>14%dh             | 15<br>11%             | 53<br>9%   | 24<br>11%       | 42<br>10%    | 43<br>14%  | 21<br>13% | 28<br>9%   | 37<br>9%                | 19<br>11%              | 7<br>15%               | 4<br>8%                     | 20<br>11%              | 44<br>15% <sub>s</sub>  | 2<br>5%                | 102<br>12%           | 71<br>13%               | 31<br>9%                | 30<br>10%               | 5<br>6%                  | 14<br>17% <sub>x</sub> | 11<br>8%               | 2<br>6%       |
| Neither trust nor don't trust | (3)<br>320<br>26% | 131<br>26% | 189<br>27% | 24<br>30%         | 63<br>22%               | 111<br>31% <sub>d</sub> | 121<br>25%              | 34<br>26%             | 164<br>27% | 52<br>23%       | 104<br>24%   | 83<br>26%  | 46<br>28% | 87<br>29%  | 118<br>29%              | 40<br>22%              | 7<br>16%               | 12<br>25%                   | 50<br>27%              | 81<br>27%               | 11<br>25%              | 244<br>28%           | 152<br>28% <sub>y</sub> | 92<br>28% <sub>y</sub>  | 68<br>22%               | 27<br>28% <sub>y</sub>   | 11<br>13%              | 30<br>24%              | 7<br>27%      |
| Don't trust very much         | (2)<br>386<br>32% | 157<br>31% | 229<br>32% | 21<br>26%         | 99<br>34%               | 101<br>28%              | 165<br>34%              | 37<br>29%             | 184<br>30% | 66<br>29%       | 152<br>35%   | 91<br>29%  | 57<br>35% | 86<br>28%  | 120<br>29%              | 66<br>37% <sub>p</sub> | 11<br>24%              | 7<br>13%                    | 58<br>31% <sub>p</sub> | 112<br>37% <sub>p</sub> | 13<br>29%              | 290<br>33%           | 181<br>33%              | 109<br>33%              | 89<br>29%               | 25<br>26%                | 25<br>29%              | 39<br>31%              | 7<br>26%      |
| Don't trust at all            | (1)<br>355<br>29% | 159<br>31% | 195<br>28% | 23<br>29%         | 96<br>33%               | 112<br>31%              | 123<br>26%              | 38<br>29%             | 193<br>32% | 81<br>36%       | 126<br>29%   | 93<br>29%  | 38<br>23% | 97<br>32%  | 132<br>32% <sub>r</sub> | 50<br>28%              | 19<br>41% <sub>r</sub> | 22<br>46% <sub>nr</sub>     | 56<br>30%              | 59<br>20%               | 16<br>37% <sub>r</sub> | 232<br>26%           | 132<br>24%              | 100<br>30%              | 111<br>36% <sub>t</sub> | 35<br>37% <sub>u</sub>   | 31<br>36% <sub>u</sub> | 45<br>35% <sub>u</sub> | 11<br>42%     |
| NET: Trust                    | 143<br>12%        | 59<br>12%  | 85<br>12%  | 12<br>14%         | 26<br>9%                | 36<br>10%               | 69<br>14% <sub>dh</sub> | 17<br>13%             | 56<br>9%   | 25<br>11%       | 47<br>11%    | 44<br>14%  | 23<br>14% | 30<br>10%  | 41<br>10%               | 20<br>11%              | 8<br>18% <sub>s</sub>  | 4<br>8%                     | 20<br>11%              | 47<br>16% <sub>ms</sub> | 2<br>5%                | 109<br>12%           | 77<br>14%               | 32<br>10%               | 33<br>11%               | 7<br>7%                  | 14<br>17%              | 12<br>9%               | 2<br>6%       |
| NET: Don't trust              | 741<br>61%        | 317<br>62% | 424<br>60% | 44<br>55%         | 195<br>67% <sub>c</sub> | 213<br>59%              | 288<br>60%              | 75<br>58%             | 377<br>62% | 148<br>65%      | 277<br>65%   | 185<br>58% | 96<br>58% | 183<br>60% | 252<br>61%              | 116<br>65%             | 30<br>66%              | 29<br>59%                   | 114<br>62%             | 171<br>57%              | 29<br>66%              | 522<br>59%           | 313<br>58%              | 208<br>62%              | 201<br>65%              | 60<br>62%                | 55<br>66%              | 85<br>66%              | 18<br>68%     |
| Don't know                    | 11<br>1%          | 2<br>*     | 9<br>1%    | 1<br>1%           | 9<br>3% <sub>ef</sub>   | 1<br>*                  | 1<br>*                  | 4<br>3% <sub>ef</sub> | 6<br>1%    | 2<br>1%         | 2<br>*       | 5<br>1%    | 1<br>1%   | 4<br>1%    | 3<br>1%                 | 2<br>1%                | -                      | 4<br>9% <sub>mnr</sub>      | -                      | -                       | 2<br>4% <sub>mqr</sub> | 3<br>*               | 1<br>*                  | 2<br>*                  | 9<br>3% <sub>t</sub>    | 3<br>3% <sub>u</sub>     | 4<br>4% <sub>uv</sub>  | 2<br>2%                | -             |
| Mean                          | 2.22              | 2.19       | 2.24       | 2.32 <sub>d</sub> | 2.08                    | 2.20                    | 2.29 <sub>d</sub>       | 2.26                  | 2.15       | 2.09            | 2.18         | 2.25       | 2.33      | 2.17       | 2.17                    | 2.18                   | 2.14                   | 1.94                        | 2.19                   | 2.40 <sub>mnp</sub>     | 1.98                   | 2.27 <sub>w</sub>    | 2.33 <sub>z</sub>       | 2.18                    | 2.08                    | 2.07                     | 2.11                   | 2.07                   | 1.96          |
| Standard deviation            | 1.01              | 1.03       | 1.00       | 1.09              | 0.99                    | 1.00                    | 1.02                    | 1.08                  | 0.99       | 1.02            | 1.00         | 1.04       | 1.01      | 1.01       | 1.01                    | 0.99                   | 1.22                   | 1.06                        | 0.99                   | 1.00                    | 0.94                   | 1.00                 | 1.02                    | 0.98                    | 1.03                    | 1.01                     | 1.11                   | 1.00                   | 0.97          |
| Standard error                | 0.03              | 0.04       | 0.04       | 0.09              | 0.05                    | 0.06                    | 0.06                    | 0.07                  | 0.04       | 0.07            | 0.05         | 0.06       | 0.07      | 0.06       | 0.05                    | 0.07                   | 0.13                   | 0.17                        | 0.10                   | 0.06                    | 0.09                   | 0.04                 | 0.05                    | 0.06                    | 0.05                    | 0.10                     | 0.11                   | 0.08                   | 0.22          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 46  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**Politicians**  
**Base: All respondents**

|                               | Gender |          |            | Age               |                 |                 |         |                   |                 |                 | Social Grade |        |        |        | Working Status         |                        |                 |                             |                   |                     | Tenure           |                      |                    |                         |                  |                          |                     |                |               |    |
|-------------------------------|--------|----------|------------|-------------------|-----------------|-----------------|---------|-------------------|-----------------|-----------------|--------------|--------|--------|--------|------------------------|------------------------|-----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|----|
|                               | Total  | Male (a) | Female (b) | 18-29 (c)         | 30-49 (d)       | 50-64 (e)       | 65+ (f) | 18-34 (g)         | 35-64 (h)       | 55+ Not Retired | AB (i)       | C1 (j) | C2 (k) | DE (l) | Full time employed (m) | Part time employed (n) | Unemployed (o)  | Not working but seeking (p) | State pension (q) | Private pension (r) | House person (s) | NET: Home-owners (t) | Owned outright (u) | Owned with mortgage (v) | NET: Renters (w) | Rent-ed from council (x) | Rent-ed from HA (y) | Other Rent (z) | Rent free (A) |    |
| Unweighted base               | 1215   | 577      | 638        | 165               | 385             | 327             | 338     | 253               | 624             | 194             | 381          | 326    | 192    | 316    | 390                    | 226                    | 83              | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |    |
| Weighted base                 | 1215   | 509      | 706        | 81                | 293             | 362             | 480     | 131               | 605             | 226             | 430          | 317    | 165    | 304    | 414                    | 178                    | 46*             | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |    |
| Trust a great deal            | (5)    | 5*       | 2*         | 3*                | 1% <sup>f</sup> | 3% <sup>1</sup> | 1*      | -                 | 2% <sup>f</sup> | 3*              | 1*           | -      | 1%     | 2%     | 2% <sup>1</sup>        | 1% <sup>2</sup>        | 1% <sup>2</sup> | -                           | -                 | -                   | -                | 2*                   | 1*                 | 2*                      | 3%               | 2% <sup>u</sup>          | *                   | *              | -             |    |
| Trust quite a lot             | (4)    | 48       | 22         | 26                | 5               | 9               | 15      | 19                | 9               | 20              | 11           | 19     | 18     | 8      | 3                      | 17                     | 9               | 4                           | 1                 | 5                   | 11               | 1                    | 41                 | 27                      | 14               | 8                        | -                   | 3              | 5             | -  |
| Neither trust nor don't trust | (3)    | 245      | 108        | 137               | 21              | 45              | 87      | 93                | 27              | 125             | 49           | 86     | 66     | 29     | 64                     | 88                     | 30              | 10                          | 10                | 37                  | 63               | 7                    | 189                | 124                     | 65               | 52                       | 16                  | 17             | 18            | 4  |
| Don't trust very much         | (2)    | 449      | 179        | 270               | 24              | 113             | 116     | 197               | 43              | 210             | 76           | 171    | 113    | 58     | 107                    | 141                    | 70              | 11                          | 10                | 60                  | 142              | 16                   | 342                | 221                     | 121              | 99                       | 38                  | 20             | 41            | 9  |
| Don't trust at all            | (1)    | 452      | 193        | 259               | 29              | 112             | 141     | 169               | 46              | 236             | 89           | 149    | 113    | 65     | 124                    | 159                    | 65              | 21                          | 24                | 83                  | 83               | 18                   | 297                | 169                     | 128              | 140                      | 37                  | 40             | 63            | 15 |
| NET: Trust                    | 54     | 24       | 30         | 6                 | 12              | 16              | 19      | 11                | 23              | 11              | 21           | 18     | 9      | 5      | 20                     | 11                     | 5               | 1                           | 5                 | 11                  | 1                | 43                   | 28                 | 15                      | 11               | 2                        | 3                   | 5              | -             |    |
| NET: Don't trust              | 901    | 372      | 529        | 53                | 224             | 258             | 366     | 89                | 446             | 165             | 320          | 227    | 123    | 232    | 300                    | 135                    | 31              | 34                          | 143               | 225                 | 34               | 639                  | 390                | 249                     | 239              | 75                       | 60                  | 104            | 23            |    |
| Don't know                    | 15     | 5        | 10         | 1                 | 11              | 2               | 2       | 3                 | 10              | 1               | 3            | 6      | 4      | 3      | 7                      | 2                      | -               | 4                           | -                 | 1                   | 2                | 6                    | 2                  | 5                       | 9                | 4                        | 3                   | 2              | -             |    |
| Mean                          | 1.92   | 1.93     | 1.91       | 2.07 <sup>d</sup> | 1.86            | 1.94            | 1.92    | 2.04 <sup>d</sup> | 1.90            | 1.93            | 1.96         | 1.96   | 1.90   | 1.84   | 1.93                   | 1.94                   | 1.98            | 1.74                        | 1.81              | 2.01 <sup>s</sup>   | 1.78             | 1.98 <sup>w</sup>    | 2.02 <sup>z</sup>  | 1.91                    | 1.79             | 1.85                     | 1.80                | 1.73           | 1.61          |    |
| Standard deviation            | 0.88   | 0.90     | 0.87       | 1.01              | 0.88            | 0.90            | 0.84    | 1.01              | 0.88            | 0.91            | 0.88         | 0.90   | 0.92   | 0.84   | 0.91                   | 0.92                   | 1.08            | 0.90                        | 0.85              | 0.80                | 0.81             | 0.88                 | 0.87               | 0.89                    | 0.88             | 0.88                     | 0.93                | 0.86           | 0.74          |    |
| Standard error                | 0.03   | 0.04     | 0.03       | 0.08              | 0.05            | 0.05            | 0.05    | 0.06              | 0.04            | 0.07            | 0.05         | 0.05   | 0.07   | 0.05   | 0.05                   | 0.06                   | 0.12            | 0.14                        | 0.09              | 0.05                | 0.08             | 0.03                 | 0.04               | 0.05                    | 0.05             | 0.09                     | 0.09                | 0.07           | 0.17          |    |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 47  
**Q.16b To what extent do you trust or not trust each of the following to act in your best interest?**  
**The European Union**  
**Base: All respondents**

|                               | Gender         |             |             | Age           |              |                |                |               |               |                     | Social Grade |            |              |            |                        | Working Status         |                |                             |                   |                     | Tenure           |                      |                    |                         |                  |                          |                     |                |               |
|-------------------------------|----------------|-------------|-------------|---------------|--------------|----------------|----------------|---------------|---------------|---------------------|--------------|------------|--------------|------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                               | Total          | Male (a)    | Female (b)  | 18-29 (c)     | 30-49 (d)    | 50-64 (e)      | 65+ (f)        | 18-34 (g)     | 35-64 (h)     | 55+ Not Retired (i) | AB (j)       | C1 (k)     | C2 (l)       | DE (m)     | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base               | 1215           | 577         | 638         | 165           | 385          | 327            | 338            | 253           | 624           | 194                 | 381          | 326        | 192          | 316        | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base                 | 1215           | 509         | 706         | 81            | 293          | 362            | 480            | 131           | 605           | 226                 | 430          | 317        | 165          | 304        | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Trust a great deal            | (5) 38<br>3%   | 20<br>4%    | 18<br>3%    | 3<br>4%       | 13<br>5%     | 9<br>3%        | 12<br>3%       | 5<br>4%       | 20<br>3%      | 9<br>4%             | 21<br>5%     | 9<br>3%    | 3<br>2%      | 5<br>2%    | 20<br>5%q              | 6<br>3%                | 2<br>4%q       | -                           | -                 | 10<br>3%            | 1<br>2%          | 27<br>3%             | 14<br>3%           | 13<br>4%                | 10<br>3%         | 5<br>5%                  | 2<br>2%             | 4<br>3%        | 1<br>4%       |
| Trust quite a lot             | (4) 138<br>11% | 71<br>14%b  | 67<br>9%    | 18<br>22%defh | 35<br>12%    | 34<br>9%       | 51<br>11%      | 28<br>22%defh | 58<br>10%     | 22<br>10%           | 64<br>15%l   | 37<br>12%  | 13<br>8%     | 25<br>8%   | 48<br>12%              | 23<br>13%              | 5<br>12%       | 4<br>9%                     | 15<br>8%          | 37<br>12%           | 6<br>13%         | 112<br>13%           | 62<br>11%          | 49<br>15%y              | 26<br>8%         | 8<br>8%                  | 4<br>4%             | 14<br>11%      | 1<br>2%       |
| Neither trust nor don't trust | (3) 234<br>19% | 78<br>15%   | 156<br>22%a | 27<br>33%efh  | 91<br>31%efh | 55<br>15%      | 61<br>13%      | 42<br>32%efh  | 131<br>22%f   | 25<br>11%           | 85<br>20%    | 66<br>21%  | 27<br>16%    | 56<br>19%  | 95<br>23%r             | 45<br>25%qr            | 11<br>24%      | 8<br>15%                    | 27<br>15%         | 40<br>13%           | 9<br>21%         | 162<br>18%           | 83<br>15%          | 78<br>23%u              | 65<br>21%        | 28<br>28%u               | 17<br>20%           | 20<br>16%      | 8<br>28%      |
| Don't trust very much         | (2) 290<br>24% | 111<br>22%  | 179<br>25%  | 15<br>19%     | 62<br>21%    | 94<br>26%g     | 120<br>25%g    | 21<br>16%     | 150<br>25%g   | 54<br>24%           | 95<br>22%    | 80<br>25%  | 46<br>28%    | 70<br>23%  | 89<br>21%              | 35<br>20%              | 10<br>22%      | 18<br>37%mn                 | 41<br>22%         | 89<br>30%mn         | 8<br>19%         | 221<br>25%           | 141<br>26%         | 79<br>24%               | 59<br>19%        | 15<br>16%                | 13<br>16%           | 30<br>23%      | 11<br>41%     |
| Don't trust at all            | (1) 456<br>38% | 212<br>42%b | 244<br>34%  | 11<br>14%     | 66<br>22%    | 159<br>44%cdgh | 221<br>46%cdgh | 21<br>16%     | 214<br>35%cdg | 117<br>52%          | 149<br>35%   | 110<br>35% | 72<br>44%    | 125<br>41% | 144<br>35%             | 61<br>35%              | 16<br>34%      | 9<br>19%                    | 89<br>48%mnps     | 123<br>41%p         | 14<br>33%        | 333<br>38%           | 229<br>42%vx       | 104<br>31%              | 116<br>38%       | 28<br>28%                | 38<br>45%v          | 51<br>40%      | 7<br>26%      |
| NET: Trust                    | 176<br>15%     | 92<br>18%b  | 85<br>12%   | 21<br>26%defh | 48<br>16%    | 43<br>12%      | 63<br>13%      | 34<br>26%defh | 79<br>13%     | 30<br>13%           | 84<br>20%kl  | 46<br>15%  | 16<br>10%    | 30<br>10%  | 68<br>16%              | 29<br>16%              | 7<br>15%       | 4<br>9%                     | 15<br>8%          | 47<br>16%           | 6<br>14%         | 138<br>16%           | 76<br>14%          | 62<br>19%y              | 36<br>12%        | 13<br>13%                | 6<br>7%             | 18<br>14%      | 2<br>6%       |
| NET: Don't trust              | 747<br>61%     | 323<br>64%  | 423<br>60%  | 26<br>32%     | 128<br>44%cg | 252<br>70%cdgh | 340<br>71%cdgh | 42<br>32%     | 364<br>60%cdg | 170<br>75%          | 244<br>57%   | 190<br>60% | 118<br>72%ij | 195<br>64% | 233<br>56%             | 96<br>54%              | 26<br>56%      | 27<br>56%                   | 130<br>70%ms      | 211<br>71%mnos      | 23<br>52%        | 553<br>63%           | 371<br>68%vx       | 183<br>55%              | 175<br>56%       | 43<br>44%                | 51<br>61%           | 81<br>63%x     | 18<br>67%     |
| Don't know                    | 58<br>5%       | 16<br>3%    | 42<br>6%    | 6<br>8%ef     | 26<br>9%efh  | 11<br>3%       | 15<br>3%       | 12<br>9%efh   | 31<br>5%      | 1<br>*              | 17<br>4%     | 14<br>4%   | 4<br>2%      | 23<br>8%k  | 19<br>5%r              | 7<br>4%r               | 2<br>5%r       | 10<br>20%moqr               | 13<br>7%r         | 1<br>*              | 6<br>13%mr       | 24<br>3%             | 14<br>3%           | 10<br>3%                | 34<br>11%t       | 14<br>14%uv              | 10<br>12%uv         | 10<br>7%u      | -             |
| Mean                          | 2.15           | 2.14        | 2.15        | 2.83defh      | 2.51efh      | 1.98           | 1.96           | 2.80defh      | 2.17ef        | 1.90                | 2.30kl       | 2.19k      | 1.94         | 1.99       | 2.27q                  | 2.28q                  | 2.25q          | 2.18                        | 1.82              | 2.07                | 2.21q            | 2.16                 | 2.04               | 2.35uy                  | 2.11             | 2.36y                    | 1.91                | 2.07           | 2.17          |
| Standard deviation            | 1.16           | 1.23        | 1.11        | 1.10          | 1.14         | 1.11           | 1.13           | 1.14          | 1.14          | 1.16                | 1.24         | 1.15       | 1.06         | 1.08       | 1.21                   | 1.19                   | 1.19           | 0.93                        | 1.00              | 1.16                | 1.16             | 1.17                 | 1.14               | 1.19                    | 1.17             | 1.20                     | 1.09                | 1.17           | 0.98          |
| Standard error                | 0.03           | 0.05        | 0.05        | 0.09          | 0.06         | 0.06           | 0.06           | 0.08          | 0.05          | 0.08                | 0.06         | 0.07       | 0.08         | 0.06       | 0.06                   | 0.13                   | 0.15           | 0.11                        | 0.07              | 0.11                | 0.04             | 0.05                 | 0.07               | 0.06                    | 0.13             | 0.11                     | 0.09                | 0.09           | 0.22          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 48  
**Q26. Which of the following has your household experienced in the last month?**  
Base: All respondents

|   | Gender |          | Age        |           |           |           |         |           |           | Social Grade        |        |        |        | Working Status |                        |                        |                |                             |                   | Tenure              |                  |                      |                    |                         |                  |                          |                     |                |               |   |
|---|--------|----------|------------|-----------|-----------|-----------|---------|-----------|-----------|---------------------|--------|--------|--------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|---|
|   | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g) | 35-64 (h) | 55+ Not Retired (i) | AB (j) | C1 (k) | C2 (l) | DE (m)         | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (A) |   |
| Unweighted base   | 1215   | 577      | 638        | 165       | 385       | 327       | 338     | 253       | 624       | 194                 | 381    | 326    | 192    | 316            | 390                    | 338                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |   |
| Weighted base   | 1215   | 509      | 706        | 81        | 293       | 362       | 480     | 131       | 605       | 226                 | 430    | 317    | 165    | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |   |
| NET: Any  | 523    | 192      | 331        | 44        | 179       | 176       | 124     | 72        | 327       | 106                 | 175    | 136    | 70     | 143            | 221                    | 86                     | 29             | 34                          | 55                | 75                  | 25               | 348                  | 161                | 187                     | 167              | 50                       | 46                  | 72             | 8             |   |
|   | 43%    | 38%      | 47%a       | 54%f      | 61%ef     | 49%f      | 26%     | 55%f      | 54%f      | 47%                 | 41%    | 43%    | 42%    | 47%            | 53%qr                  | 48%qr                  | 63%qr          | 68%nqr                      | 30%               | 25%                 | 57%qr            | 40%                  | 30%                | 56%u                    | 54%t             | 52%u                     | 54%u                | 56%u           | 29%           |   |
| Taken money out of savings accounts, or transferred savings into current account, to cover this months spending | 259    | 94       | 165        | 21        | 75        | 84        | 79      | 33        | 147       | 59                  | 92     | 63     | 37     | 67             | 101                    | 42                     | 12             | 15                          | 35                | 47                  | 7                | 188                  | 94                 | 94                      | 70               | 19                       | 16                  | 35             | 1             |   |
|   | 21%    | 19%      | 23%        | 26%f      | 26%f      | 23%       | 16%     | 25%f      | 24%f      | 26%                 | 21%    | 20%    | 22%    | 22%            | 24%r                   | 24%                    | 27%            | 30%r                        | 19%               | 16%                 | 15%              | 21%                  | 17%                | 28%u                    | 23%              | 20%                      | 19%                 | 27%u           | 5%            |   |
| Cut back spending on essential household items  | 246    | 76       | 170        | 24        | 98        | 85        | 40      | 40        | 166       | 45                  | 73     | 64     | 30     | 79             | 110                    | 42                     | 14             | 22                          | 22                | 23                  | 13               | 142                  | 47                 | 95                      | 99               | 24                       | 31                  | 44             | 6             |   |
|   | 20%    | 15%      | 24%a       | 29%f      | 33%ef     | 24%f      | 8%      | 31%f      | 27%f      | 20%                 | 17%    | 20%    | 18%    | 26%i           | 26%qr                  | 24%qr                  | 31%qr          | 46%mnqr                     | 12%               | 8%                  | 31%qr            | 16%                  | 9%                 | 28%u                    | 32%t             | 25%u                     | 37%u                | 34%u           | 20%           |   |
| Used an authorised overdraft facility of your bank account  | 184    | 73       | 111        | 13        | 71        | 72        | 28      | 26        | 131       | 39                  | 71     | 55     | 34     | 25             | 100                    | 34                     | 9              | 4                           | 8                 | 23                  | 6                | 137                  | 38                 | 98                      | 45               | 9                        | 9                   | 27             | 3             |   |
|   | 15%    | 14%      | 16%        | 17%f      | 24%f      | 20%f      | 6%      | 20%f      | 22%f      | 17%                 | 16%l   | 17%l   | 21%l   | 8%             | 24%pqrs                | 19%qr                  | 19%qr          | 9%                          | 4%                | 8%                  | 13%q             | 16%                  | 7%                 | 29%luxy                 | 15%              | 10%                      | 11%                 | 21%u           | 10%           |   |
| Borrowed money from friends or family   | 74     | 31       | 43         | 13        | 29        | 29        | 3       | 20        | 52        | 12                  | 29     | 11     | 5      | 29             | 40                     | 11                     | 6              | 7                           | 2                 | 1                   | 7                | 27                   | 5                  | 22                      | 46               | 12                       | 16                  | 18             | 1             |   |
|   | 6%     | 6%       | 6%         | 16%efh    | 10%f      | 8%f       | 1%      | 15%efh    | 9%f       | 5%                  | 7%     | 4%     | 3%     | 9%jk           | 10%qr                  | 6%qr                   | 14%qr          | 15%qr                       | 1%                | *                   | 16%nqr           | 3%                   | 1%                 | 7%u                     | 15%t             | 12%u                     | 20%uv               | 14%uv          | 3%            |   |
| Taken out a new credit card/store card  | 58     | 27       | 31         | 7         | 26        | 15        | 10      | 14        | 34        | 8                   | 22     | 16     | 8      | 12             | 36                     | 8                      | 2              | 1                           | 5                 | 4                   | 3                | 35                   | 14                 | 21                      | 22               | 7                        | 6                   | 9              | 1             |   |
|   | 5%     | 5%       | 4%         | 9%f       | 9%ef      | 4%        | 2%      | 11%efh    | 6%f       | 4%                  | 5%     | 5%     | 5%     | 4%             | 9%r                    | 4%                     | 5%             | 2%                          | 3%                | 1%                  | 7%r              | 4%                   | 3%                 | 6%u                     | 7%               | 8%u                      | 7%u                 | 7%u            | 4%            |   |
| Defaulted on a bill (e.g. phone, utilities)   | 35     | 8        | 26         | 3         | 14        | 16        | 2       | 7         | 26        | 5                   | 4      | 10     | 2      | 19             | 12                     | 8                      | 4              | 6                           | 2                 | 1                   | 2                | 10                   | 3                  | 7                       | 25               | 2                        | 13                  | 10             | -             |   |
|   | 3%     | 2%       | 4%         | 4%f       | 5%f       | 4%f       | *       | 5%f       | 4%f       | 2%                  | 1%     | 3%     | 1%     | 6%ik           | 3%r                    | 4%r                    | 10%mqr         | 12%mqr                      | 1%                | *                   | 5%qr             | 1%                   | 1%                 | 2%                      | 4%t              | 8%t                      | 3%                  | 15%uvx         | 7%uv          | - |
| Used an unauthorised overdraft facility   | 31     | 12       | 19         | 5         | 21        | 5         | 1       | 8         | 22        | *                   | 14     | 9      | 2      | 7              | 19                     | 4                      | 3              | 1                           | -                 | 2                   | 1                | 16                   | 1                  | 15                      | 15               | 4                        | 6                   | 5              | 1             |   |
|   | 3%     | 2%       | 3%         | 6%ef      | 7%efh     | 1%        | *       | 6%ef      | 4%f       | *                   | 3%     | 3%     | 1%     | 2%             | 5%qr                   | 2%                     | 6%qr           | 2%                          | -                 | 1%                  | 3%q              | 2%                   | 1%                 | 4%u                     | 5%t              | 4%u                      | 7%u                 | 4%u            | 4%            |   |
| Defaulted on a loan   | 12     | 9        | 3          | 3         | 5         | 3         | 1       | 3         | 8         | 1                   | 4      | 1      | -      | 7              | 4                      | 1                      | 3              | 2                           | -                 | 2                   | 1                | 2                    | 2                  | -                       | 10               | 3                        | 4                   | 2              | 1             |   |
|   | 1%     | 2%       | *          | 4%ef      | 2%        | 1%        | *       | 2%f       | 1%        | 1%                  | 1%     | *      | -      | 2%             | 1%                     | 1%                     | 6%mnqr         | 4%q                         | -                 | 1%                  | 2%q              | *                    | *                  | -                       | 3%t              | 4%uv                     | 4%uv                | 2%v            | 3%            |   |
| Taken out a commercial loan   | 12     | 7        | 5          | 2         | 5         | 4         | 1       | 4         | 7         | 4                   | 5      | 2      | 3      | 2              | 9                      | 1                      | 1              | -                           | -                 | 1                   | -                | 10                   | 3                  | 6                       | 2                | 1                        | 1                   | -              | -             |   |
|   | 1%     | 1%       | 1%         | 2%f       | 2%f       | 1%        | *       | 3%f       | 1%        | 2%                  | 1%     | 1%     | 2%     | 1%             | 2%                     | *                      | 2%             | -                           | -                 | *                   | -                | 1%                   | 1%                 | 2%                      | 1%               | 2%                       | -                   | -              | -             |   |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?





## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 48  
Q26. Which of the following has your household experienced in the last month?  
Base: All respondents

|   | Gender     |             | Age        |            |            |             |              |            |             |                     | Social Grade |            |           |            | Working Status         |                        |                |                             |                   |                     | Tenure           |                      |                    |                         |                  |                           |                     |                |               |
|---|------------|-------------|------------|------------|------------|-------------|--------------|------------|-------------|---------------------|--------------|------------|-----------|------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|---------------------------|---------------------|----------------|---------------|
|   | Total      | Male (a)    | Female (b) | 18-29 (c)  | 30-49 (d)  | 50-64 (e)   | 65+ (f)      | 18-34 (g)  | 35-64 (h)   | 55+ Not Retired (i) | AB (j)       | C1 (k)     | C2 (l)    | DE (m)     | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from coun-cil (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (A) |
| Weighted base   | 1215       | 509         | 706        | 81         | 293        | 362         | 480          | 131        | 605         | 226                 | 430          | 317        | 165       | 304        | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                       | 84*                 | 129            | 27**          |
| Defaulted on rent payment   | 12<br>1%   | 4<br>1%     | 7<br>1%    | *<br>1%    | 3<br>1%    | 7<br>2%     | 2<br>*       | 1<br>1%    | 9<br>2%     | 5<br>2%             | 1<br>*       | 4<br>1%    | 1<br>1%   | 6<br>2%    | 5<br>1%                | 3<br>2%                | 1<br>3%q       | 1<br>2%                     | -<br>-            | 2<br>1%             | -<br>-           | -<br>-               | -<br>-             | 12<br>4%t               | 6<br>6%uv        | 4<br>5%uv                 | 2<br>2%uv           | -<br>-         |               |
| Taken out a short term, or 'pay day loan' (e.g. Wonga, Payday UK, Quick Quid) | 6<br>*     | 2<br>*      | 3<br>*     | 1<br>1%    | 5<br>2%f   | *<br>*      | -<br>-       | 2<br>1%f   | 4<br>1%     | *<br>*              | 2<br>*       | 1<br>*     | 1<br>1%   | 1<br>1%    | 4<br>1%                | 1<br>*                 | *<br>1%        | -<br>-                      | -<br>-            | -<br>-              | *<br>1%r         | 1<br>*               | -<br>*             | 1<br>1%t                | 2<br>2%u         | 1<br>1%u                  | 2<br>1%u            | -<br>-         |               |
| Defaulted on a mortgage payment   | 2<br>*     | -<br>-      | 2<br>*     | -<br>*     | 1<br>*     | 1<br>*      | -<br>-       | -<br>-     | 2<br>*      | -<br>-              | -<br>-       | 1<br>*     | 1<br>*    | -<br>-     | 1<br>*                 | 1<br>*                 | -<br>-         | -<br>-                      | -<br>-            | -<br>-              | -<br>-           | 2<br>*               | -<br>-             | 2<br>*                  | -<br>-           | -<br>-                    | -<br>-              | -<br>-         | -<br>-        |
| None of these   | 680<br>56% | 313<br>61%b | 368<br>52% | 35<br>43%  | 110<br>38% | 185<br>51%d | 350<br>73%cd | 56<br>43%  | 274<br>45%d | 120<br>53%          | 254<br>59%   | 176<br>55% | 95<br>57% | 156<br>51% | 191<br>46%             | 90<br>51%p             | 16<br>36%      | 15<br>30%                   | 127<br>69%mnop    | 222<br>74%mnop      | 19<br>43%        | 522<br>59%w          | 379<br>70%vxyz     | 143<br>43%              | 139<br>45%       | 45<br>47%                 | 37<br>45%           | 56<br>44%      | 19<br>71%     |
| Prefer not to say   | 3<br>*     | 2<br>*      | 1<br>*     | 1<br>1%efh | 1<br>*     | *<br>*      | -<br>-       | 2<br>1%efh | 1<br>*      | *<br>*              | *<br>*       | 1<br>*     | 1<br>*    | 1<br>*     | 1<br>*                 | -<br>-                 | 1<br>1%r       | 1<br>1%                     | -<br>-            | -<br>-              | *<br>1%          | 2<br>*               | 1<br>*             | 1<br>*                  | 1<br>*           | -<br>-                    | 1<br>1%             | -<br>-         | -<br>-        |
| Don't know  | 9<br>1%    | 2<br>*      | 7<br>1%    | 1<br>1%e   | 3<br>1%    | -<br>-      | 5<br>1%      | 1<br>1%    | 3<br>*      | -<br>-              | *<br>*       | 4<br>1%    | *<br>*    | 4<br>1%    | 2<br>*                 | 2<br>1%                | -<br>-         | -<br>-                      | 3<br>2%           | 2<br>1%             | -<br>-           | 6<br>1%              | 4<br>1%            | 2<br>1%                 | 3<br>1%          | 1<br>1%                   | -<br>-              | 1<br>1%        | -<br>-        |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 49  
**Q26. Squeezometer**  
Base: All respondents

|   | Gender     |                     | Age               |                    |                     |                      |                      | Social Grade         |                     |                     |                     | Working Status    |            |                       |                        |                        | Tenure               |                             |                       |                       |                   |                      |                       |                         |                    |                          |                      |                    |               |
|---|------------|---------------------|-------------------|--------------------|---------------------|----------------------|----------------------|----------------------|---------------------|---------------------|---------------------|-------------------|------------|-----------------------|------------------------|------------------------|----------------------|-----------------------------|-----------------------|-----------------------|-------------------|----------------------|-----------------------|-------------------------|--------------------|--------------------------|----------------------|--------------------|---------------|
|   | Total      | Male (a)            | Female (b)        | 18-29 (c)          | 30-49 (d)           | 50-64 (e)            | 65+ (f)              | 18-34 (g)            | 35-64 (h)           | 55+ Not Retired (i) | AB (j)              | C1 (k)            | C2 (l)     | DE (m)                | Full time employed (n) | Part time employed (o) | Unemployed (p)       | Not working but seeking (q) | State pension (r)     | Private pension (s)   | House person (t)  | NET: Home-owners (u) | Owned outright (v)    | Owned with mortgage (w) | NET: Renters (x)   | Rent-ed from council (y) | Rent-ed from HA (z)  | Other Rent (A)     | Rent free (B) |
| Unweighted base   | 1215       | 577                 | 638               | 165                | 385                 | 327                  | 338                  | 253                  | 624                 | 194                 | 381                 | 326               | 192        | 316                   | 390                    | 226                    | 83                   | 45                          | 96                    | 258                   | 117               | 809                  | 499                   | 310                     | 387                | 97                       | 112                  | 178                | 19            |
| Weighted base   | 1215       | 509                 | 706               | 81                 | 293                 | 362                  | 480                  | 131                  | 605                 | 226                 | 430                 | 317               | 165        | 304                   | 414                    | 178                    | 46*                  | 49*                         | 185*                  | 299                   | 44*               | 878                  | 544                   | 334                     | 310                | 97*                      | 84*                  | 129                | 27**          |
| Defaulted on loan, bill, mortgage or rent   | 51<br>4%   | 17<br>3%            | 34<br>5%          | 5<br>6% <i>f</i>   | 19<br>7% <i>f</i>   | 22<br>6% <i>f</i>    | 4<br>1%              | 9<br>7% <i>f</i>     | 37<br>6% <i>f</i>   | 10<br>4%            | 8<br>2%             | 15<br>5%          | 3<br>2%    | 25<br>8% <i>ik</i>    | 20<br>5% <i>r</i>      | 8<br>5%                | 7<br>15% <i>mnqr</i> | 7<br>14% <i>mnqr</i>        | 2<br>1%               | 5<br>2%               | 3<br>6% <i>qr</i> | 12<br>1%             | 4<br>1%               | 8<br>2%                 | 38<br>12% <i>t</i> | 10<br>10% <i>uv</i>      | 17<br>21% <i>uvz</i> | 11<br>9% <i>uv</i> | 1<br>3%       |
| Used unauthorised overdraft or payday loan  | 25<br>2%   | 10<br>2%            | 15<br>2%          | 4<br>5% <i>ef</i>  | 19<br>7% <i>efh</i> | 2<br>*               | -                    | 8<br>6% <i>efh</i>   | 17<br>3% <i>ef</i>  | *<br>*              | 14<br>3%            | 6<br>2%           | 2<br>1%    | 3<br>1%               | 17<br>4% <i>qr</i>     | 4<br>2%                | 1<br>3% <i>q</i>     | 1<br>2%                     | -                     | 1<br>*                | 1<br>2% <i>q</i>  | 16<br>2%             | 1<br>*                | 15<br>5% <i>u</i>       | 8<br>3%            | 3<br>3% <i>u</i>         | 1<br>2% <i>u</i>     | 4<br>3% <i>u</i>   | 1<br>4%       |
| Took loan or c card, borrowed from friends or family, or used authorised overdraft & cutting back | 77<br>6%   | 29<br>6%            | 48<br>7%          | 6<br>8% <i>f</i>   | 30<br>10% <i>f</i>  | 31<br>9% <i>f</i>    | 10<br>2%             | 11<br>8% <i>f</i>    | 57<br>9% <i>f</i>   | 16<br>7%            | 33<br>8%            | 16<br>5%          | 15<br>9%   | 13<br>4%              | 39<br>9% <i>qr</i>     | 16<br>9% <i>qr</i>     | 3<br>7%              | 3<br>5%                     | 5<br>3%               | 7<br>2%               | 3<br>7% <i>r</i>  | 49<br>6%             | 10<br>2%              | 39<br>12% <i>u</i>      | 26<br>9%           | 5<br>5%                  | 5<br>6%              | 17<br>13% <i>u</i> | 2<br>6%       |
| Took money from savings to cover spending & cutting back  | 33<br>3%   | 10<br>2%            | 22<br>3%          | 5<br>6% <i>f</i>   | 12<br>4% <i>f</i>   | 10<br>3%             | 6<br>1%              | 6<br>5% <i>f</i>     | 21<br>3%            | 3<br>2%             | 4<br>1%             | 13<br>4% <i>i</i> | 4<br>3%    | 12<br>4% <i>i</i>     | 14<br>3%               | 3<br>2%                | *<br>1%              | 4<br>9% <i>qr</i>           | 3<br>2%               | 6<br>2%               | 2<br>4%           | 25<br>3%             | 12<br>2%              | 14<br>4%                | 8<br>2%            | 3<br>3%                  | *<br>*               | 4<br>3%            | -             |
| Cutting back only   | 82<br>7%   | 19<br>4%            | 63<br>9% <i>a</i> | 7<br>9% <i>f</i>   | 30<br>10% <i>f</i>  | 25<br>7%             | 20<br>4%             | 13<br>10% <i>f</i>   | 49<br>8% <i>f</i>   | 17<br>8%            | 21<br>5%            | 18<br>6%          | 8<br>5%    | 35<br>12% <i>ijkl</i> | 29<br>7% <i>r</i>      | 15<br>9% <i>r</i>      | 5<br>12% <i>r</i>    | 9<br>19% <i>mqr</i>         | 12<br>7% <i>r</i>     | 5<br>2%               | 6<br>13% <i>r</i> | 48<br>5%             | 23<br>4%              | 25<br>7%                | 30<br>10% <i>t</i> | 7<br>7%                  | 11<br>13% <i>u</i>   | 12<br>9% <i>u</i>  | 4<br>14%      |
| Not squeezed  | 947<br>78% | 423<br>83% <i>b</i> | 524<br>74%        | 53<br>66% <i>f</i> | 183<br>62%          | 271<br>75% <i>dg</i> | 440<br>92% <i>cd</i> | 83<br>63% <i>deg</i> | 424<br>70% <i>d</i> | 179<br>79%          | 350<br>81% <i>l</i> | 248<br>78%        | 132<br>80% | 217<br>71%            | 296<br>71% <i>ap</i>   | 131<br>74% <i>ap</i>   | 28<br>62%            | 25<br>50%                   | 163<br>88% <i>mnp</i> | 275<br>92% <i>mnp</i> | 30<br>58%         | 727<br>83% <i>w</i>  | 494<br>91% <i>xyz</i> | 233<br>70%              | 200<br>64%         | 70<br>72%                | 49<br>58%            | 81<br>63%          | 20<br>73%     |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 50  
**Q.2 Thinking of your household, how has your overall spending changed in the last month, if at all?**  
Base: All respondents

|                    | Gender |                  | Age              |                  |                   |                  |                     |                   | Social Grade     |                     |                  |        |        | Working Status |                        |                        |                   |                             | Tenure            |                     |                  |                      |                     |                         |                  |                          |                     |                  |               |
|--------------------|--------|------------------|------------------|------------------|-------------------|------------------|---------------------|-------------------|------------------|---------------------|------------------|--------|--------|----------------|------------------------|------------------------|-------------------|-----------------------------|-------------------|---------------------|------------------|----------------------|---------------------|-------------------------|------------------|--------------------------|---------------------|------------------|---------------|
|                    | Total  | Male (a)         | Female (b)       | 18-29 (c)        | 30-49 (d)         | 50-64 (e)        | 65+ (f)             | 18-34 (g)         | 35-64 (h)        | 55+ Not Retired (i) | AB (j)           | C1 (k) | C2 (l) | DE (m)         | Full time employed (n) | Part time employed (o) | Unemployed (p)    | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned out-right (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A)   | Rent free (B) |
| Unweighted base    | 1215   | 577              | 638              | 165              | 385               | 327              | 338                 | 253               | 624              | 194                 | 381              | 326    | 192    | 316            | 390                    | 226                    | 83                | 45                          | 96                | 258                 | 117              | 809                  | 499                 | 310                     | 387              | 97                       | 112                 | 178              | 19            |
| Weighted base      | 1215   | 509              | 706              | 81               | 293               | 362              | 480                 | 131               | 605              | 226                 | 430              | 317    | 165    | 304            | 414                    | 178                    | 46*               | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                 | 334                     | 310              | 97*                      | 84*                 | 129              | 27**          |
| NET: Increased     | 292    | 139              | 153              | 25               | 64                | 90               | 113                 | 33                | 146              | 55                  | 123              | 67     | 42     | 59             | 101                    | 43                     | 9                 | 11                          | 36                | 84                  | 8                | 217                  | 120                 | 97                      | 67               | 18                       | 16                  | 33               | 8             |
|                    | 24%    | 27% <sup>b</sup> | 22%              | 30%              | 22%               | 25%              | 24%                 | 26%               | 24%              | 29% <sup>l</sup>    | 21%              | 25%    | 20%    | 24%            | 24%                    | 19%                    | 23%               | 19%                         | 28%               | 18%                 | 25%              | 22%                  | 29%                 | 21%                     | 19%              | 19%                      | 25%                 | 30%              |               |
| Increased a lot    | 34     | 14               | 21               | 1                | 5                 | 18               | 9                   | 3                 | 21               | 13                  | 14               | 10     | 4      | 5              | 13                     | 7                      | 1                 | 2                           | 1                 | 10                  | 1                | 22                   | 12                  | 10                      | 13               | 9                        | 2                   | 1                | -             |
|                    | 3%     | 3%               | 3%               | 2%               | 2%                | 5%               | 2%                  | 3%                | 4%               | 6%                  | 3%               | 3%     | 3%     | 2%             | 3%                     | 4%                     | 3%                | 4%                          | 1%                | 3%                  | 1%               | 2%                   | 2%                  | 3%                      | 4%               | 9% <sup>uvz</sup>        | 3%                  | 1%               | -             |
| Increased a little | 257    | 126              | 132              | 23               | 59                | 72               | 103                 | 30                | 124              | 42                  | 109              | 57     | 38     | 54             | 88                     | 36                     | 8                 | 9                           | 34                | 74                  | 7                | 195                  | 108                 | 87                      | 54               | 9                        | 13                  | 31               | 8             |
|                    | 21%    | 25% <sup>b</sup> | 19%              | 29%              | 20%               | 20%              | 22%                 | 23%               | 21%              | 19%                 | 25% <sup>j</sup> | 18%    | 23%    | 18%            | 21%                    | 20%                    | 17%               | 19%                         | 19%               | 25%                 | 17%              | 22%                  | 20%                 | 26% <sup>x</sup>        | 17%              | 10%                      | 16%                 | 24% <sup>x</sup> | 30%           |
| Stayed the same    | 684    | 296              | 388              | 36               | 147               | 205              | 296                 | 62                | 326              | 132                 | 234              | 183    | 89     | 178            | 224                    | 99                     | 22                | 19                          | 120               | 174                 | 26               | 514                  | 357                 | 157                     | 155              | 55                       | 44                  | 57               | 15            |
|                    | 56%    | 58%              | 55%              | 44%              | 50%               | 57% <sup>c</sup> | 62% <sup>cdgh</sup> | 47%               | 54%              | 58%                 | 54%              | 58%    | 54%    | 59%            | 54%                    | 55%                    | 49%               | 39%                         | 65% <sup>p</sup>  | 58% <sup>p</sup>    | 59%              | 59% <sup>w</sup>     | 66% <sup>vyz</sup>  | 47%                     | 50%              | 56%                      | 52%                 | 44%              | 53%           |
| Decreased a little | 191    | 57               | 134              | 16               | 67                | 48               | 59                  | 27                | 104              | 33                  | 58               | 55     | 28     | 49             | 68                     | 31                     | 11                | 14                          | 23                | 35                  | 8                | 119                  | 57                  | 63                      | 67               | 20                       | 16                  | 32               | 4             |
|                    | 16%    | 11%              | 19% <sup>a</sup> | 20% <sup>f</sup> | 23% <sup>ef</sup> | 13%              | 12%                 | 21% <sup>ef</sup> | 17%              | 15%                 | 14%              | 17%    | 17%    | 16%            | 16%                    | 18%                    | 24% <sup>r</sup>  | 29% <sup>qr</sup>           | 13%               | 12%                 | 18%              | 14%                  | 10%                 | 19% <sup>u</sup>        | 22% <sup>t</sup> | 20% <sup>u</sup>         | 19% <sup>u</sup>    | 25% <sup>u</sup> | 15%           |
| Decreased a lot    | 42     | 11               | 31               | 2                | 11                | 18               | 11                  | 6                 | 25               | 6                   | 14               | 10     | 2      | 16             | 17                     | 5                      | 2                 | 4                           | 6                 | 6                   | 2                | 23                   | 10                  | 13                      | 19               | 4                        | 8                   | 7                | *             |
|                    | 3%     | 2%               | 4%               | 3%               | 4%                | 5%               | 2%                  | 5%                | 4%               | 3%                  | 3%               | 3%     | 1%     | 5%             | 4%                     | 3%                     | 5%                | 8% <sup>r</sup>             | 3%                | 2%                  | 5%               | 3%                   | 2%                  | 4%                      | 6% <sup>t</sup>  | 4%                       | 10% <sup>u</sup>    | 5% <sup>u</sup>  | 2%            |
| NET: Decreased     | 233    | 68               | 165              | 19               | 78                | 66               | 71                  | 33                | 129              | 39                  | 72               | 65     | 31     | 65             | 85                     | 36                     | 13                | 18                          | 29                | 41                  | 10               | 142                  | 66                  | 76                      | 86               | 23                       | 24                  | 38               | 5             |
|                    | 19%    | 13%              | 23% <sup>a</sup> | 23% <sup>f</sup> | 26% <sup>ef</sup> | 18%              | 15%                 | 25% <sup>f</sup>  | 21% <sup>f</sup> | 17%                 | 17%              | 21%    | 19%    | 21%            | 20%                    | 20%                    | 30% <sup>qr</sup> | 37% <sup>mnqr</sup>         | 16%               | 14%                 | 23% <sup>r</sup> | 16%                  | 12%                 | 23% <sup>u</sup>        | 28% <sup>t</sup> | 24% <sup>u</sup>         | 29% <sup>u</sup>    | 30% <sup>u</sup> | 17%           |
| Don't know         | 6      | 5                | 1                | 2                | 4                 | -                | -                   | 3                 | 4                | -                   | 1                | 1      | 3      | 1              | 4                      | -                      | 1                 | 1                           | -                 | -                   | -                | 4                    | *                   | 4                       | 2                | 1                        | *                   | 1                | -             |
|                    | 1%     | 1%               | *                | 2% <sup>ef</sup> | 1% <sup>ef</sup>  | -                | -                   | 2% <sup>ef</sup>  | 1%               | -                   | *                | *      | 2%     | *              | 1%                     | -                      | 2% <sup>nqr</sup> | 1%                          | -                 | -                   | -                | *                    | *                   | 1%                      | 1%               | 1%                       | *                   | 1%               | -             |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 51  
**Q.2b Thinking of your household, how do you think your overall spending will change in the next month, if at all?**  
Base: All respondents

|                   | Gender     |             | Age         |              |            |            |              | Social Grade |             |                     |             | Working Status |           |            |                        |                        | Tenure         |                             |                   |                     |                  |                      |                    |                         |                  |                          |                     |                |               |
|-------------------|------------|-------------|-------------|--------------|------------|------------|--------------|--------------|-------------|---------------------|-------------|----------------|-----------|------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                   | Total      | Male (a)    | Female (b)  | 18-29 (c)    | 30-49 (d)  | 50-64 (e)  | 65+ (f)      | 18-34 (g)    | 35-64 (h)   | 55+ Not Retired (i) | AB (j)      | C1 (k)         | C2 (l)    | DE (m)     | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (A) |
| Unweighted base   | 1215       | 577         | 638         | 165          | 385        | 327        | 338          | 253          | 624         | 194                 | 381         | 326            | 192       | 316        | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base     | 1215       | 509         | 706         | 81           | 293        | 362        | 480          | 131          | 605         | 226                 | 430         | 317            | 165       | 304        | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| NET: Increase     | 293<br>24% | 148<br>29%b | 146<br>21%  | 24<br>29%d   | 58<br>20%  | 80<br>22%  | 131<br>27%d  | 34<br>26%    | 128<br>21%  | 46<br>21%           | 128<br>30%j | 69<br>22%      | 40<br>24% | 56<br>18%  | 95<br>23%              | 40<br>22%              | 7<br>16%       | 6<br>12%                    | 42<br>23%         | 95<br>32%mnop<br>s  | 8<br>18%         | 226<br>26%           | 131<br>24%         | 95<br>28%               | 61<br>20%        | 17<br>17%                | 16<br>19%           | 28<br>21%      | 7<br>24%      |
| Increase a lot    | 44<br>4%   | 13<br>3%    | 31<br>4%    | 1<br>1%      | 11<br>4%   | 15<br>4%   | 17<br>3%     | 1<br>1%      | 26<br>4%    | 6<br>2%             | 19<br>5%    | 10<br>3%       | 5<br>3%   | 9<br>3%    | 16<br>4%               | 4<br>2%                | 2<br>4%        | 2<br>4%                     | 6<br>3%           | 12<br>4%            | 1<br>2%          | 27<br>3%             | 15<br>3%           | 12<br>4%                | 16<br>5%         | 4<br>4%                  | 7<br>8%u            | 6<br>5%        | -             |
| Increase a little | 249<br>21% | 134<br>26%b | 115<br>16%  | 23<br>28%deh | 47<br>16%  | 65<br>18%  | 115<br>24%dh | 33<br>25%dh  | 102<br>17%  | 41<br>18%           | 109<br>25%l | 59<br>19%      | 35<br>21% | 47<br>15%  | 79<br>19%              | 35<br>20%              | 5<br>12%       | 4<br>8%                     | 36<br>19%         | 83<br>28%mpops      | 7<br>16%         | 199<br>23%w          | 116<br>21%         | 83<br>25%y              | 44<br>14%        | 13<br>14%                | 10<br>11%           | 21<br>17%      | 7<br>24%      |
| No change         | 677<br>56% | 284<br>56%  | 393<br>56%  | 40<br>49%    | 163<br>56% | 188<br>52% | 286<br>60%g  | 64<br>49%    | 327<br>54%  | 123<br>55%          | 225<br>52%  | 182<br>58%     | 94<br>57% | 175<br>58% | 221<br>53%             | 98<br>55%              | 23<br>49%      | 30<br>62%                   | 105<br>57%        | 177<br>59%          | 23<br>52%        | 500<br>57%           | 341<br>63%vx       | 158<br>47%              | 163<br>53%       | 47<br>49%                | 45<br>53%           | 71<br>55%      | 14<br>52%     |
| Decrease a little | 162<br>13% | 54<br>11%   | 108<br>15%a | 14<br>18%f   | 50<br>17%f | 56<br>16%f | 41<br>9%     | 24<br>18%f   | 97<br>16%f  | 36<br>16%           | 48<br>11%   | 45<br>14%      | 20<br>12% | 49<br>16%  | 65<br>16%r             | 27<br>15%r             | 13<br>29%mnqr  | 7<br>13%                    | 22<br>12%         | 21<br>7%            | 8<br>19%r        | 104<br>12%           | 49<br>9%           | 56<br>17%u              | 54<br>17%t       | 17<br>17%u               | 13<br>16%           | 24<br>18%u     | 4<br>14%      |
| Decrease a lot    | 50<br>4%   | 15<br>3%    | 35<br>5%    | 2<br>2%      | 14<br>5%   | 22<br>6%f  | 11<br>2%     | 6<br>5%      | 32<br>5%    | 13<br>6%            | 12<br>3%    | 16<br>5%       | 6<br>4%   | 16<br>5%   | 23<br>6%r              | 6<br>3%                | 2<br>4%        | 6<br>12%nrs                 | 7<br>4%           | 5<br>2%             | 1<br>2%          | 28<br>3%             | 14<br>3%           | 15<br>4%                | 19<br>6%         | 5<br>5%                  | 8<br>10%u           | 6<br>4%        | 2<br>9%       |
| NET: Decrease     | 212<br>17% | 69<br>14%   | 143<br>20%a | 16<br>20%f   | 65<br>22%f | 78<br>22%f | 53<br>11%    | 30<br>23%f   | 129<br>21%f | 49<br>22%           | 60<br>14%   | 61<br>19%      | 26<br>16% | 64<br>21%i | 88<br>21%r             | 32<br>18%r             | 15<br>33%nqr   | 13<br>26%r                  | 29<br>16%         | 26<br>9%            | 9<br>21%r        | 133<br>15%           | 62<br>11%          | 71<br>21%u              | 72<br>23%t       | 22<br>22%u               | 22<br>26%u          | 29<br>23%u     | 6<br>23%      |
| Don't know        | 33<br>3%   | 8<br>2%     | 25<br>4%    | 1<br>2%      | 8<br>3%    | 15<br>4%   | 10<br>2%     | 2<br>2%      | 21<br>4%    | 7<br>3%             | 16<br>4%    | 5<br>2%        | 4<br>3%   | 9<br>3%    | 11<br>3%               | 8<br>5%r               | 1<br>1%        | -                           | 8<br>5%r          | 1<br>*              | 4<br>9%mpor      | 19<br>2%             | 9<br>2%            | 10<br>3%                | 14<br>4%         | 11<br>12%uvyz            | 1<br>1%             | 1<br>1%        | -             |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 52  
Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?

Summary  
Base: All respondents

|                           | Categories                     |                                       |  |                                     |                              |                         |  |                              |  |                           |   |                                  |                            |  |  |                          |                           |
|---------------------------|--------------------------------|---------------------------------------|--|-------------------------------------|------------------------------|-------------------------|--|------------------------------|--|---------------------------|---|----------------------------------|----------------------------|--|--|--------------------------|---------------------------|
|                           | Housing (rent or mortgage) (a) | Energy (e.g. Gas and electricity) (b) | Home Improvements (not including buying a house) (c) | Mobile phone (d)                    | Broadband (e)                | Television packages (f) | Online entertainment subscriptions (g) | Public transport (h)         | Running a car (fuel, maintenance etc.) (i) | Clothing and footwear (j) | Big ticket household purchases (e.g. new television, washing machine) (k) | Groceries (l)                    | Alcohol and/or tobacco (m) | Socialising, eating out, takeaway food (n) | Hobbies and recreational interests (o) | Savings/investments (p)  | Pension contributions (q) |
| Unweighted base           | 1215                           | 1215                                  | 1215   | 1215                                | 1215                         | 593                     | 593                                    | 1215                         | 1215                                       | 1215                      | 1215  | 1215                             | 1215                       | 1215                                       | 1215                                   | 1215                     | 1215                      |
| Weighted base             | 1215                           | 1215                                  | 1215   | 1215                                | 1215                         | 583                     | 583                                    | 1215                         | 1215                                       | 1215                      | 1215  | 1215                             | 1215                       | 1215                                       | 1215                                   | 1215                     | 1215                      |
| Base (excl NA for %)      | 729                            | 1204                                  | 1054   | 1193                                | 1189                         | 424                     | 356                                    | 860                          | 1024                                       | 1204                      | 1087  | 1210                             | 849                        | 1135                                       | 1149                                   | 1070                     | 601                       |
| NET: Increase             | 110<br>15%<br>defghjkmno<br>p  | 373<br>31%<br>acdefghjkm<br>nopq      | 233<br>22%<br>adefghjkm<br>pq                        | 72<br>6%<br>defghjkmno<br>p         | 131<br>11%<br>d              | 43<br>10%<br>d          | 30<br>9%<br>g                          | 92<br>11%<br>d               | 315<br>31%<br>acdefghjkm<br>nopq           | 131<br>11%<br>d           | 114<br>10%<br>d   | 352<br>29%<br>acdefghjkm<br>nopq | 73<br>9%<br>d              | 119<br>10%<br>d                            | 117<br>10%<br>d                        | 114<br>11%<br>d          | 68<br>11%<br>d            |
| Very likely increase (+2) | 18<br>2%<br>dejnoq             | 61<br>5%<br>adefghjkm<br>nopq         | 53<br>5%<br>adefghjkm<br>nopq                        | 4<br>*<br>adefghjkmno<br>p          | 12<br>1%<br>d                | 5<br>1%<br>d            | 4<br>1%<br>g                           | 11<br>1%<br>d                | 40<br>4%<br>defghjkm<br>nopq               | 13<br>1%<br>d             | 17<br>2%<br>d   | 46<br>4%<br>defghjkm<br>nopq     | 12<br>1%<br>d              | 11<br>1%<br>d                              | 11<br>1%<br>d                          | 19<br>2%<br>dq           | 3<br>*<br>q               |
| Likely increase (+1)      | 92<br>13%<br>dgmop             | 312<br>26%<br>acdefghjkm<br>nopq      | 179<br>17%<br>adefghjkm<br>nopq                      | 68<br>6%<br>adefghjkmno<br>p        | 118<br>10%<br>dm             | 38<br>9%<br>d           | 26<br>7%<br>g                          | 80<br>9%<br>d                | 275<br>27%<br>acdefghjkm<br>nopq           | 118<br>10%<br>dm          | 96<br>9%<br>d   | 306<br>25%<br>acdefghjkm<br>nopq | 61<br>7%<br>d              | 108<br>9%<br>d                             | 106<br>9%<br>d                         | 95<br>9%<br>d            | 66<br>11%<br>dm           |
| Stay the same (0)         | 559<br>77%<br>bcijklmnp        | 708<br>59%<br>bcijklmnp               | 612<br>58%<br>bcijklmnp                              | 997<br>84%<br>abcdefghijkl<br>mnopq | 955<br>80%<br>bcijklmno<br>p | 311<br>73%<br>bcikln    | 277<br>78%<br>bcijklmnp                | 676<br>79%<br>bcijklmno<br>p | 613<br>60%<br>bcijklmno<br>p               | 840<br>70%<br>bcikln      | 657<br>60%<br>bcikln  | 701<br>58%<br>bcikln             | 600<br>71%<br>bcikln       | 752<br>66%<br>bcikl                        | 843<br>73%<br>bcijklnp                 | 730<br>68%<br>bcikl      | 455<br>76%<br>bcijklmnp   |
| Likely decrease (-1)      | 18<br>2%<br>a                  | 77<br>6%<br>a                         | 102<br>10%<br>abdehiq                                | 67<br>6%<br>a                       | 55<br>5%<br>a                | 39<br>9%<br>adehiq      | 27<br>8%<br>ae                         | 44<br>5%<br>a                | 58<br>6%<br>a                              | 146<br>12%<br>abdeghilq   | 126<br>12%<br>abdeghilq   | 113<br>9%<br>abdehiq             | 119<br>14%<br>abcdeghilq   | 165<br>15%<br>abcdeghikl                   | 121<br>11%<br>abdehiq                  | 145<br>14%<br>abcdeghilo | 25<br>4%<br>q             |
| Very likely decrease (-2) | 10<br>1%<br>a                  | 18<br>2%<br>a                         | 57<br>5%<br>abdeghiloq                               | 26<br>2%<br>e                       | 14<br>1%<br>a                | 18<br>4%<br>abdehi      | 9<br>3%<br>a                           | 13<br>1%<br>a                | 17<br>2%<br>a                              | 64<br>5%<br>abdehiloq     | 83<br>8%<br>abcdeghilq  | 29<br>2%<br>e                    | 43<br>5%<br>abdehiloq      | 82<br>7%<br>abdeghijlmo                    | 42<br>4%<br>abdehi                     | 51<br>5%<br>abdehiloq    | 15<br>2%<br>q             |
| NET: Decrease             | 28<br>4%<br>a                  | 95<br>8%<br>a                         | 159<br>15%<br>abdeghilq                              | 93<br>8%<br>ae                      | 69<br>6%<br>a                | 57<br>14%<br>abdehiq    | 36<br>10%<br>ae                        | 56<br>7%<br>a                | 75<br>7%<br>a                              | 210<br>17%<br>abdeghiloq  | 209<br>19%<br>abcdeghilq  | 141<br>12%<br>abdehiq            | 163<br>19%<br>abcdeghilq   | 247<br>22%<br>abcdeghilq                   | 163<br>14%<br>abdehiq                  | 196<br>18%<br>abcdeghilo | 40<br>7%<br>a             |
| Don't know                | 32<br>4%<br>bdijlmno           | 29<br>2%<br>l                         | 50<br>5%<br>bdeijlmnop                               | 32<br>3%<br>ln                      | 34<br>3%<br>ln               | 13<br>3%<br>ln          | 12<br>3%<br>lmn                        | 36<br>4%<br>bdijlmno         | 21<br>2%<br>a                              | 23<br>2%<br>a             | 107<br>10%<br>abcdeghilq  | 16<br>1%<br>a                    | 14<br>2%<br>a              | 17<br>1%<br>a                              | 26<br>2%<br>l                          | 30<br>3%<br>ln           | 37<br>6%<br>bdeijlmnop    |

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Prepared by Populus on behalf of Which?



**Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern**  
**ONLINE Fieldwork : January to December 2018**

Absolutes/col percents

Table 52

**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?****Summary****Base: All respondents**

|                      | Categories                     |                                       |  |                  |               |                         |  |                      |  |                           |   |                       |                            |  |  |                         |                           |
|----------------------|--------------------------------|---------------------------------------|--|------------------|---------------|-------------------------|--|----------------------|--|---------------------------|---|-----------------------|----------------------------|--|--|-------------------------|---------------------------|
|                      | Housing (rent or mortgage) (a) | Energy (e.g. Gas and electricity) (b) | Home Improvements (not including buying a house) (c) | Mobile phone (d) | Broadband (e) | Television packages (f) | Online entertainment subscriptions (g) | Public transport (h) | Running a car (fuel, maintenance etc.) (i) | Clothing and footwear (j) | Big ticket household purchases (e.g. new television, washing machine) (k) | Groceries (l)         | Alcohol and/or tobacco (m) | Socialising, eating out, takeaway food (n) | Hobbies and recreational interests (o) | Savings/investments (p) | Pension contributions (q) |
| Base (excl NA for %) | 729                            | 1204                                  | 1054   | 1193             | 1189          | 424                     | 356                                    | 860                  | 1024                                       | 1204                      | 1087  | 1210                  | 849                        | 1135                                       | 1149                                   | 1070                    | 601                       |
| Not applicable       | 486bcdefhijklm<br>nop          | 11                                    | 161bdejkln   | 22l              | 26bjl         | 159bcdehijklno<br>p     | 227bcdehijklm<br>nop                   | 355bcdeijkln<br>p    | 191bcdeijklnop                             | 11                        | 128bdejlno  | 5                     | 366bcdeijklnop             | 80bdejlo                                   | 66bdejl                                | 145bdejlno              | 614befhijklm              |
| Mean                 | 0.13defghijkmn<br>opq          | 0.27acdefghijk<br>lmnopq              | 0.07dfjkmnop   | -0.04jkmnp       | 0.05dfgjkmp   | -0.07kn                 | -0.03kmn                               | 0.04dfgjkmp          | 0.26acdefghj<br>klmnopq                    | -0.11n                    | -0.16   | 0.19defghijk<br>mnopq | -0.15                      | -0.18                                      | -0.07kmn                               | -0.11n                  | 0.03dfjkmnop              |
| Standard deviation   | 0.55                           | 0.73                                  | 0.85   | 0.47             | 0.49          | 0.64                    | 0.56                                   | 0.51                 | 0.70                                       | 0.69                      | 0.78  | 0.75                  | 0.68                       | 0.74                                       | 0.62                                   | 0.70                    | 0.53                      |
| Standard error       | 0.02                           | 0.02                                  | 0.03   | 0.01             | 0.01          | 0.03                    | 0.03                                   | 0.02                 | 0.02                                       | 0.02                      | 0.02  | 0.02                  | 0.02                       | 0.02                                       | 0.02                                   | 0.02                    | 0.02                      |

**Proportions/Mean: All Columns Tested (5% risk level)**  
**Overlap formulae used.**

## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 53  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Housing (rent or mortgage)**  
**Base: All respondents**

|                           | Gender     |            | Age        |           |            |            |            |           |            | Social Grade        |            |            |           | Working Status |                        |                        |                |                             | Tenure            |                     |                  |                      |                    |                         |                  |                          |                     |                |               |
|---------------------------|------------|------------|------------|-----------|------------|------------|------------|-----------|------------|---------------------|------------|------------|-----------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                           | Total      | Male (a)   | Female (b) | 18-29 (c) | 30-49 (d)  | 50-64 (e)  | 65+ (f)    | 18-34 (g) | 35-64 (h)  | 55+ Not Retired (i) | AB (j)     | C1 (k)     | C2 (l)    | DE (m)         | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (A) |
| Unweighted base           | 1215       | 577        | 638        | 165       | 385        | 327        | 338        | 253       | 624        | 194                 | 381        | 326        | 192       | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base             | 1215       | 509        | 706        | 81        | 293        | 362        | 480        | 131       | 605        | 226                 | 430        | 317        | 165       | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Base (excl NA for %)      | 729        | 317        | 412        | 71*       | 254        | 257        | 147*       | 116       | 467        | 137*                | 253        | 209        | 95*       | 172            | 362                    | 127                    | 29*            | 27**                        | 79*               | 76*                 | 30*              | 424                  | 97*                | 327                     | 293              | 90*                      | 76*                 | 128            | 12**          |
| NET: Increase             | 110<br>15% | 57<br>18%  | 54<br>13%  | 11<br>15% | 32<br>12%  | 42<br>16%  | 26<br>18%  | 14<br>12% | 71<br>15%  | 30<br>22%           | 44<br>18%  | 26<br>12%  | 13<br>14% | 27<br>16%      | 59<br>16%              | 13<br>10%              | 7<br>26%n      | 4<br>15%                    | 9<br>11%          | 14<br>19%           | 4<br>13%         | 55<br>13%            | 11<br>11%          | 44<br>13%               | 54<br>18%        | 16<br>18%                | 15<br>19%           | 23<br>18%      | 2<br>14%      |
| Very likely increase (+2) | 18<br>2%   | 12<br>4%   | 6<br>2%    | 2<br>3%   | 6<br>3%    | 7<br>3%    | 2<br>1%    | 3<br>3%   | 13<br>3%   | 5<br>3%             | 5<br>2%    | 6<br>3%    | 1<br>1%   | 6<br>4%        | 10<br>3%               | -                      | 4<br>12%amnr   | 2<br>7%                     | -                 | 2<br>3%             | 1<br>2%n         | 10<br>2%             | 4<br>5%            | 6<br>2%                 | 8<br>3%          | 4<br>5%                  | 2<br>3%             | 1<br>1%        | -             |
| Likely increase (+1)      | 92<br>13%  | 45<br>14%  | 47<br>11%  | 8<br>11%  | 25<br>10%  | 35<br>14%  | 24<br>16%  | 11<br>9%  | 58<br>12%  | 25<br>19%           | 39<br>16%  | 20<br>9%   | 12<br>13% | 21<br>12%      | 49<br>13%              | 13<br>10%              | 4<br>14%       | 2<br>8%                     | 9<br>11%          | 12<br>16%           | 3<br>10%         | 44<br>11%            | 6<br>6%            | 38<br>12%               | 46<br>16%        | 12<br>13%                | 12<br>16%           | 22<br>17%u     | 2<br>14%      |
| Stay the same (0)         | 559<br>77% | 234<br>74% | 325<br>79% | 50<br>71% | 204<br>80% | 195<br>76% | 109<br>74% | 87<br>75% | 362<br>78% | 99<br>72%           | 191<br>76% | 166<br>79% | 77<br>81% | 125<br>73%     | 278<br>77%o            | 107<br>84%or           | 17<br>58%      | 18<br>66%                   | 64<br>80%o        | 53<br>69%           | 23<br>78%o       | 339<br>80%w          | 76<br>78%          | 263<br>81%              | 210<br>71%       | 64<br>71%                | 54<br>71%           | 93<br>72%      | 11<br>86%     |
| Likely decrease (-1)      | 18<br>2%   | 11<br>3%   | 7<br>2%    | 3<br>5%   | 8<br>3%    | 6<br>2%    | 1<br>1%    | 7<br>6%fh | 10<br>2%   | 3<br>2%             | 6<br>2%    | 7<br>3%    | 2<br>2%   | 4<br>2%        | 10<br>3%               | 4<br>3%                | 1<br>4%        | 1<br>5%                     | -                 | 1<br>1%             | *<br>7%mn        | 10<br>2%             | 3<br>3%            | 8<br>2%                 | 8<br>3%          | 1<br>2%                  | 2<br>3%             | 4<br>3%        | -             |
| Very likely decrease (-2) | 10<br>1%   | 2<br>1%    | 9<br>2%    | 2<br>3%   | 1<br>1%    | 5<br>2%    | 2<br>2%    | 2<br>2%   | 6<br>1%    | 2<br>1%             | 6<br>2%    | 2<br>1%    | 2<br>2%   | -              | 3<br>1%                | 2<br>1%                | *<br>2%        | -                           | -                 | 5<br>7%mn           | -                | 9<br>2%              | 3<br>3%            | 5<br>2%                 | 2<br>1%          | -                        | 1<br>1%             | 1<br>1%        | -             |
| NET: Decrease             | 28<br>4%   | 13<br>4%   | 16<br>4%   | 5<br>7%   | 9<br>4%    | 10<br>4%   | 3<br>2%    | 9<br>7%h  | 16<br>3%   | 5<br>3%             | 12<br>5%   | 9<br>4%    | 3<br>3%   | 4<br>2%        | 13<br>4%               | 6<br>4%                | 2<br>6%q       | 1<br>5%                     | -                 | 6<br>9%q            | *<br>1%          | 19<br>4%             | 6<br>6%            | 13<br>4%                | 9<br>3%          | 1<br>2%                  | 3<br>4%             | 5<br>4%        | -             |
| Don't know                | 32<br>4%   | 14<br>5%   | 17<br>4%   | 5<br>7%   | 9<br>4%    | 9<br>4%    | 8<br>5%    | 6<br>6%   | 17<br>4%   | 4<br>3%             | 6<br>2%    | 8<br>4%    | 1<br>2%   | 16<br>9%ik     | 12<br>3%               | 2<br>1%                | 3<br>10%mn     | 4<br>14%                    | 6<br>8%           | 2<br>3%             | 2<br>8%n         | 11<br>3%             | 5<br>5%            | 6<br>2%                 | 20<br>7%t        | 9<br>10%v                | 5<br>6%             | 7<br>5%        | -             |
| Not applicable            | 486        | 191        | 294a       | 10        | 39         | 105cdgh    | 333dh      | 15        | 138cdg     | 89                  | 177j       | 107        | 70j       | 132j           | 53                     | 51m                    | 17m            | 22                          | 106mn             | 223m                | 14m              | 454w                 | 446                | 8                       | 17               | 7vz                      | 8vz                 | 1              | 15            |
| Mean                      | 0.13       | 0.18       | 0.09       | 0.09      | 0.11       | 0.14       | 0.16       | 0.05      | 0.14       | 0.22                | 0.13       | 0.10       | 0.11      | 0.19           | 0.15                   | 0.05                   | 0.34n          | 0.19                        | 0.12              | 0.06                | 0.15             | 0.09                 | 0.06               | 0.10                    | 0.19             | 0.23                     | 0.19                | 0.15           | 0.14          |
| Standard deviation        | 0.55       | 0.58       | 0.53       | 0.66      | 0.50       | 0.58       | 0.53       | 0.58      | 0.55       | 0.60                | 0.59       | 0.54       | 0.51      | 0.53           | 0.54                   | 0.44                   | 0.85           | 0.67                        | 0.33              | 0.77                | 0.46             | 0.56                 | 0.65               | 0.52                    | 0.55             | 0.57                     | 0.58                | 0.52           | 0.36          |
| Standard error            | 0.02       | 0.03       | 0.03       | 0.06      | 0.03       | 0.04       | 0.05       | 0.04      | 0.03       | 0.06                | 0.04       | 0.04       | 0.05      | 0.04           | 0.03                   | 0.03                   | 0.12           | 0.14                        | 0.05              | 0.09                | 0.05             | 0.03                 | 0.06               | 0.03                    | 0.03             | 0.06                     | 0.06                | 0.04           | 0.12          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 54  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Energy (e.g. Gas and electricity)**  
**Base: All respondents**

|                      | Gender |          | Age        |           |           |           |                  | Social Grade      |           |                     |        | Working Status |          |        |                        |                        | Tenure         |                             |                   |                     |                  |                      |                    |                         |                  |                          |                     |                |               |      |    |
|----------------------|--------|----------|------------|-----------|-----------|-----------|------------------|-------------------|-----------|---------------------|--------|----------------|----------|--------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|------|----|
|                      | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f)          | 18-34 (g)         | 35-64 (h) | 55+ Not Retired (i) | AB (j) | C1 (k)         | C2 (l)   | DE (m) | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |      |    |
| Unweighted base      | 1215   | 577      | 638        | 165       | 385       | 327       | 338              | 253               | 624       | 194                 | 381    | 326            | 192      | 316    | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |      |    |
| Weighted base        | 1215   | 509      | 706        | 81        | 293       | 362       | 480              | 131               | 605       | 226                 | 430    | 317            | 165      | 304    | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |      |    |
| Base (excl NA for %) | 1204   | 505      | 700        | 73*       | 290       | 362       | 480              | 120               | 604       | 226                 | 427    | 313            | 163      | 301    | 409                    | 177                    | 44*            | 48*                         | 185*              | 299                 | 44*              | 871                  | 540                | 331                     | 307              | 97*                      | 83*                 | 127            | 26**          |      |    |
| NET: Increase        | 373    | 169      | 204        | 15        | 77        | 99        | 181              | 25                | 167       | 75                  | 141    | 83             | 48       | 102    | 104                    | 45                     | 10             | 10                          | 59                | 128                 | 15               | 282                  | 184                | 97                      | 86               | 30                       | 27                  | 29             | 5             |      |    |
|                      | 31%    | 33%      | 29%        | 21%       | 27%       | 27%       | 38%<br>cdeg<br>h | 21%               | 28%       | 33%                 | 33%    | 26%            | 29%      | 34%    | 26%                    | 26%                    | 23%            | 21%                         | 32%               | 43%<br>mnop         | 35%              | 32%                  | 34%<br>z           | 29%                     | 28%              | 31%                      | 33%                 | 23%            | 19%           |      |    |
| Very likely increase | (+2)   | 61       | 32         | 29        | 3         | 16        | 15               | 26                | 4         | 30                  | 11     | 26             | 13       | 4      | 17                     | 22                     | 4              | 3                           | 2                 | 6                   | 22               | 2                    | 37                 | 26                      | 11               | 24                       | 10                  | 7              | 8             | -    |    |
|                      |        | 5%       | 6%         | 4%        | 4%        | 6%        | 4%               | 6%                | 4%        | 5%                  | 5%     | 6%             | 4%       | 3%     | 6%                     | 5%                     | 2%             | 8%                          | 4%                | 3%                  | 7%<br>n          | 4%                   | 4%                 | 5%                      | 3%               | 8%<br>t                  | 10%<br>v            | 8%             | 6%            | -    |    |
| Likely increase      | (+1)   | 312      | 137        | 175       | 12        | 61        | 84               | 155               | 20        | 137                 | 63     | 114            | 70       | 44     | 84                     | 83                     | 41             | 7                           | 8                 | 53                  | 106              | 14                   | 245                | 159                     | 86               | 62                       | 20                  | 20             | 21            | 5    |    |
|                      |        | 26%      | 27%        | 25%       | 17%       | 21%       | 23%              | 32%<br>cdeg<br>h  | 17%       | 23%                 | 28%    | 27%            | 22%      | 27%    | 28%                    | 20%                    | 23%            | 16%                         | 18%               | 29%                 | 35%<br>mnop      | 32%<br>mo            | 28%<br>w           | 29%<br>z                | 26%              | 20%                      | 21%                 | 25%            | 17%           | 19%  |    |
| Stay the same        | (0)    | 708      | 289        | 419       | 46        | 174       | 223              | 265               | 77        | 366                 | 125    | 253            | 202      | 100    | 153                    | 258                    | 115            | 25                          | 23                | 105                 | 156              | 26                   | 512                | 311                     | 201              | 178                      | 54                  | 44             | 80            | 17   |    |
|                      |        | 59%      | 57%        | 60%       | 64%       | 60%       | 62%              | 55%               | 64%       | 61%                 | 55%    | 59%            | 65%<br>l | 61%    | 51%                    | 63%<br>er              | 65%<br>er      | 58%                         | 48%               | 57%                 | 52%              | 60%                  | 59%                | 58%                     | 61%              | 58%                      | 56%                 | 52%            | 63%           | 65%  |    |
| Likely decrease      | (-1)   | 77       | 27         | 49        | 4         | 18        | 27               | 28                | 7         | 41                  | 19     | 25             | 16       | 10     | 26                     | 27                     | 13             | 3                           | 4                 | 19                  | 10               | 1                    | 47                 | 30                      | 17               | 27                       | 7                   | 8              | 12            | 3    |    |
|                      |        | 6%       | 5%         | 7%        | 5%        | 6%        | 7%               | 6%                | 6%        | 7%                  | 8%     | 6%             | 5%       | 6%     | 9%                     | 7%                     | 8%             | 6%                          | 8%                | 10%<br>er           | 3%               | 2%                   | 5%                 | 6%                      | 5%               | 9%                       | 7%                  | 10%            | 10%           | 10%  |    |
| Very likely decrease | (-2)   | 18       | 6          | 12        | 2         | 6         | 8                | 3                 | 2         | 13                  | 6      | 6              | 3        | 2      | 8                      | 10                     | 1              | 1                           | 1                 | 2                   | 3                | 1                    | 14                 | 3                       | 11               | 5                        | 1                   | 1              | 2             | -    |    |
|                      |        | 2%       | 1%         | 2%        | 2%        | 2%        | 2%               | 1%                | 2%        | 2%                  | 3%     | 1%             | 1%       | 1%     | 3%                     | 2%                     | 1%             | 3%                          | 1%                | 1%                  | 1%               | 2%                   | 2%                 | 3%<br>u                 | 2%               | 1%                       | 2%                  | 2%             | -             |      |    |
| NET: Decrease        |        | 95       | 33         | 62        | 5         | 24        | 35               | 31                | 9         | 55                  | 24     | 30             | 19       | 12     | 34                     | 37                     | 15             | 4                           | 5                 | 21                  | 13               | 1                    | 61                 | 33                      | 28               | 32                       | 8                   | 9              | 15            | 3    |    |
|                      |        | 8%       | 7%         | 9%        | 7%        | 8%        | 10%              | 6%                | 8%        | 9%                  | 11%    | 7%             | 6%       | 8%     | 11%                    | 9%<br>er               | 8%             | 10%                         | 9%                | 11%<br>er           | 4%               | 3%                   | 7%                 | 6%                      | 8%               | 10%                      | 8%                  | 11%            | 12%           | 10%  |    |
| Don't know           |        | 29       | 14         | 15        | 6         | 15        | 5                | 3                 | 9         | 17                  | 3      | 3              | 10       | 3      | 13                     | 9                      | 2              | 4                           | 10                | -                   | 3                | 1                    | 17                 | 12                      | 5                | 10                       | 5                   | 3              | 3             | 1    |    |
|                      |        | 2%       | 3%         | 2%        | 8%<br>efh | 5%<br>ef  | 1%               | 1%                | 7%<br>efh | 3%<br>f             | 1%     | 1%             | 3%<br>i  | 2%     | 4%<br>i                | 2%                     | 1%             | 9%<br>mnqr                  | 21%<br>mnqr       | -                   | 1%               | 2%<br>q              | 1%                 | 2%                      | 2%               | 2%                       | 3%                  | 5%             | 4%            | 2%   | 5% |
| Not applicable       |        | 11       | 4          | 7         | 8         | defh      | 3                | -                 | -         | 10                  | defh   | *              | -        | 3      | 3                      | 2                      | 3              | 6                           | 2                 | 2                   | qr               | 1                    | r                  | -                       | -                | *                        | 6                   | 4              | 3             | 3    | 1  |
| Mean                 |        | 0.27     | 0.33       | 0.23      | 0.16      | 0.23      | 0.20             | 0.36<br>cde<br>gh | 0.16      | 0.22                | 0.25   | 0.31           | 0.24     | 0.24   | 0.27                   | 0.20                   | 0.19           | 0.20                        | 0.18              | 0.23                | 0.45<br>mno      | 0.35                 | 0.29               | 0.33<br>z               | 0.22             | 0.25                     | 0.34                | 0.29           | 0.16          | 0.09 |    |
| Standard deviation   |        | 0.73     | 0.73       | 0.72      | 0.71      | 0.75      | 0.73             | 0.70              | 0.68      | 0.74                | 0.78   | 0.73           | 0.66     | 0.67   | 0.81                   | 0.75                   | 0.63           | 0.84                        | 0.75              | 0.71                | 0.72             | 0.66                 | 0.70               | 0.68                    | 0.74             | 0.79                     | 0.81                | 0.82           | 0.76          | 0.56 |    |
| Standard error       |        | 0.02     | 0.03       | 0.03      | 0.06      | 0.04      | 0.04             | 0.04              | 0.05      | 0.03                | 0.06   | 0.04           | 0.04     | 0.05   | 0.04                   | 0.04                   | 0.10           | 0.12                        | 0.07              | 0.05                | 0.06             | 0.03                 | 0.03               | 0.04                    | 0.04             | 0.09                     | 0.08                | 0.06           | 0.06          | 0.14 |    |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?





## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 55  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Home Improvements (not including buying a house)**  
**Base: All respondents**

|                      | Gender |          |            | Age       |           |           |         |           |           |                     | Social Grade |        |        |        | Working Status         |                        |                |                             |                   |                     | Tenure           |                      |                    |                         |                  |                           |                     |                |               |      |
|----------------------|--------|----------|------------|-----------|-----------|-----------|---------|-----------|-----------|---------------------|--------------|--------|--------|--------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|---------------------------|---------------------|----------------|---------------|------|
|                      | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g) | 35-64 (h) | 55+ Not Retired (i) | AB (j)       | C1 (k) | C2 (l) | DE (m) | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from coun-cil (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |      |
| Unweighted base      | 1215   | 577      | 638        | 165       | 385       | 327       | 338     | 253       | 624       | 194                 | 381          | 326    | 192    | 316    | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                        | 112                 | 178            | 19            |      |
| Weighted base        | 1215   | 509      | 706        | 81        | 293       | 362       | 480     | 131       | 605       | 226                 | 430          | 317    | 165    | 304    | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                       | 84*                 | 129            | 27**          |      |
| Base (excl NA for %) | 1054   | 448      | 605        | 67*       | 267       | 320       | 400     | 111       | 542       | 199                 | 387          | 267    | 150    | 249    | 375                    | 164                    | 36*            | 38**                        | 140*              | 262                 | 39*              | 818                  | 501                | 317                     | 214              | 75*                       | 59*                 | 81*            | 21**          |      |
| NET: Increase        | 233    | 100      | 133        | 17        | 50        | 90        | 75      | 27        | 130       | 59                  | 110          | 57     | 26     | 41     | 83                     | 44                     | 9              | 6                           | 21                | 61                  | 8                | 200                  | 118                | 82                      | 31               | 10                        | 10                  | 11             | 2             |      |
|                      | 22%    | 22%      | 22%        | 26%       | 19%       | 28%df     | 19%     | 24%       | 24%       | 29%                 | 28%kl        | 21%    | 17%    | 16%    | 22%                    | 27%                    | 25%            | 16%                         | 15%               | 23%                 | 22%              | 24%w                 | 24%z               | 26%z                    | 14%              | 14%                       | 17%                 | 13%            | 10%           |      |
| Very likely increase | (+2)   | 53       | 18         | 36        | 4         | 9         | 24      | 16        | 5         | 32                  | 11           | 29     | 9      | 6      | 23                     | 7                      | 1              | -                           | 3                 | 18                  | 2                | 46                   | 23                 | 23                      | 7                | 3                         | 1                   | 3              | -             |      |
|                      |        | 5%       | 4%         | 6%        | 6%        | 3%        | 8%      | 4%        | 5%        | 6%                  | 6%           | 7%l    | 3%     | 6%     | 2%                     | 8%                     | 2%             | -                           | 2%                | 7%                  | 4%               | 6%                   | 5%                 | 7%                      | 3%               | 5%                        | 1%                  | 4%             | -             |      |
| Likely increase      | (+1)   | 179      | 83         | 97        | 13        | 41        | 66      | 59        | 22        | 98                  | 47           | 81     | 47     | 16     | 35                     | 61                     | 8              | 6                           | 18                | 42                  | 7                | 153                  | 95                 | 59                      | 24               | 7                         | 9                   | 8              | 2             |      |
|                      |        | 17%      | 18%        | 16%       | 20%       | 15%       | 21%     | 15%       | 19%       | 18%                 | 24%          | 21%k   | 18%    | 11%    | 14%                    | 16%                    | 23%            | 16%                         | 13%               | 16%                 | 18%              | 19%w                 | 19%z               | 19%                     | 11%              | 9%                        | 16%                 | 9%             | 10%           |      |
| Stay the same        | (0)    | 612      | 278        | 334       | 35        | 146       | 173     | 258       | 59        | 295                 | 104          | 216    | 158    | 94     | 144                    | 219                    | 89             | 12                          | 14                | 92                  | 161              | 23                   | 472                | 308                     | 164              | 126                       | 42                  | 31             | 54            | 14   |
|                      |        | 58%      | 62%        | 55%       | 52%       | 55%       | 54%     | 64%cddeg  | 53%       | 54%                 | 52%          | 56%    | 59%    | 62%    | 58%                    | 58%o                   | 55%o           | 35%                         | 38%               | 66%o                | 61%o             | 60%o                 | 58%                | 61%v                    | 52%              | 59%                       | 56%                 | 52%            | 66%v          | 64%  |
| Likely decrease      | (-1)   | 102      | 38         | 64        | 8         | 30        | 25      | 39        | 10        | 53                  | 15           | 37     | 27     | 16     | 21                     | 33                     | 14             | 6                           | 7                 | 14                  | 26               | 2                    | 80                 | 45                      | 34               | 18                        | 4                   | 5              | 9             | 4    |
|                      |        | 10%      | 8%         | 11%       | 12%       | 11%       | 8%      | 10%       | 9%        | 10%                 | 8%           | 10%    | 10%    | 11%    | 8%                     | 9%                     | 8%             | 17%                         | 17%               | 10%                 | 10%              | 6%                   | 10%                | 9%                      | 11%              | 8%                        | 5%                  | 8%             | 11%           | 20%  |
| Very likely decrease | (-2)   | 57       | 14         | 43        | 3         | 21        | 19      | 14        | 7         | 35                  | 11           | 17     | 12     | 6      | 22                     | 23                     | 11             | 4                           | 4                 | 8                   | 5                | 2                    | 38                 | 12                      | 26               | 18                        | 7                   | 9              | 2             | 1    |
|                      |        | 5%       | 3%         | 7%a       | 4%        | 8%f       | 6%      | 4%        | 7%        | 7%                  | 5%           | 4%     | 5%     | 4%     | 9%                     | 6%r                    | 7%r            | 12%r                        | 11%               | 6%                  | 2%               | 4%                   | 5%                 | 2%                      | 8%u              | 8%                        | 9%u                 | 15%uz          | 3%            | 5%   |
| NET: Decrease        |        | 159      | 52         | 107       | 10        | 51        | 44      | 53        | 18        | 88                  | 26           | 54     | 40     | 23     | 43                     | 56                     | 24             | 10                          | 11                | 22                  | 32               | 4                    | 118                | 58                      | 61               | 35                        | 10                  | 13             | 12            | 5    |
|                      |        | 15%      | 12%        | 18%a      | 16%       | 19%       | 14%     | 13%       | 16%       | 16%                 | 13%          | 14%    | 15%    | 17%    | 15%                    | 15%                    | 29%mnrs        | 28%                         | 16%               | 12%                 | 10%              | 14%                  | 12%                | 19%u                    | 16%              | 14%                       | 23%u                | 14%            | 26%           |      |
| Don't know           |        | 50       | 19         | 32        | 5         | 20        | 12      | 14        | 7         | 29                  | 5            | 8      | 13     | 9      | 21                     | 16                     | 4              | 7                           | 5                 | 9                   | 3                | 28                   | 18                 | 11                      | 22               | 12                        | 5                   | 5              | -             |      |
|                      |        | 5%       | 4%         | 5%        | 7%        | 8%f       | 4%      | 3%        | 7%        | 5%                  | 2%           | 5%     | 6%     | 6%     | 8%l                    | 4%                     | 4%             | 11%r                        | 18%               | 4%                  | 3%               | 8%                   | 3%                 | 4%                      | 3%               | 10%t                      | 16%uv               | 8%             | 6%            | -    |
| Not applicable       |        | 161      | 60         | 101       | 14dh      | 26        | 42      | 80dh      | 19d       | 62                  | 27           | 42     | 50ik   | 14     | 55ik                   | 39                     | 14             | 10mnr                       | 11                | 45mnrs              | 37               | 5                    | 60                 | 42                      | 18               | 96t                       | 23uv                | 25uv           | 48uvx         | 6    |
| Mean                 |        | 0.07     | 0.12       | 0.03      | 0.13      | -0.05     | 0.17d   | 0.06      | 0.07      | 0.08                | 0.18         | 0.18l  | 0.05   | 0.04   | -0.08                  | 0.08                   | -0.15          | -0.28                       | -0.05             | 0.17o               | 0.12             | 0.11w                | 0.15y              | 0.06                    | -0.08            | -0.05                     | -0.21               | -0.01          | -0.21         |      |
| Standard deviation   |        | 0.85     | 0.75       | 0.91      | 0.86      | 0.88      | 0.91    | 0.75      | 0.89      | 0.90                | 0.88         | 0.87   | 0.79   | 0.82   | 0.86                   | 0.88                   | 0.87           | 1.05                        | 0.94              | 0.75                | 0.79             | 0.78                 | 0.84               | 0.75                    | 0.97             | 0.85                      | 0.90                | 0.96           | 0.71          | 0.71 |
| Standard error       |        | 0.03     | 0.03       | 0.04      | 0.08      | 0.05      | 0.06    | 0.05      | 0.06      | 0.04                | 0.07         | 0.05   | 0.05   | 0.06   | 0.06                   | 0.05                   | 0.06           | 0.14                        | 0.17              | 0.09                | 0.05             | 0.08                 | 0.03               | 0.04                    | 0.06             | 0.05                      | 0.11                | 0.11           | 0.07          | 0.19 |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 56  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Mobile phone**  
**Base: All respondents**

|                      | Gender |          | Age        |           |           |           |         |           |           | Social Grade        |        |        |        | Working Status |                        |                        |                |                             |                   | Tenure              |                  |                      |                    |                         |                  |                          |                     |                |               |     |     |
|----------------------|--------|----------|------------|-----------|-----------|-----------|---------|-----------|-----------|---------------------|--------|--------|--------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|-----|-----|
|                      | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g) | 35-64 (h) | 55+ Not Retired (i) | AB (j) | C1 (k) | C2 (l) | DE (m)         | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |     |     |
| Unweighted base      | 1215   | 577      | 638        | 165       | 385       | 327       | 338     | 253       | 624       | 194                 | 381    | 326    | 192    | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |     |     |
| Weighted base        | 1215   | 509      | 706        | 81        | 293       | 362       | 480     | 131       | 605       | 226                 | 430    | 317    | 165    | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |     |     |
| Base (excl NA for %) | 1193   | 501      | 692        | 79        | 292       | 355       | 467     | 128       | 598       | 224                 | 428    | 311    | 163    | 291            | 411                    | 178                    | 43*            | 48*                         | 172*              | 297                 | 43*              | 860                  | 528                | 332                     | 306              | 95*                      | 84*                 | 128            | 26**          |     |     |
| NET: Increase        | 72     | 35       | 37         | 6         | 19        | 19        | 27      | 10        | 34        | 13                  | 26     | 18     | 8      | 20             | 22                     | 9                      | 3              | 4                           | 11                | 18                  | 4                | 54                   | 35                 | 20                      | 17               | 4                        | 7                   | 7              | -             |     |     |
|                      | 6%     | 7%       | 5%         | 7%        | 7%        | 5%        | 6%      | 8%        | 6%        | 6%                  | 6%     | 6%     | 5%     | 7%             | 5%                     | 7%                     | 8%             | 6%                          | 6%                | 10%                 | 6%               | 7%                   | 6%                 | 6%                      | 4%               | 8%                       | 5%                  | -              |               |     |     |
| Very likely increase | (+2)   | 4        | 1          | 3         | *         | 1         | *       | *         | 2         | 1                   | 1      | 1      | -      | 2              | *                      | 2                      | -              | -                           | 2                 | -                   | -                | 4                    | 3                  | 1                       | *                | -                        | *                   | -              | -             |     |     |
|                      | *      | *        | *          | *         | *         | *         | *       | *         | *         | *                   | *      | *      | -      | 1%             | *                      | 1%                     | -              | -                           | 1%                | -                   | -                | *                    | *                  | *                       | -                | *                        | -                   | -              |               |     |     |
| Likely increase      | (+1)   | 68       | 34         | 34        | 6         | 18        | 18      | 25        | 10        | 33                  | 12     | 25     | 17     | 8              | 18                     | 7                      | 3              | 4                           | 9                 | 18                  | 4                | 51                   | 32                 | 19                      | 17               | 4                        | 6                   | 7              | -             |     |     |
|                      | 6%     | 7%       | 5%         | 7%        | 6%        | 5%        | 5%      | 7%        | 5%        | 5%                  | 6%     | 5%     | 5%     | 6%             | 4%                     | 7%                     | 8%             | 5%                          | 6%                | 10%                 | 6%               | 6%                   | 6%                 | 5%                      | 4%               | 8%                       | 5%                  | -              |               |     |     |
| Stay the same        | (0)    | 997      | 419        | 578       | 64        | 229       | 293     | 411       | 102       | 485                 | 191    | 361    | 272    | 138            | 226                    | 336                    | 152            | 32                          | 36                | 142                 | 264              | 35                   | 724                | 466                     | 259              | 246                      | 72                  | 65             | 110           | 26  |     |
|                      | 84%    | 84%      | 84%        | 80%       | 79%       | 83%       | 88%     | cdgh      | 79%       | 81%                 | 85%    | 84%    | 87%    | 85%            | 82%                    | 85%                    | 75%            | 74%                         | 82%               | 89%                 | mop              | 81%                  | 84%                | 88%                     | vxxy             | 78%                      | 80%                 | 77%            | 77%           | 85% | 98% |
| Likely decrease      | (-1)   | 67       | 27         | 40        | 7         | 25        | 22      | 13        | 11        | 42                  | 11     | 31     | 11     | 10             | 14                     | 30                     | 10             | 3                           | 5                 | 7                   | 9                | 2                    | 48                 | 15                      | 33               | 18                       | 4                   | 7              | 6             | 1   |     |
|                      | 6%     | 5%       | 6%         | 8%        | 8%        | 6%        | 3%      | 9%        | 7%        | 5%                  | 7%     | 4%     | 6%     | 5%             | 7%                     | 6%                     | 7%             | 10%                         | 4%                | 3%                  | 4%               | 6%                   | 3%                 | 10%                     | 6%               | 3%                       | 9%                  | 5%             | 1             |     |     |
| Very likely decrease | (-2)   | 26       | 7          | 19        | 1         | 9         | 10      | 6         | 1         | 19                  | 5      | 5      | 7      | *              | 14                     | 10                     | 2              | -                           | 6                 | 1                   | 2                | 18                   | 5                  | 13                      | 8                | 3                        | 1                   | 4              | -             |     |     |
|                      | 2%     | 1%       | 3%         | 1%        | 3%        | 3%        | 1%      | 1%        | 3%        | 2%                  | 1%     | 2%     | *      | 5%             | ik                     | 2%                     | 4%             | -                           | 4%                | 1                   | 4%               | 2%                   | 1%                 | 4%                      | 3%               | 3%                       | 1%                  | 3%             | -             |     |     |
| NET: Decrease        | 93     | 34       | 59         | 8         | 34        | 31        | 20      | 12        | 61        | 15                  | 35     | 18     | 11     | 29             | 41                     | 15                     | 5              | 5                           | 13                | 10                  | 3                | 66                   | 20                 | 46                      | 26               | 7                        | 8                   | 11             | 1             |     |     |
|                      | 8%     | 7%       | 8%         | 10%       | 12%       | 9%        | 4%      | 10%       | 10%       | 7%                  | 8%     | 6%     | 7%     | 10%            | 10%                    | 9%                     | 11%            | 10%                         | 8%                | 3%                  | 8%               | 8%                   | 4%                 | 14%                     | 8%               | 8%                       | 10%                 | 8%             | 2%            |     |     |
| Don't know           | 32     | 13       | 18         | 2         | 9         | 11        | 9       | 4         | 18        | 6                   | 6      | 4      | 5      | 17             | 12                     | 2                      | 3              | 4                           | 6                 | 4                   | 1                | 15                   | 7                  | 8                       | 17               | 11                       | 4                   | 1              | -             |     |     |
|                      | 3%     | 3%       | 3%         | 3%        | 3%        | 3%        | 2%      | 3%        | 3%        | 2%                  | 1%     | 1%     | 3%     | 6%             | ij                     | 3%                     | 7%             | 8%                          | 4%                | 1%                  | 1%               | 2%                   | 1%                 | 2%                      | 5%               | 12%                      | uvz                 | 5%             | 1%            |     |     |
| Not applicable       | 22     | 7        | 15         | 2         | 1         | 6         | 13      | 2         | 7         | 2                   | 1      | 6      | 2      | 13             | 3                      | -                      | 3              | 1                           | 13                | 2                   | 1                | 18                   | 15                 | 2                       | 4                | 3                        | *                   | 1              | 1             |     |     |
| Mean                 | -0.04  | -0.01    | -0.06      | -0.03     | -0.08     | -0.06     | 0.01    | dh        | -0.02     | -0.07               | -0.03  | -0.03  | -0.02  | -0.02          | -0.08                  | -0.07                  | -0.06          | -0.08                       | -0.02             | 0.02                | -0.01            | -0.03                | 0.02               | -0.12                   | -0.06            | -0.08                    | -0.02               | -0.06          | -0.02         |     |     |
| Standard deviation   | 0.47   | 0.44     | 0.49       | 0.48      | 0.54      | 0.49      | 0.39    | 0.46      | 0.52      | 0.45                | 0.43   | 0.44   | 0.36   | 0.59           | 0.48                   | 0.51                   | 0.57           | 0.45                        | 0.54              | 0.33                | 0.55             | 0.47                 | 0.39               | 0.56                    | 0.48             | 0.48                     | 0.48                | 0.49           | 0.15          |     |     |
| Standard error       | 0.01   | 0.02     | 0.02       | 0.04      | 0.03      | 0.03      | 0.02    | 0.03      | 0.02      | 0.03                | 0.02   | 0.02   | 0.03   | 0.03           | 0.02                   | 0.03                   | 0.07           | 0.07                        | 0.06              | 0.02                | 0.05             | 0.02                 | 0.02               | 0.03                    | 0.03             | 0.05                     | 0.05                | 0.04           | 0.04          |     |     |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 57  
Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?

**Broadband**  
Base: All respondents

|                           | Gender |          | Age        |           |                 |                   |         | Social Grade    |           |                     |        | Working Status |                  |                 |                        |                        | Tenure            |                             |                   |                     |                  |                      |                    |                         |                  |                          |                     |                 |               |
|---------------------------|--------|----------|------------|-----------|-----------------|-------------------|---------|-----------------|-----------|---------------------|--------|----------------|------------------|-----------------|------------------------|------------------------|-------------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|-----------------|---------------|
|                           | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d)       | 50-64 (e)         | 65+ (f) | 18-34 (g)       | 35-64 (h) | 55+ Not Retired (i) | AB (j) | C1 (k)         | C2 (l)           | DE (m)          | Full time employed (n) | Part time employed (o) | Unemployed (p)    | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A)  | Rent free (A) |
| Unweighted base           | 1215   | 577      | 638        | 165       | 385             | 327               | 338     | 253             | 624       | 194                 | 381    | 326            | 192              | 316             | 390                    | 226                    | 83                | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178             | 19            |
| Weighted base             | 1215   | 509      | 706        | 81        | 293             | 362               | 480     | 131             | 605       | 226                 | 430    | 317            | 165              | 304             | 414                    | 178                    | 46*               | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129             | 27**          |
| Base (exl NA for %)       | 1189   | 505      | 684        | 72*       | 288             | 356               | 473     | 122             | 594       | 224                 | 426    | 308            | 161              | 295             | 408                    | 173                    | 42*               | 46*                         | 182*              | 295                 | 44*              | 864                  | 537                | 327                     | 299              | 95*                      | 82*                 | 123             | 26**          |
| NET: Increase             | 131    | 61       | 70         | 7         | 29              | 25                | 70      | 10              | 51        | 18                  | 54     | 28             | 19               | 29              | 36                     | 12                     | 3                 | 2                           | 17                | 54                  | 7                | 103                  | 73                 | 30                      | 27               | 11                       | 9                   | 7               | -             |
|                           | 11%    | 12%      | 10%        | 10%       | 10%             | 7%                | 15%eh   | 8%              | 9%        | 8%                  | 13%    | 9%             | 12%              | 10%             | 9%                     | 7%                     | 7%                | 4%                          | 9%                | 18% <sup>mnpq</sup> | 5% <sup>n</sup>  | 12%                  | 14% <sup>z</sup>   | 9%                      | 9%               | 12%                      | 11%                 | 5%              | -             |
| Very likely increase (+2) | 12     | 4        | 8          | 1         | 3               | 1                 | 8       | 2               | 2         | 1                   | 2      | -              | 4                | 7               | 3                      | 1                      | -                 | -                           | 6                 | 2                   | 1                | 8                    | 7                  | 1                       | 4                | 1                        | 2                   | 1               | -             |
|                           | 1%     | 1%       | 1%         | 1%        | 1%              | *                 | 2%      | 1%              | *         | *                   | *      | -              | 2% <sup>ij</sup> | 2% <sup>j</sup> | 1%                     | 1%                     | -                 | -                           | 3%                | 1%                  | 1%               | 1%                   | 1%                 | *                       | 1%               | 1%                       | 3%                  | 1%              | -             |
| Likely increase (+1)      | 118    | 57       | 62         | 6         | 26              | 25                | 61      | 9               | 48        | 18                  | 52     | 28             | 15               | 23              | 34                     | 11                     | 3                 | 2                           | 11                | 52                  | 6                | 95                   | 66                 | 29                      | 24               | 11                       | 7                   | 6               | -             |
|                           | 10%    | 11%      | 9%         | 9%        | 9%              | 7%                | 13%eh   | 7%              | 8%        | 8%                  | 12%    | 9%             | 9%               | 8%              | 8%                     | 6%                     | 7%                | 4%                          | 6%                | 18% <sup>mnpq</sup> | 4% <sup>n</sup>  | 11%                  | 12% <sup>z</sup>   | 9%                      | 8%               | 11%                      | 8%                  | 5%              | -             |
| Stay the same (0)         | 955    | 404      | 552        | 56        | 225             | 304               | 370     | 99              | 486       | 191                 | 339    | 251            | 134              | 232             | 335                    | 144                    | 34                | 38                          | 150               | 222                 | 33               | 697                  | 435                | 262                     | 234              | 69                       | 63                  | 102             | 24            |
|                           | 80%    | 80%      | 81%        | 79%       | 78%             | 85% <sup>df</sup> | 78%     | 81%             | 82%       | 85%                 | 80%    | 81%            | 84%              | 79%             | 82%                    | 83%                    | 82%               | 83%                         | 82%               | 75%                 | 76%              | 81%                  | 81%                | 80%                     | 78%              | 72%                      | 77%                 | 84%             | 94%           |
| Likely decrease (-1)      | 55     | 24       | 31         | 4         | 16              | 19                | 17      | 5               | 34        | 6                   | 20     | 19             | 5                | 12              | 23                     | 12                     | *                 | -                           | 6                 | 13                  | 2                | 39                   | 18                 | 21                      | 15               | 7                        | 3                   | 5               | 1             |
|                           | 5%     | 5%       | 5%         | 6%        | 6%              | 5%                | 3%      | 4%              | 6%        | 3%                  | 5%     | 6%             | 3%               | 4%              | 6%                     | 7%                     | 1%                | -                           | 3%                | 4%                  | 4%               | 5%                   | 3%                 | 7%                      | 5%               | 7%                       | 3%                  | 4%              | 2%            |
| Very likely decrease (-2) | 14     | 6        | 8          | 1         | 6               | 4                 | 2       | 2               | 10        | 3                   | 3      | 2              | 1                | 8               | 6                      | 2                      | *                 | 2                           | 2                 | 1                   | 1                | 8                    | 4                  | 4                       | 6                | 1                        | 3                   | 2               | -             |
|                           | 1%     | 1%       | 1%         | 2%        | 2%              | 1%                | 1%      | 2%              | 2%        | 2%                  | 1%     | 1%             | 1%               | 3%              | 1%                     | 1%                     | 5% <sup>r</sup>   | 1%                          | *                 | 2% <sup>r</sup>     | 1%               | 1%                   | 1%                 | 2%                      | 1%               | 4% <sup>u</sup>          | 1%                  | -               |               |
| NET: Decrease             | 69     | 31       | 39         | 5         | 23              | 22                | 19      | 7               | 44        | 10                  | 23     | 21             | 5                | 20              | 29                     | 14                     | 1                 | 2                           | 7                 | 13                  | 3                | 47                   | 22                 | 25                      | 21               | 8                        | 6                   | 7               | 1             |
|                           | 6%     | 6%       | 6%         | 8%        | 8% <sup>f</sup> | 6%                | 4%      | 6%              | 7%        | 4%                  | 5%     | 7%             | 3%               | 7%              | 8%                     | 8%                     | 2%                | 5%                          | 4%                | 5%                  | 7%               | 5%                   | 4%                 | 8%                      | 7%               | 9%                       | 7%                  | 6%              | 2%            |
| Don't know                | 34     | 10       | 24         | 3         | 12              | 5                 | 15      | 6               | 13        | 5                   | 10     | 8              | 2                | 13              | 8                      | 4                      | 4                 | 4                           | 8                 | 6                   | 1                | 16                   | 7                  | 9                       | 17               | 7                        | 3                   | 6               | 1             |
|                           | 3%     | 2%       | 3%         | 4%        | 4%              | 1%                | 3%      | 5% <sup>e</sup> | 2%        | 2%                  | 2%     | 3%             | 1%               | 5%              | 2%                     | 2%                     | 9% <sup>mnr</sup> | 8% <sup>mr</sup>            | 4%                | 2%                  | 2%               | 2%                   | 1%                 | 3%                      | 6% <sup>t</sup>  | 7% <sup>u</sup>          | 4%                  | 5% <sup>u</sup> | 4%            |
| Not applicable            | 26     | 3        | 23a        | 9defh     | 5               | 5                 | 6       | 9defh           | 11        | 2                   | 4      | 8              | 4                | 9               | 6                      | 5                      | 3m <sup>qrs</sup> | 3mr                         | 2                 | 5                   | *                | 14                   | 7                  | 7                       | 11               | 2                        | 2                   | 7u              | 1             |
| Mean                      | 0.05   | 0.06     | 0.05       | 0.02      | 0.01            | *                 | 0.12deh | 0.03            | *         | 0.03                | 0.07   | 0.02           | 0.10             | 0.03            | 0.01                   | -0.02                  | 0.05              | -0.07                       | 0.08              | 0.15mn              | 0.08             | 0.07                 | 0.10vz             | 0.01                    | 0.01             | 0.03                     | 0.03                | -0.01           | -0.02         |
| Standard deviation        | 0.49   | 0.50     | 0.48       | 0.54      | 0.53            | 0.42              | 0.50    | 0.49            | 0.47      | 0.43                | 0.46   | 0.43           | 0.49             | 0.58            | 0.48                   | 0.45                   | 0.36              | 0.51                        | 0.51              | 0.50                | 0.58             | 0.48                 | 0.48               | 0.47                    | 0.53             | 0.54                     | 0.64                | 0.43            | 0.16          |
| Standard error            | 0.01   | 0.02     | 0.02       | 0.05      | 0.03            | 0.02              | 0.03    | 0.03            | 0.02      | 0.03                | 0.02   | 0.02           | 0.04             | 0.03            | 0.02                   | 0.03                   | 0.04              | 0.08                        | 0.05              | 0.03                | 0.05             | 0.02                 | 0.02               | 0.03                    | 0.03             | 0.06                     | 0.06                | 0.03            | 0.04          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 58  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Television packages**  
**Base: All respondents**

|                           | Gender |          | Age        |           |           |           |         | Social Grade |           |                     |        | Working Status |        |        |                        |                        | Tenure         |                             |                   |                     |                  |                      |                    |                         |                  |                          |                     |                |               |
|---------------------------|--------|----------|------------|-----------|-----------|-----------|---------|--------------|-----------|---------------------|--------|----------------|--------|--------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                           | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g)    | 35-64 (h) | 55+ Not Retired (i) | AB (j) | C1 (k)         | C2 (l) | DE (m) | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base           | 593    | 297      | 296        | 81        | 201       | 160       | 151     | 125          | 317       | 85                  | 193    | 164            | 92     | 144    | 204                    | 111                    | 45             | 17                          | 47                | 118                 | 51               | 400                  | 248                | 152                     | 185              | 48                       | 47                  | 90             | 8             |
| Weighted base             | 583    | 265      | 319        | 41*       | 160       | 169       | 213     | 66*          | 304       | 95*                 | 212    | 152            | 79*    | 141*   | 211                    | 85*                    | 24*            | 20**                        | 89*               | 135*                | 20*              | 426                  | 266                | 161                     | 146              | 48*                      | 35**                | 63*            | 11**          |
| Base (excl NA for %)      | 424    | 204      | 220        | 31*       | 137       | 125*      | 132*    | 51*          | 241       | 63*                 | 171    | 107*           | 54*    | 92*    | 173                    | 62*                    | 13**           | 17**                        | 58**              | 85*                 | 16**             | 314                  | 175                | 139*                    | 104*             | 38**                     | 25**                | 42*            | 6**           |
| NET: Increase             | 43     | 23       | 20         | 2         | 10        | 12        | 18      | 3            | 22        | 9                   | 17     | 12             | 5      | 8      | 16                     | 4                      | 1              | 2                           | 4                 | 14                  | 2                | 31                   | 21                 | 10                      | 12               | 7                        | 3                   | 2              | -             |
|                           | 10%    | 11%      | 9%         | 8%        | 8%        | 9%        | 14%     | 6%           | 9%        | 14%                 | 10%    | 12%            | 9%     | 9%     | 9%                     | 7%                     | 10%            | 10%                         | 6%                | 17%                 | 12%              | 10%                  | 12%                | 7%                      | 11%              | 18%                      | 12%                 | 5%             | -             |
| Very likely increase (+2) | 5      | 1        | 4          | 1         | 1         | -         | 4       | 1            | 1         | 2                   | 4      | -              | 1      | -      | 2                      | 2                      | -              | -                           | 1                 | -                   | 4                | 4                    | -                  | 1                       | -                | *                        | 1                   | -              |               |
|                           | 1%     | 1%       | 2%         | 2%        | 1%        | -         | 3%      | 1%           | *         | 3%                  | 2%     | -              | 2%     | -      | 1%                     | 3%                     | -              | -                           | 2%                | -                   | -                | 1%                   | 2%                 | -                       | 1%               | -                        | 1%                  | 2%             | -             |
| Likely increase (+1)      | 38     | 21       | 16         | 2         | 10        | 12        | 15      | 2            | 21        | 7                   | 14     | 12             | 4      | 8      | 14                     | 2                      | 1              | 2                           | 4                 | 13                  | 2                | 27                   | 17                 | 10                      | 10               | 7                        | 3                   | 1              | -             |
|                           | 9%     | 10%      | 7%         | 5%        | 7%        | 9%        | 11%     | 4%           | 9%        | 11%                 | 8%     | 12%            | 7%     | 9%     | 8%                     | 4%                     | 10%            | 10%                         | 6%                | 15%                 | 12%              | 9%                   | 10%                | 7%                      | 10%              | 18%                      | 11%                 | 3%             | -             |
| Stay the same (0)         | 311    | 147      | 163        | 22        | 104       | 94        | 90      | 40           | 180       | 43                  | 126    | 77             | 42     | 65     | 130                    | 47                     | 9              | 12                          | 40                | 60                  | 12               | 233                  | 130                | 102                     | 72               | 21                       | 19                  | 32             | 6             |
|                           | 73%    | 72%      | 74%        | 73%       | 76%       | 76%       | 68%     | 79%          | 75%       | 68%                 | 73%    | 73%            | 79%    | 71%    | 75%                    | 76%                    | 68%            | 74%                         | 69%               | 71%                 | 79%              | 74%                  | 74%                | 74%                     | 69%              | 56%                      | 76%                 | 76%            | 100%          |
| Likely decrease (-1)      | 39     | 19       | 19         | 2         | 9         | 12        | 15      | 3            | 21        | 9                   | 15     | 12             | 5      | 7      | 17                     | 4                      | -              | 1                           | 8                 | 8                   | *                | 30                   | 16                 | 14                      | 9                | 4                        | 2                   | 4              | -             |
|                           | 9%     | 10%      | 9%         | 8%        | 7%        | 10%       | 11%     | 5%           | 9%        | 14%                 | 9%     | 11%            | 9%     | 7%     | 10%                    | 7%                     | -              | 6%                          | 14%               | 9%                  | 2%               | 10%                  | 9%                 | 10%                     | 9%               | 10%                      | 8%                  | 8%             | -             |
| Very likely decrease (-2) | 18     | 8        | 11         | 1         | 10        | 4         | 4       | 1            | 13        | -                   | 8      | 3              | 1      | 7      | 7                      | 5                      | 1              | -                           | 4                 | 1                   | 1                | 13                   | 3                  | 9                       | 6                | 4                        | -                   | 2              | -             |
|                           | 4%     | 4%       | 5%         | 3%        | 7%        | 3%        | 3%      | 2%           | 6%        | -                   | 5%     | 2%             | 1%     | 8%     | 4%                     | 9%                     | 8%             | -                           | 7%                | 1%                  | 7%               | 4%                   | 2%                 | 7%                      | 5%               | 9%                       | -                   | 5%             | -             |
| NET: Decrease             | 57     | 27       | 30         | 3         | 19        | 16        | 19      | 4            | 34        | 9                   | 23     | 14             | 6      | 14     | 24                     | 9                      | 1              | 1                           | 12                | 8                   | 1                | 43                   | 20                 | 23                      | 15               | 7                        | 2                   | 6              | -             |
|                           | 14%    | 13%      | 14%        | 11%       | 14%       | 13%       | 14%     | 8%           | 14%       | 14%                 | 13%    | 10%            | 15%    | 14%    | 15%                    | 8%                     | 6%             | 21%                         | 10%               | 9%                  | 14%              | 11%                  | 17%                | 14%                     | 19%              | 8%                       | 13%                 | -              |               |
| Don't know                | 13     | 6        | 7          | 2         | 4         | 2         | 5       | 4            | 5         | 2                   | 5      | 2              | 1      | 5      | 4                      | 2                      | 2              | 2                           | 3                 | 3                   | -                | 8                    | 4                  | 3                       | 6                | 3                        | 1                   | 2              | -             |
|                           | 3%     | 3%       | 3%         | 8%h       | 4%        | 2%        | 4%      | 8%h          | 2%        | 4%                  | 3%     | 2%             | 2%     | 6%     | 2%                     | 1%                     | 10%            | 4%                          | 3%                | -                   | 2%               | 3%                   | 2%                 | 6%                      | 7%               | 3%                       | 6%                  | -              |               |
| Not applicable            | 159    | 61       | 98a        | 10d       | 24        | 44d       | 81cdegh | 16d          | 63        | 32                  | 41     | 45i            | 25i    | 48i    | 38                     | 23m                    | 11             | 3                           | 31                | 50mn                | 4                | 113                  | 91v                | 22                      | 42               | 10                       | 10                  | 21v            | 5             |
| Mean                      | -0.07  | -0.06    | -0.08      | -0.05     | -0.13     | -0.07     | -0.01   | -0.04        | -0.11     | 0.03                | -0.06  | -0.04          | *      | -0.16  | -0.08                  | -0.14                  | -0.08          | 0.04                        | -0.22             | 0.08                | -0.03            | -0.07                | 0.01               | -0.16                   | -0.08            | -0.12                    | 0.06                | -0.12          | 0.00          |
| Standard deviation        | 0.64   | 0.63     | 0.65       | 0.63      | 0.66      | 0.57      | 0.68    | 0.52         | 0.64      | 0.63                | 0.68   | 0.58           | 0.55   | 0.70   | 0.61                   | 0.76                   | 0.74           | 0.44                        | 0.67              | 0.58                | 0.66             | 0.63                 | 0.60               | 0.66                    | 0.69             | 0.84                     | 0.51                | 0.65           | 0.00          |
| Standard error            | 0.03   | 0.04     | 0.05       | 0.09      | 0.05      | 0.05      | 0.07    | 0.06         | 0.04      | 0.09                | 0.06   | 0.05           | 0.07   | 0.07   | 0.05                   | 0.09                   | 0.16           | 0.13                        | 0.12              | 0.07                | 0.10             | 0.04                 | 0.05               | 0.06                    | 0.06             | 0.15                     | 0.09                | 0.09           | 0.00          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 59  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Online entertainment subscriptions**  
**Base: All respondents**

|                           | Gender |          | Age        |           |           |           |         |           |           | Social Grade        |        |        |        | Working Status |                        |                        |                |                             |                   | Tenure              |                  |                      |                    |                         |                  |                          |                     |                |               |
|---------------------------|--------|----------|------------|-----------|-----------|-----------|---------|-----------|-----------|---------------------|--------|--------|--------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                           | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g) | 35-64 (h) | 55+ Not Retired (i) | AB (j) | C1 (k) | C2 (l) | DE (m)         | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base           | 593    | 297      | 296        | 81        | 201       | 160       | 151     | 125       | 317       | 85                  | 193    | 164    | 92     | 144            | 204                    | 111                    | 45             | 17                          | 47                | 118                 | 51               | 400                  | 248                | 152                     | 185              | 48                       | 47                  | 90             | 8             |
| Weighted base             | 583    | 265      | 319        | 41*       | 160       | 169       | 213     | 66*       | 304       | 95*                 | 212    | 152    | 79*    | 141*           | 211                    | 85*                    | 24*            | 20**                        | 89*               | 135*                | 20*              | 426                  | 266                | 161                     | 146              | 48*                      | 35**                | 63*            | 11**          |
| Base (excl NA for %)      | 356    | 180      | 177        | 37*       | 134       | 109*      | 77*     | 58*       | 222       | 56*                 | 143*   | 96*    | 51*    | 67*            | 166                    | 64*                    | 16**           | 13**                        | 22**              | 61*                 | 15**             | 259                  | 135                | 124*                    | 90*              | 31**                     | 20**                | 39*            | 7**           |
| NET: Increase             | 30     | 16       | 14         | 4         | 16        | 5         | 6       | 5         | 19        | 5                   | 16     | 10     | 2      | 2              | 17                     | 6                      | 1              | -                           | -                 | 5                   | 1                | 23                   | 8                  | 15                      | 7                | 3                        | 2                   | 2              | -             |
|                           | 9%     | 9%       | 8%         | 11%       | 12%       | 4%        | 7%      | 9%        | 9%        | 11%                 | 11%    | 3%     | 3%     | 10%            | 10%                    | 8%                     | -              | -                           | 7%                | 7%                  | 9%               | 6%                   | 12%                | 8%                      | 9%               | 12%                      | 6%                  | -              |               |
| Very likely increase (+2) | 4      | 1        | 3          | 1         | 1         | -         | 2       | 1         | 1         | 2                   | 2      | 1      | 1      | 2              | 2                      | -                      | -              | -                           | -                 | -                   | 3                | 2                    | 1                  | 1                       | -                | *                        | 1                   | -              |               |
|                           | 1%     | *        | 2%         | 3%        | 1%        | -         | 3%      | 2%        | *         | 4%                  | 2%     | 1%     | 2%     | -              | 1%                     | 3%                     | -              | -                           | -                 | -                   | -                | 1%                   | 2%                 | 1%                      | -                | 2%                       | 2%                  | -              |               |
| Likely increase (+1)      | 26     | 15       | 11         | 3         | 15        | 5         | 4       | 4         | 19        | 3                   | 14     | 10     | 1      | 2              | 15                     | 4                      | 1              | -                           | -                 | 5                   | 1                | 20                   | 6                  | 14                      | 6                | 3                        | 2                   | 1              | -             |
|                           | 7%     | 9%       | 6%         | 7%        | 11%       | 4%        | 5%      | 7%        | 8%        | 5%                  | 10%    | 10%    | 1%     | 3%             | 9%                     | 7%                     | 8%             | -                           | -                 | 7%                  | 8%               | 4%                   | 11%                | 7%                      | 9%               | 10%                      | 4%                  | -              |               |
| Stay the same (0)         | 277    | 139      | 138        | 29        | 97        | 92        | 60      | 46        | 172       | 42                  | 105    | 73     | 43     | 56             | 126                    | 48                     | 12             | 12                          | 16                | 51                  | 13               | 202                  | 114                | 88                      | 69               | 22                       | 16                  | 31             | 6             |
|                           | 78%    | 78%      | 78%        | 77%       | 73%       | 84%       | 78%     | 79%       | 77%       | 74%                 | 74%    | 76%    | 85%    | 84%            | 76%                    | 75%                    | 74%            | 87%                         | 71%               | 85%                 | 89%              | 78%                  | 84%v               | 71%                     | 77%              | 72%                      | 80%                 | 78%            | 93%           |
| Likely decrease (-1)      | 27     | 16       | 11         | *         | 12        | 11        | 4       | *         | 23        | 8                   | 14     | 7      | 4      | 3              | 16                     | 5                      | 1              | -                           | 2                 | 3                   | 1                | 20                   | 5                  | 14                      | 7                | 4                        | *                   | 4              | -             |
|                           | 8%     | 9%       | 6%         | *         | 9%g       | 10%cg     | 5%      | 1%        | 10%cg     | 14%                 | 10%    | 7%     | 7%     | 4%             | 10%                    | 5%                     | 4%             | -                           | 7%                | 6%                  | 4%               | 8%                   | 4%                 | 12%                     | 8%               | 12%                      | 1%                  | 9%             | -             |
| Very likely decrease (-2) | 9      | 3        | 6          | 1         | 4         | 1         | 2       | 1         | 6         | -                   | 6      | 2      | 1      | 1              | 4                      | 3                      | 1              | -                           | 2                 | -                   | -                | 8                    | 4                  | 4                       | 1                | -                        | -                   | 1              | *             |
|                           | 3%     | 2%       | 3%         | 4%        | 3%        | 1%        | 3%      | 3%        | 3%        | -                   | 4%     | 2%     | 2%     | 1%             | 2%                     | 4%                     | 4%             | -                           | 10%               | -                   | -                | 3%                   | 3%                 | 4%                      | 1%               | -                        | -                   | 2%             | 7%            |
| NET: Decrease             | 36     | 19       | 17         | 2         | 16        | 13        | 6       | 2         | 28        | 8                   | 19     | 9      | 5      | 3              | 20                     | 7                      | 1              | -                           | 4                 | 3                   | 1                | 28                   | 9                  | 19                      | 8                | 4                        | *                   | 4              | *             |
|                           | 10%    | 11%      | 10%        | 4%        | 12%g      | 12%       | 8%      | 3%        | 13%g      | 14%                 | 14%    | 9%     | 9%     | 5%             | 12%                    | 12%                    | 8%             | -                           | 17%               | 6%                  | 4%               | 11%                  | 7%                 | 15%                     | 9%               | 12%                      | 1%                  | 11%            | 7%            |
| Don't know                | 12     | 5        | 7          | 3         | 4         | -         | 5       | 5         | 2         | 1                   | 2      | 4      | 2      | 5              | 3                      | 2                      | 2              | 2                           | 3                 | 1                   | -                | 7                    | 4                  | 3                       | 6                | 2                        | 1                   | 2              | -             |
|                           | 3%     | 3%       | 4%         | 8%eh      | 3%        | -         | 7%eh    | 9%eh      | 1%        | 2%                  | 1%     | 4%     | 3%     | 8%i            | 2%                     | 4%                     | 11%            | 13%                         | 12%               | 2%                  | -                | 3%                   | 3%                 | 2%                      | 6%               | 8%                       | 7%                  | 5%             | -             |
| Not applicable            | 227    | 85       | 142a       | 4         | 27        | 60cdgh    | 136dh   | 9         | 82cdg     | 39                  | 69     | 56     | 28     | 74ijk          | 45                     | 21                     | 8              | 6                           | 67                | 74mn                | 5                | 167                  | 130vz              | 37                      | 55               | 17                       | 15                  | 24v            | 4             |
| Mean                      | -0.03  | -0.03    | -0.03      | 0.06      | -0.03     | -0.08     | *       | 0.06      | -0.06     | -0.02               | -0.04  | *      | -0.06  | -0.03          | -0.03                  | -0.04                  | 0.00           | -0.30                       | 0.02              | 0.02                | -0.04            | -0.02                | -0.06              | *                       | -0.03            | 0.15                     | -0.06               | -0.13          |               |
| Standard deviation        | 0.56   | 0.52     | 0.59       | 0.63      | 0.61      | 0.44      | 0.58    | 0.54      | 0.55      | 0.60                | 0.65   | 0.56   | 0.48   | 0.34           | 0.58                   | 0.69                   | 0.56           | 0.00                        | 0.67              | 0.37                | 0.35             | 0.57                 | 0.51               | 0.47                    | 0.43             | 0.57                     | 0.54                |                |               |
| Standard error            | 0.03   | 0.04     | 0.04       | 0.08      | 0.05      | 0.04      | 0.08    | 0.05      | 0.04      | 0.08                | 0.06   | 0.05   | 0.06   | 0.04           | 0.05                   | 0.08                   | 0.10           | 0.00                        | 0.21              | 0.05                | 0.06             | 0.04                 | 0.04               | 0.06                    | 0.05             | 0.08                     | 0.08                | 0.07           | 0.22          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 60  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Public transport**  
**Base: All respondents**

|                           | Gender |                 |                  | Age              |                  |                    |                    |                 |                    |                     | Social Grade |                 |                 |                    | Working Status          |                         |                   |                               |                   | Tenure                |                  |                       |                      |                           |                    |                             |                      |                 |               |
|---------------------------|--------|-----------------|------------------|------------------|------------------|--------------------|--------------------|-----------------|--------------------|---------------------|--------------|-----------------|-----------------|--------------------|-------------------------|-------------------------|-------------------|-------------------------------|-------------------|-----------------------|------------------|-----------------------|----------------------|---------------------------|--------------------|-----------------------------|----------------------|-----------------|---------------|
|                           | Total  | Male (a)        | Female (b)       | 18-29 (c)        | 30-49 (d)        | 50-64 (e)          | 65+ (f)            | 18-34 (g)       | 35-64 (h)          | 55+ Not Retired (i) | AB (j)       | C1 (k)          | C2 (l)          | DE (m)             | Full time employe d (n) | Part time employe d (o) | Unemp-loyed (p)   | Not working but seek- ing (q) | State pension (r) | Priv- ate pension (s) | House person (t) | NET: Home- owners (u) | Owned out- right (v) | Owned with mort- gage (w) | NET: Rent- ers (x) | Rent- ed from coun- cil (y) | Rent- ed from HA (z) | Other Rent (A)  | Rent free (B) |
| Unweighted base           | 1215   | 577             | 638              | 165              | 385              | 327                | 338                | 253             | 624                | 194                 | 381          | 326             | 192             | 316                | 390                     | 226                     | 83                | 45                            | 96                | 258                   | 117              | 809                   | 499                  | 310                       | 387                | 97                          | 112                  | 178             | 19            |
| Weighted base             | 1215   | 509             | 706              | 81               | 293              | 362                | 480                | 131             | 605                | 226                 | 430          | 317             | 165             | 304                | 414                     | 178                     | 46*               | 49*                           | 185*              | 299                   | 44*              | 878                   | 544                  | 334                       | 310                | 97*                         | 84*                  | 129             | 27**          |
| Base (excl NA for %)      | 860    | 373             | 487              | 70*              | 213              | 236                | 341                | 107             | 413                | 149*                | 339          | 229             | 115*            | 177                | 320                     | 119                     | 27*               | 29**                          | 113*              | 225                   | 28*              | 632                   | 389                  | 244                       | 210                | 63*                         | 52*                  | 96*             | 17**          |
| NET: Increase             | 92     | 44              | 47               | 11               | 25               | 21                 | 35                 | 14              | 43                 | 16                  | 36           | 28              | 8               | 20                 | 37                      | 10                      | 3                 | 3                             | 12                | 21                    | 4                | 61                    | 37                   | 24                        | 30                 | 12                          | 6                    | 12              | 1             |
|                           | 11%    | 12%             | 10%              | 16%              | 12%              | 9%                 | 10%                | 13%             | 10%                | 11%                 | 10%          | 12%             | 7%              | 11%                | 12%                     | 9%                      | 13%               | 9%                            | 11%               | 10%                   | 14%              | 10%                   | 10%                  | 10%                       | 14%                | 19%                         | 12%                  | 13%             | 3%            |
| Very likely increase (+2) | 11     | 9               | 2                | 1                | 5                | 1                  | 4                  | 2               | 6                  | -                   | 5            | 2               | 1               | 4                  | 6                       | 1                       | 1                 | -                             | 1                 | 3                     | -                | 6                     | 3                    | 3                         | 5                  | 1                           | 1                    | 3               | -             |
|                           | 1%     | 2% <sup>b</sup> | *                | 2%               | 3%               | *                  | 1%                 | 2%              | 1%                 | -                   | 1%           | 1%              | 1%              | 2%                 | 2%                      | 1%                      | 2%                | -                             | 1%                | 1%                    | -                | 1%                    | 1%                   | 1%                        | 2%                 | 2%                          | 2%                   | 3%              | -             |
| Likely increase (+1)      | 80     | 36              | 45               | 10               | 20               | 20                 | 31                 | 12              | 37                 | 16                  | 31           | 26              | 8               | 16                 | 31                      | 9                       | 3                 | 3                             | 11                | 19                    | 4                | 55                    | 34                   | 21                        | 25                 | 10                          | 5                    | 9               | 1             |
|                           | 9%     | 10%             | 9%               | 14%              | 9%               | 8%                 | 9%                 | 12%             | 9%                 | 11%                 | 9%           | 11%             | 7%              | 9%                 | 10%                     | 8%                      | 11%               | 9%                            | 10%               | 8%                    | 14%              | 9%                    | 9%                   | 9%                        | 12%                | 17%                         | 9%                   | 10%             | 3%            |
| Stay the same (0)         | 676    | 295             | 381              | 49               | 157              | 190                | 280                | 78              | 318                | 120                 | 271          | 177             | 93              | 135                | 247                     | 96                      | 19                | 18                            | 92                | 184                   | 21               | 509                   | 321                  | 189                       | 150                | 45                          | 35                   | 71              | 17            |
|                           | 79%    | 79%             | 78%              | 70%              | 74%              | 80%                | 82% <sup>cdg</sup> | 73%             | 77%                | 80%                 | 80%          | 77%             | 81%             | 76%                | 77%                     | 80%                     | 70%               | 61%                           | 82%               | 82%                   | 74%              | 81% <sup>w</sup>      | 82% <sup>y</sup>     | 77%                       | 71%                | 71%                         | 67%                  | 74%             | 97%           |
| Likely decrease (-1)      | 44     | 20              | 24               | 4                | 18               | 15                 | 6                  | 7               | 30                 | 7                   | 21           | 10              | 7               | 6                  | 24                      | 6                       | 1                 | 1                             | 3                 | 6                     | 2                | 32                    | 11                   | 21                        | 12                 | 2                           | 2                    | 8               | -             |
|                           | 5%     | 5%              | 5%               | 6% <sup>f</sup>  | 8% <sup>f</sup>  | 6% <sup>f</sup>    | 2%                 | 6% <sup>f</sup> | 7% <sup>f</sup>    | 4%                  | 6%           | 4%              | 6%              | 3%                 | 8%                      | 5%                      | 4%                | 4%                            | 3%                | 3%                    | 6%               | 5%                    | 3%                   | 9% <sup>u</sup>           | 6%                 | 3%                          | 2                    | 8% <sup>u</sup> | -             |
| Very likely decrease (-2) | 13     | 4               | 9                | 3                | 4                | 4                  | 3                  | 3               | 7                  | 4                   | 2            | 2               | 2               | 5                  | 3                       | 2                       | 1                 | 2                             | 2                 | 1                     | 1                | 9                     | 3                    | 6                         | 4                  | *                           | 3                    | 1               | -             |
|                           | 1%     | 1%              | 2%               | 4% <sup>f</sup>  | 2%               | 2%                 | 1%                 | 3%              | 2%                 | 2%                  | 2%           | 2%              | 2%              | 3%                 | 1%                      | 2%                      | 2%                | 2%                            | 2%                | *                     | 4% <sup>r</sup>  | 1%                    | 1%                   | 2%                        | 2%                 | *                           | 6% <sup>u</sup>      | 1%              | -             |
| NET: Decrease             | 56     | 24              | 33               | 7                | 21               | 19                 | 9                  | 10              | 37                 | 10                  | 23           | 14              | 10              | 10                 | 28                      | 9                       | 2                 | 4                             | 5                 | 7                     | 3                | 41                    | 13                   | 27                        | 16                 | 2                           | 5                    | 8               | -             |
|                           | 7%     | 6%              | 7%               | 10% <sup>f</sup> | 10% <sup>f</sup> | 8% <sup>f</sup>    | 3%                 | 9% <sup>f</sup> | 9% <sup>f</sup>    | 7%                  | 7%           | 6%              | 8%              | 6%                 | 9% <sup>f</sup>         | 7%                      | 6%                | 12%                           | 4%                | 3%                    | 9%               | 6%                    | 3%                   | 11% <sup>u</sup>          | 7%                 | 4%                          | 9%                   | 9% <sup>u</sup> | -             |
| Don't know                | 36     | 10              | 26               | 3                | 10               | 7                  | 17                 | 4               | 15                 | 4                   | 10           | 11              | 4               | 11                 | 7                       | 4                       | 3                 | 5                             | 4                 | 12                    | 1                | 22                    | 18                   | 4                         | 15                 | 4                           | 7                    | 4               | -             |
|                           | 4%     | 3%              | 5%               | 4%               | 5%               | 3%                 | 5%                 | 4%              | 4%                 | 3%                  | 3%           | 5%              | 3%              | 6%                 | 2%                      | 4%                      | 11% <sup>mn</sup> | 18%                           | 3%                | 6%                    | 2%               | 3%                    | 5%                   | 2%                        | 7%                 | 6%                          | 13% <sup>uv</sup>    | 4%              | -             |
| Not applicable            | 355    | 136             | 219 <sup>a</sup> | 11               | 80 <sup>cg</sup> | 125 <sup>cdg</sup> | 139 <sup>cg</sup>  | 24              | 192 <sup>cdg</sup> | 77                  | 90           | 88 <sup>i</sup> | 50 <sup>i</sup> | 127 <sup>ijk</sup> | 95                      | 59 <sup>mr</sup>        | 19 <sup>mnr</sup> | 20                            | 72 <sup>mr</sup>  | 74                    | 16 <sup>mr</sup> | 245                   | 155                  | 91                        | 100                | 34 <sup>z</sup>             | 32 <sup>uvz</sup>    | 34              | 10            |
| Mean                      | 0.04   | 0.07            | 0.02             | 0.04             | 0.03             | *                  | 0.08               | 0.03            | 0.01               | 0.02                | 0.05         | 0.05            | -0.03           | 0.05               | 0.04                    | *                       | 0.07              | -0.13                         | 0.06              | 0.07                  | 0.02             | 0.03                  | 0.06                 | -0.03                     | 0.08               | 0.18                        | -0.01                | 0.06            | 0.03          |
| Standard deviation        | 0.51   | 0.53            | 0.50             | 0.67             | 0.60             | 0.48               | 0.44               | 0.62            | 0.54               | 0.50                | 0.48         | 0.52            | 0.50            | 0.58               | 0.55                    | 0.50                    | 0.62              | 0.74                          | 0.49              | 0.42                  | 0.60             | 0.49                  | 0.42                 | 0.57                      | 0.61               | 0.54                        | 0.73                 | 0.58            | 0.19          |
| Standard error            | 0.02   | 0.03            | 0.02             | 0.06             | 0.04             | 0.03               | 0.03               | 0.05            | 0.03               | 0.04                | 0.03         | 0.03            | 0.04            | 0.04               | 0.03                    | 0.04                    | 0.08              | 0.15                          | 0.07              | 0.03                  | 0.07             | 0.02                  | 0.02                 | 0.04                      | 0.04               | 0.07                        | 0.09                 | 0.05            | 0.05          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 61  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Running a car (fuel, maintenance etc.)**  
**Base: All respondents**

|                           | Gender     |            |            | Age          |             |            |              |             |            |                     | Social Grade |             |             |              | Working Status         |                        |                |                             |                   |                     |                  | Tenure               |                    |                         |                  |                         |                    |                |               |
|---------------------------|------------|------------|------------|--------------|-------------|------------|--------------|-------------|------------|---------------------|--------------|-------------|-------------|--------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|-------------------------|--------------------|----------------|---------------|
|                           | Total      | Male (a)   | Female (b) | 18-29 (c)    | 30-49 (d)   | 50-64 (e)  | 65+ (f)      | 18-34 (g)   | 35-64 (h)  | 55+ Not Retired (i) | AB (j)       | C1 (k)      | C2 (l)      | DE (m)       | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rented from council (y) | Rented from HA (z) | Other Rent (A) | Rent free (A) |
| Unweighted base           | 1215       | 577        | 638        | 165          | 385         | 327        | 338          | 253         | 624        | 194                 | 381          | 326         | 192         | 316          | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                      | 112                | 178            | 19            |
| Weighted base             | 1215       | 509        | 706        | 81           | 293         | 362        | 480          | 131         | 605        | 226                 | 430          | 317         | 165         | 304          | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                     | 84*                | 129            | 27**          |
| Base (exl NA for %)       | 1024       | 455        | 569        | 68*          | 248         | 311        | 398          | 106         | 520        | 192                 | 392          | 262         | 158         | 212          | 366                    | 163                    | 26**           | 31**                        | 136*              | 266                 | 37*              | 791                  | 475                | 316                     | 208              | 60*                     | 56*                | 92*            | 25**          |
| NET: Increase             | 315<br>31% | 151<br>33% | 164<br>29% | 14<br>20%    | 67<br>27%   | 86<br>28%  | 149<br>37%cd | 21<br>20%   | 145<br>28% | 61<br>32%           | 124<br>32%   | 71<br>27%   | 51<br>32%   | 70<br>33%    | 107<br>29%             | 35<br>22%              | 8<br>31%       | 6<br>19%                    | 48<br>35%gn       | 99<br>37%gn         | 11<br>31%        | 245<br>31%           | 153<br>32%         | 91<br>29%               | 64<br>31%        | 16<br>27%               | 13<br>23%          | 34<br>37%      | 7<br>26%      |
| Very likely increase (+2) | 40<br>4%   | 25<br>6%b  | 14<br>3%   | 2<br>3%      | 14<br>6%    | 13<br>4%   | 11<br>3%     | 2<br>2%     | 26<br>5%   | 11<br>6%            | 15<br>4%     | 7<br>3%     | 7<br>4%     | 11<br>5%     | 23<br>6%gn             | 1<br>1%                | 1<br>3%        | 2<br>7%                     | 4<br>3%           | 7<br>3%             | 1<br>4%          | 25<br>3%             | 15<br>3%           | 10<br>3%                | 13<br>6%         | 2<br>4%                 | 4<br>8%            | 6<br>6%        | 2<br>8%       |
| Likely increase (+1)      | 275<br>27% | 125<br>28% | 150<br>26% | 12<br>17%    | 53<br>21%   | 73<br>23%  | 138<br>35%cd | 19<br>18%   | 119<br>23% | 51<br>26%           | 109<br>28%   | 63<br>24%   | 44<br>28%   | 59<br>28%    | 84<br>23%              | 34<br>21%              | 7<br>28%       | 4<br>12%                    | 44<br>32%         | 92<br>35%mn         | 10<br>27%        | 220<br>28%           | 138<br>29%y        | 81<br>26%               | 51<br>25%        | 14<br>24%               | 9<br>15%           | 28<br>31%      | 5<br>18%      |
| Stay the same (0)         | 613<br>60% | 260<br>57% | 353<br>62% | 41<br>61%    | 148<br>60%  | 202<br>65% | 221<br>56%   | 68<br>64%   | 324<br>62% | 113<br>59%          | 231<br>59%   | 170<br>65%l | 103<br>65%l | 108<br>51%   | 216<br>59%             | 111<br>68%q            | 12<br>48%      | 19<br>62%                   | 73<br>54%         | 158<br>59%          | 23<br>62%        | 481<br>61%           | 295<br>62%         | 187<br>59%              | 115<br>55%       | 33<br>55%               | 35<br>63%          | 47<br>51%      | 17<br>68%     |
| Likely decrease (-1)      | 58<br>6%   | 29<br>6%   | 29<br>5%   | 8<br>11%ef   | 22<br>9%ef  | 13<br>4%   | 16<br>4%     | 10<br>10%ef | 32<br>6%   | 10<br>5%            | 31<br>8%k    | 12<br>4%    | 3<br>2%     | 13<br>6%     | 31<br>9%r              | 9<br>5%r               | 2<br>9%        | 3<br>9%                     | 7<br>5%           | 4<br>2%             | 1<br>3%          | 44<br>6%             | 17<br>4%           | 27<br>9%u               | 12<br>6%         | 4<br>6%                 | 2<br>3%            | 7<br>7%        | 1<br>6%       |
| Very likely decrease (-2) | 17<br>2%   | 7<br>1%    | 10<br>2%   | 3<br>4%      | 5<br>2%     | 5<br>2%    | 4<br>1%      | 3<br>3%     | 10<br>2%   | 4<br>2%             | 3<br>1%      | 5<br>2%     | -<br>2%     | 9<br>4%ik    | 5<br>1%                | 4<br>2%                | 2<br>9%        | 1<br>5%                     | 2<br>1%           | 2<br>1%             | 1<br>2%          | 13<br>2%             | 5<br>1%            | 8<br>2%                 | 4<br>2%          | 1<br>2%                 | 1<br>2%            | 2<br>3%        | -             |
| NET: Decrease             | 75<br>7%   | 35<br>8%   | 40<br>7%   | 10<br>15%efh | 27<br>11%ef | 18<br>6%   | 20<br>5%     | 13<br>13%ef | 42<br>8%   | 13<br>7%            | 34<br>9%k    | 16<br>6%    | 3<br>2%     | 21<br>10%k   | 36<br>10%r             | 12<br>8%r              | 5<br>18%       | 4<br>13%                    | 9<br>7%           | 7<br>2%             | 2<br>5%          | 57<br>7%             | 22<br>5%           | 35<br>11%u              | 16<br>8%         | 5<br>8%                 | 2<br>4%            | 9<br>10%       | 1<br>6%       |
| Don't know                | 21<br>2%   | 9<br>2%    | 13<br>2%   | 2<br>3%      | 5<br>2%     | 6<br>2%    | 8<br>2%      | 3<br>3%     | 10<br>2%   | 5<br>3%             | 2<br>1%      | 5<br>2%     | 1<br>1%     | 13<br>6%ijkl | 6<br>2%                | 4<br>2%                | 1<br>4%        | 2<br>5%                     | 6<br>4%           | 2<br>1%             | 1<br>3%          | 8<br>1%              | 5<br>1%            | 3<br>1%                 | 13<br>6%t        | 6<br>10%uvz             | 6<br>10%uvz        | 1<br>2%        | -             |
| Not applicable            | 191        | 54         | 137a       | 13           | 45          | 51         | 82           | 25          | 84         | 34                  | 38           | 55k         | 7           | 91ijk        | 49                     | 16                     | 20             | 18                          | 49mnr             | 33                  | 7n               | 87                   | 69v                | 18                      | 102t             | 37uvz                   | 28uv               | 37uv           | 2             |
| Mean                      | 0.26       | 0.30       | 0.23       | 0.05         | 0.20        | 0.25cg     | 0.35cdg      | 0.07        | 0.24cg     | 0.30                | 0.26         | 0.22        | 0.35        | 0.25         | 0.25                   | 0.13                   | 0.07           | 0.09                        | 0.31              | 0.37n               | 0.29             | 0.26                 | 0.30               | 0.19                    | 0.29             | 0.24                    | 0.28               | 0.32           | 0.29          |
| Standard deviation        | 0.70       | 0.74       | 0.67       | 0.77         | 0.77        | 0.67       | 0.65         | 0.71        | 0.72       | 0.74                | 0.69         | 0.65        | 0.59        | 0.83         | 0.76                   | 0.62                   | 0.94           | 0.86                        | 0.68              | 0.61                | 0.68             | 0.68                 | 0.64               | 0.73                    | 0.77             | 0.72                    | 0.74               | 0.82           | 0.72          |
| Standard error            | 0.02       | 0.03       | 0.03       | 0.07         | 0.04        | 0.04       | 0.04         | 0.05        | 0.03       | 0.06                | 0.04         | 0.04        | 0.04        | 0.06         | 0.04                   | 0.04                   | 0.14           | 0.16                        | 0.08              | 0.04                | 0.07             | 0.03                 | 0.03               | 0.04                    | 0.05             | 0.09                    | 0.09               | 0.07           | 0.18          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 62  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Clothing and footwear**  
**Base: All respondents**

|                      | Gender |          |                    | Age                 |                     |                  |                   |                     |                    |                     | Social Grade |                  |                  |        | Working Status         |                        |                   |                             |                      |                     |                    | Tenure               |                    |                         |                  |                          |                     |                  |                  |       |
|----------------------|--------|----------|--------------------|---------------------|---------------------|------------------|-------------------|---------------------|--------------------|---------------------|--------------|------------------|------------------|--------|------------------------|------------------------|-------------------|-----------------------------|----------------------|---------------------|--------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|------------------|------------------|-------|
|                      | Total  | Male (a) | Female (b)         | 18-29 (c)           | 30-49 (d)           | 50-64 (e)        | 65+ (f)           | 18-34 (g)           | 35-64 (h)          | 55+ Not Retired (i) | AB (j)       | C1 (k)           | C2 (l)           | DE (m) | Full time employed (n) | Part time employed (o) | Unemployed (p)    | Not working but seeking (q) | State pension (r)    | Private pension (s) | House person (t)   | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (AA)  | Rent free (AB)   |       |
| Unweighted base      | 1215   | 577      | 638                | 165                 | 385                 | 327              | 338               | 253                 | 624                | 194                 | 381          | 326              | 192              | 316    | 390                    | 226                    | 83                | 45                          | 96                   | 258                 | 117                | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178              | 19               |       |
| Weighted base        | 1215   | 509      | 706                | 81                  | 293                 | 362              | 480               | 131                 | 605                | 226                 | 430          | 317              | 165              | 304    | 414                    | 178                    | 46*               | 49*                         | 185*                 | 299                 | 44*                | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129              | 27**             |       |
| Base (excl NA for %) | 1204   | 505      | 699                | 79                  | 290                 | 358              | 476               | 129                 | 599                | 224                 | 429          | 315              | 161              | 298    | 413                    | 174                    | 44*               | 48*                         | 182*                 | 299                 | 43*                | 874                  | 542                | 331                     | 304              | 97*                      | 80*                 | 127              | 26**             |       |
| NET: Increase        | 131    | 62       | 69                 | 18                  | 30                  | 31               | 51                | 23                  | 57                 | 22                  | 50           | 28               | 20               | 33     | 38                     | 23                     | 5                 | 8                           | 17                   | 35                  | 5                  | 82                   | 52                 | 29                      | 46               | 12                       | 14                  | 20               | 4                |       |
|                      | 11%    | 12%      | 10%                | 22% <sup>defh</sup> | 10%                 | 9%               | 11%               | 18% <sup>defh</sup> | 9%                 | 10%                 | 12%          | 9%               | 13%              | 11%    | 9%                     | 13%                    | 12%               | 17%                         | 9%                   | 12%                 | 12%                | 9%                   | 10%                | 9%                      | 15% <sup>t</sup> | 13%                      | 17%                 | 15%              | 14%              |       |
| Very likely increase | (+2)   | 13       | 5                  | 8                   | 2                   | 2                | 7                 | 2                   | 4                  | 4                   | 5            | 1                | 3                | 3      | 3                      | 2                      | 1                 | 2                           | 3                    | 1                   | 6                  | 5                    | 2                  | 6                       | *                | 3                        | 3                   | -                |                  |       |
|                      |        | 1%       | 1%                 | 1%                  | 2%                  | 1%               | 1%                | 2%                  | 1%                 | 2%                  | 1%           | *                | 2%               | 1%     | 1%                     | 2%                     | 2%                | 1%                          | 1%                   | 3%                  | 1%                 | 1%                   | 1%                 | 2%                      | *                | 3%                       | 3%                  | -                |                  |       |
| Likely increase      | (+1)   | 118      | 58                 | 61                  | 16                  | 29               | 29                | 45                  | 21                 | 53                  | 18           | 44               | 26               | 17     | 30                     | 21                     | 4                 | 7                           | 15                   | 32                  | 4                  | 75                   | 48                 | 28                      | 39               | 12                       | 11                  | 17               | 4                |       |
|                      |        | 10%      | 11%                | 9%                  | 20% <sup>defh</sup> | 10%              | 8%                | 9%                  | 16% <sup>efh</sup> | 9%                  | 8%           | 10%              | 8%               | 10%    | 9%                     | 12%                    | 10%               | 15%                         | 8%                   | 11%                 | 9%                 | 9%                   | 9%                 | 8%                      | 13%              | 12%                      | 14%                 | 13%              | 14%              |       |
| Stay the same        | (0)    | 840      | 365                | 475                 | 45                  | 185              | 248               | 362                 | 77                 | 401                 | 146          | 306              | 232              | 115    | 187                    | 288                    | 25                | 22                          | 129                  | 235                 | 29                 | 649                  | 423                | 226                     | 182              | 67                       | 41                  | 73               | 9                |       |
|                      |        | 70%      | 72%                | 68%                 | 57%                 | 64%              | 69% <sup>cg</sup> | 76% <sup>cdgh</sup> | 60%                | 67% <sup>c</sup>    | 65%          | 71% <sup>l</sup> | 74% <sup>l</sup> | 71%    | 63%                    | 70% <sup>p</sup>       | 64%               | 57%                         | 46%                  | 71% <sup>p</sup>    | 79% <sup>mnp</sup> | 68% <sup>p</sup>     | 74% <sup>w</sup>   | 78% <sup>vzy</sup>      | 68% <sup>y</sup> | 60%                      | 69% <sup>y</sup>    | 52%              | 58%              | 35%   |
| Likely decrease      | (-1)   | 146      | 48                 | 98                  | 9                   | 42               | 43                | 51                  | 16                 | 79                  | 32           | 52               | 32               | 17     | 44                     | 50                     | 26                | 6                           | 29                   | 22                  | 6                  | 98                   | 52                 | 46                      | 40               | 9                        | 11                  | 20               | 8                |       |
|                      |        | 12%      | 9%                 | 14% <sup>a</sup>    | 11%                 | 14%              | 12%               | 11%                 | 12%                | 13%                 | 14%          | 12%              | 10%              | 11%    | 15%                    | 12%                    | 15% <sup>gr</sup> | 13%                         | 16% <sup>fr</sup>    | 7%                  | 14%                | 11%                  | 10%                | 14%                     | 13%              | 9%                       | 14%                 | 16%              | 30%              |       |
| Very likely decrease | (-2)   | 64       | 15                 | 49                  | 4                   | 20               | 28                | 11                  | 8                  | 44                  | 18           | 16               | 7                | 24     | 29                     | 9                      | 6                 | 5                           | 8                    | 5                   | 2                  | 36                   | 14                 | 22                      | 26               | 5                        | 10                  | 12               | 2                |       |
|                      |        | 5%       | 3%                 | 7% <sup>a</sup>     | 5%                  | 7% <sup>f</sup>  | 8% <sup>f</sup>   | 2%                  | 6% <sup>f</sup>    | 7% <sup>f</sup>     | 8%           | 4%               | 6%               | 4%     | 8% <sup>i</sup>        | 7% <sup>r</sup>        | 5%                | 14% <sup>nqr</sup>          | 10% <sup>r</sup>     | 4%                  | 2%                 | 4%                   | 4%                 | 3%                      | 7% <sup>u</sup>  | 9% <sup>t</sup>          | 5%                  | 12% <sup>u</sup> | 9% <sup>u</sup>  |       |
| NET: Decrease        |        | 210      | 62                 | 147                 | 13                  | 62               | 72                | 63                  | 24                 | 123                 | 51           | 68               | 49               | 24     | 68                     | 79                     | 35                | 12                          | 11                   | 37                  | 28                 | 8                    | 134                | 66                      | 68               | 66                       | 14                  | 21               | 32               | 10    |
|                      |        | 17%      | 12%                | 21% <sup>a</sup>    | 17%                 | 21% <sup>f</sup> | 20% <sup>f</sup>  | 13%                 | 18%                | 21% <sup>f</sup>    | 23%          | 16%              | 16%              | 15%    | 23%                    | 19% <sup>r</sup>       | 20% <sup>r</sup>  | 27% <sup>fr</sup>           | 24% <sup>fr</sup>    | 20% <sup>fr</sup>   | 9%                 | 18% <sup>fr</sup>    | 15%                | 12%                     | 20% <sup>u</sup> | 22% <sup>t</sup>         | 14%                 | 26% <sup>u</sup> | 25% <sup>u</sup> | 38%   |
| Don't know           |        | 23       | 16                 | 8                   | 3                   | 14               | 7                 | -                   | 6                  | 18                  | 5            | 6                | 2                | 10     | 7                      | 6                      | 2                 | 7                           | -                    | 1                   | 1                  | 10                   | 1                  | 8                       | 11               | 4                        | 4                   | 3                | 3                |       |
|                      |        | 2%       | 3% <sup>b</sup>    | 1%                  | 4% <sup>f</sup>     | 5% <sup>f</sup>  | 2% <sup>f</sup>   | -                   | 4% <sup>f</sup>    | 3% <sup>f</sup>     | 2%           | 1%               | 2%               | 3%     | 2%                     | 3% <sup>r</sup>        | 5% <sup>qr</sup>  | 3% <sup>r</sup>             | 14% <sup>mnqrs</sup> | -                   | *                  | 2%                   | 1%                 | *                       | 3% <sup>t</sup>  | 4% <sup>u</sup>          | 5% <sup>u</sup>     | 2% <sup>u</sup>  | 13%              |       |
| Not applicable       |        | 11       | 4                  | 8                   | 2                   | 3                | 3                 | 4                   | 2                  | 6                   | 2            | 1                | 2                | 3i     | 5                      | 2                      | 4                 | 1m <sup>r</sup>             | 1                    | 2                   | 1                  | 1                    | 4                  | 1                       | *                | 4uv                      | 2                   | 1                |                  |       |
| Mean                 |        | -0.11    | -0.02 <sup>b</sup> | -0.17               | 0.03 <sup>de</sup>  | -0.18            | -0.19             | -0.03 <sup>de</sup> | -0.05              | -0.18               | -0.20        | -0.07            | -0.12            | -0.05  | -0.20                  | -0.17                  | -0.11             | -0.28                       | -0.18                | -0.15               | 0.02 <sup>mn</sup> | -0.07                | -0.09              | -0.04 <sup>v</sup>      | -0.18            | -0.14                    | -0.06               | -0.19            | -0.16            | -0.37 |
|                      |        |          |                    | h                   |                     |                  | h                 |                     |                    |                     |              |                  |                  |        |                        |                        |                   |                             |                      | oq                  |                    |                      |                    |                         |                  |                          |                     |                  |                  |       |
| Standard deviation   |        | 0.69     | 0.61               | 0.73                | 0.81                | 0.73             | 0.72              | 0.59                | 0.79               | 0.73                | 0.78         | 0.65             | 0.65             | 0.69   | 0.77                   | 0.71                   | 0.72              | 0.93                        | 0.94                 | 0.66                | 0.55               | 0.73                 | 0.62               | 0.57                    | 0.70             | 0.83                     | 0.66                | 0.96             | 0.87             | 0.88  |
| Standard error       |        | 0.02     | 0.03               | 0.03                | 0.07                | 0.04             | 0.04              | 0.03                | 0.05               | 0.03                | 0.06         | 0.03             | 0.04             | 0.05   | 0.04                   | 0.04                   | 0.05              | 0.11                        | 0.15                 | 0.07                | 0.03               | 0.07                 | 0.02               | 0.03                    | 0.04             | 0.04                     | 0.07                | 0.10             | 0.07             | 0.22  |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/AA  
 \* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 63  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Big ticket household purchases (e.g. new television, washing machine)**  
**Base: All respondents**

|                           | Gender |                    |                  | Age       |                  |                  |                     |           |                  | Social Grade        |                    |                  |        | Working Status     |                        |                        |                    |                             | Tenure            |                     |                    |                      |                     |                         |                  |                          |                     |                  |               |
|---------------------------|--------|--------------------|------------------|-----------|------------------|------------------|---------------------|-----------|------------------|---------------------|--------------------|------------------|--------|--------------------|------------------------|------------------------|--------------------|-----------------------------|-------------------|---------------------|--------------------|----------------------|---------------------|-------------------------|------------------|--------------------------|---------------------|------------------|---------------|
|                           | Total  | Male (a)           | Female (b)       | 18-29 (c) | 30-49 (d)        | 50-64 (e)        | 65+ (f)             | 18-34 (g) | 35-64 (h)        | 55+ Not Retired (i) | AB (j)             | C1 (k)           | C2 (l) | DE (m)             | Full time employed (n) | Part time employed (o) | Unemployed (p)     | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t)   | NET: Home-owners (u) | Owned outright (v)  | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A)   | Rent free (B) |
| Unweighted base           | 1215   | 577                | 638              | 165       | 385              | 327              | 338                 | 253       | 624              | 194                 | 381                | 326              | 192    | 316                | 390                    | 226                    | 83                 | 45                          | 96                | 258                 | 117                | 809                  | 499                 | 310                     | 387              | 97                       | 112                 | 178              | 19            |
| Weighted base             | 1215   | 509                | 706              | 81        | 293              | 362              | 480                 | 131       | 605              | 226                 | 430                | 317              | 165    | 304                | 414                    | 178                    | 46*                | 49*                         | 185*              | 299                 | 44*                | 878                  | 544                 | 334                     | 310              | 97*                      | 84*                 | 129              | 27**          |
| Base (excl NA for %)      | 1087   | 473                | 614              | 71*       | 269              | 323              | 425                 | 116       | 547              | 197                 | 384                | 286              | 151    | 266                | 376                    | 158                    | 40*                | 42**                        | 163*              | 272                 | 37*                | 795                  | 492                 | 303                     | 269              | 86*                      | 72*                 | 112*             | 23**          |
| NET: Increase             | 114    | 52                 | 61               | 9         | 26               | 26               | 52                  | 13        | 48               | 17                  | 51                 | 26               | 12     | 24                 | 32                     | 18                     | 3                  | 4                           | 17                | 36                  | 4                  | 89                   | 63                  | 27                      | 24               | 6                        | 6                   | 12               | -             |
|                           | 10%    | 11%                | 10%              | 13%       | 10%              | 8%               | 12%                 | 11%       | 9%               | 13%                 | 9%                 | 8%               | 9%     | 9%                 | 11%                    | 6%                     | 9%                 | 11%                         | 13%               | 11%                 | 11%                | 13%                  | 9%                  | 9%                      | 7%               | 8%                       | 11%                 | -                |               |
| Very likely increase (+2) | 17     | 11                 | 6                | 2         | 5                | 4                | 6                   | 3         | 8                | 1                   | 6                  | 8                | 2      | *                  | 10                     | -                      | 1                  | -                           | 1                 | 6                   | -                  | 13                   | 9                   | 4                       | 5                | -                        | 1                   | 3                | -             |
|                           | 2%     | 2%                 | 1%               | 2%        | 2%               | 1%               | 1%                  | 3%        | 1%               | *                   | 2%                 | 3%l              | 2%     | *                  | 3%                     | -                      | 1%                 | -                           | 1%                | 2%                  | -                  | 2%                   | 2%                  | 1%                      | 2%               | -                        | 2%                  | 3%               | -             |
| Likely increase (+1)      | 96     | 41                 | 55               | 8         | 21               | 22               | 46                  | 10        | 40               | 16                  | 45                 | 17               | 10     | 24                 | 22                     | 18                     | 2                  | 4                           | 16                | 30                  | 4                  | 77                   | 54                  | 23                      | 20               | 6                        | 5                   | 9                | -             |
|                           | 9%     | 9%                 | 9%               | 11%       | 8%               | 7%               | 11%                 | 9%        | 7%               | 8%                  | 12%j               | 6%               | 7%     | 9%                 | 6%                     | 11%                    | 5%                 | 9%                          | 10%               | 11% <sup>m</sup>    | 11%                | 10%                  | 11%                 | 8%                      | 7%               | 7%                       | 8%                  | -                |               |
| Stay the same (0)         | 657    | 318                | 339              | 43        | 162              | 198              | 255                 | 72        | 331              | 118                 | 232                | 178              | 107    | 140                | 241                    | 96                     | 16                 | 20                          | 91                | 169                 | 24                 | 496                  | 309                 | 188                     | 141              | 44                       | 39                  | 57               | 20            |
|                           | 60%    | 67% <sup>b</sup>   | 55%              | 60%       | 60%              | 61%              | 60%                 | 62%       | 61%              | 60%                 | 62%                | 71% <sup>l</sup> | 53%    | 64% <sup>o</sup>   | 61% <sup>o</sup>       | 40%                    | 49%                | 56%                         | 62% <sup>o</sup>  | 66% <sup>o</sup>    | 62% <sup>w</sup>   | 63% <sup>z</sup>     | 62%                 | 52%                     | 51%              | 55%                      | 51%                 | 89%              |               |
| Likely decrease (-1)      | 126    | 41                 | 85               | 9         | 29               | 44               | 44                  | 14        | 68               | 31                  | 43                 | 35               | 14     | 34                 | 49                     | 15                     | 8                  | 3                           | 20                | 29                  | 3                  | 93                   | 55                  | 39                      | 32               | 13                       | 5                   | 13               | 4             |
|                           | 12%    | 9%                 | 14% <sup>a</sup> | 13%       | 11%              | 14%              | 10%                 | 12%       | 12%              | 16%                 | 11%                | 12%              | 9%     | 13%                | 13%                    | 10%                    | 19%                | 7%                          | 12%               | 11%                 | 8%                 | 12%                  | 13%                 | 12%                     | 15%              | 8%                       | 12%                 | 4%               |               |
| Very likely decrease (-2) | 83     | 29                 | 54               | 4         | 29               | 31               | 19                  | 7         | 57               | 13                  | 23                 | 29               | 9      | 24                 | 40                     | 12                     | 6                  | 4                           | 12                | 8                   | 2                  | 52                   | 18                  | 34                      | 31               | 5                        | 11                  | 15               | *             |
|                           | 8%     | 6%                 | 9%               | 6%        | 11% <sup>f</sup> | 10% <sup>f</sup> | 5%                  | 6%        | 10% <sup>f</sup> | 7%                  | 6%                 | 10%              | 6%     | 9%                 | 11% <sup>r</sup>       | 8% <sup>r</sup>        | 14% <sup>r</sup>   | 11%                         | 7%                | 3%                  | 5%                 | 7%                   | 4%                  | 11% <sup>u</sup>        | 11% <sup>t</sup> | 6%                       | 16% <sup>u</sup>    | 13% <sup>u</sup> | 2%            |
| NET: Decrease             | 209    | 70                 | 139              | 13        | 58               | 75               | 63                  | 22        | 124              | 44                  | 66                 | 64               | 22     | 57                 | 88                     | 28                     | 13                 | 7                           | 32                | 37                  | 5                  | 145                  | 73                  | 73                      | 63               | 18                       | 17                  | 28               | 1             |
|                           | 19%    | 15%                | 23% <sup>a</sup> | 19%       | 22% <sup>f</sup> | 23% <sup>f</sup> | 15%                 | 19%       | 23% <sup>f</sup> | 22%                 | 17%                | 22%              | 15%    | 21%                | 23% <sup>r</sup>       | 17%                    | 33% <sup>rns</sup> | 17%                         | 20%               | 14%                 | 13%                | 18%                  | 15%                 | 24% <sup>u</sup>        | 23%              | 21%                      | 23%                 | 25% <sup>u</sup> | 6%            |
| Don't know                | 107    | 33                 | 75               | 6         | 23               | 24               | 55                  | 9         | 43               | 18                  | 35                 | 19               | 9      | 45                 | 15                     | 17                     | 9                  | 10                          | 23                | 30                  | 4                  | 64                   | 48                  | 16                      | 42               | 18                       | 9                   | 14               | 1             |
|                           | 10%    | 7%                 | 12% <sup>a</sup> | 8%        | 9%               | 7%               | 13% <sup>h</sup>    | 8%        | 8%               | 9%                  | 9%                 | 7%               | 6%     | 17% <sup>ijk</sup> | 4%                     | 11% <sup>m</sup>       | 21% <sup>m</sup>   | 25%                         | 14% <sup>m</sup>  | 11% <sup>m</sup>    | 10% <sup>m</sup>   | 8%                   | 4%                  | 5%                      | 16% <sup>t</sup> | 21% <sup>uv</sup>        | 13% <sup>v</sup>    | 13% <sup>v</sup> | 4%            |
| Not applicable            | 128    | 36                 | 92 <sup>a</sup>  | 10        | 24               | 39               | 55                  | 15        | 58               | 29                  | 45                 | 31               | 14     | 37                 | 38                     | 20                     | 6                  | 7                           | 22                | 28                  | 7 <sup>mr</sup>    | 82                   | 51                  | 31                      | 41               | 11                       | 12                  | 17               | 5             |
| Mean                      | -0.16  | -0.08 <sup>b</sup> | -0.23            | -0.10     | -0.23            | -0.25            | -0.06 <sup>de</sup> | -0.12     | -0.25            | -0.22               | -0.09 <sup>l</sup> | -0.22            | -0.12  | -0.25              | -0.24                  | -0.16 <sup>o</sup>     | -0.49              | -0.25                       | -0.18             | -0.01 <sup>mo</sup> | -0.07 <sup>o</sup> | -0.13 <sup>w</sup>   | -0.04 <sup>vy</sup> | -0.26                   | -0.28            | -0.25                    | -0.33               | -0.27            | -0.09         |
| Standard deviation        | 0.78   | 0.74               | 0.81             | 0.78      | 0.84             | 0.79             | 0.72                | 0.78      | 0.82             | 0.73                | 0.76               | 0.84             | 0.68   | 0.79               | 0.83                   | 0.75                   | 0.93               | 0.85                        | 0.78              | 0.68                | 0.66               | 0.76                 | 0.70                | 0.82                    | 0.88             | 0.71                     | 0.94                | 0.95             | 0.36          |
| Standard error            | 0.02   | 0.03               | 0.04             | 0.07      | 0.05             | 0.05             | 0.04                | 0.06      | 0.04             | 0.06                | 0.04               | 0.05             | 0.05   | 0.05               | 0.06                   | 0.12                   | 0.15               | 0.09                        | 0.05              | 0.07                | 0.03               | 0.03                 | 0.05                | 0.05                    | 0.09             | 0.10                     | 0.08                | 0.10             |               |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 64  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Groceries**

Base: All respondents

|                      | Gender |          | Age        |           |           |           |           |           |           | Social Grade        |        |        |        | Working Status |                        |                        |                |                             | Tenure            |                     |                  |                      |                    |                         |                  |                          |                     |                |               |     |
|----------------------|--------|----------|------------|-----------|-----------|-----------|-----------|-----------|-----------|---------------------|--------|--------|--------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|-----|
|                      | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f)   | 18-34 (g) | 35-64 (h) | 55+ Not Retired (i) | AB (j) | C1 (k) | C2 (l) | DE (m)         | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (A) |     |
| Unweighted base      | 1215   | 577      | 638        | 165       | 385       | 327       | 338       | 253       | 624       | 194                 | 381    | 326    | 192    | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |     |
| Weighted base        | 1215   | 509      | 706        | 81        | 293       | 362       | 480       | 131       | 605       | 226                 | 430    | 317    | 165    | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |     |
| Base (excl NA for %) | 1210   | 508      | 702        | 79        | 293       | 362       | 477       | 129       | 604       | 226                 | 429    | 316    | 165    | 301            | 413                    | 178                    | 46*            | 49*                         | 182*              | 299                 | 44*              | 875                  | 541                | 334                     | 309              | 97*                      | 84*                 | 128            | 26**          |     |
| NET: Increase        | 352    | 156      | 196        | 21        | 71        | 95        | 165       | 30        | 157       | 60                  | 115    | 91     | 50     | 96             | 100                    | 40                     | 13             | 17                          | 59                | 111                 | 12               | 268                  | 175                | 93                      | 78               | 35                       | 23                  | 21             | 6             |     |
|                      | 29%    | 31%      | 28%        | 26%       | 24%       | 26%       | 35%degh   | 23%       | 26%       | 26%                 | 27%    | 29%    | 30%    | 32%            | 24%                    | 22%                    | 28%            | 35%                         | 32%               | 37%mn               | 27%              | 31%                  | 32%z               | 28%z                    | 25%              | 36%z                     | 27%                 | 16%            | 23%           |     |
| Very likely increase | (+2)   | 46       | 23         | 23        | 3         | 12        | 9         | 22        | 5         | 19                  | 6      | 15     | 9      | 4              | 18                     | 15                     | 3              | 1                           | 14                | 10                  | 2                | 31                   | 24                 | 8                       | 11               | 2                        | 2                   | 6              | 3             |     |
|                      |        | 4%       | 5%         | 3%        | 4%        | 4%        | 5%        | 4%        | 3%        | 3%                  | 3%     | 3%     | 2%     | 6%             | 4%                     | 2%                     | 3%             | 3%                          | 8%                | 3%                  | 4%               | 4%                   | 4%                 | 2%                      | 4%               | 3%                       | 3%                  | 5%             | 13%           |     |
| Likely increase      | (+1)   | 306      | 132        | 174       | 17        | 60        | 86        | 143       | 25        | 137                 | 54     | 100    | 82     | 46             | 78                     | 85                     | 36             | 12                          | 16                | 45                  | 102              | 10                   | 236                | 152                     | 85               | 67                       | 32                  | 20             | 15            | 3   |
|                      |        | 25%      | 26%        | 25%       | 22%       | 20%       | 24%       | 30%dgh    | 20%       | 23%                 | 24%    | 23%    | 26%    | 28%            | 26%                    | 21%                    | 20%            | 26%                         | 32%               | 25%                 | 34%mn            | 24%                  | 27%                | 28%z                    | 25%z             | 22%                      | 33%z                | 24%z           | 11%           | 10% |
| Stay the same        | (0)    | 701      | 304        | 397       | 46        | 171       | 202       | 282       | 79        | 340                 | 131    | 268    | 179    | 100            | 155                    | 244                    | 115            | 22                          | 104               | 171                 | 24               | 516                  | 332                | 183                     | 170              | 52                       | 37                  | 81             | 15            |     |
|                      |        | 58%      | 60%        | 57%       | 58%       | 58%       | 59%       | 61%       | 56%       | 58%                 | 62%l   | 57%    | 61%    | 51%            | 59%                    | 65%op                  | 45%            | 44%                         | 57%               | 57%                 | 55%              | 59%                  | 61%y               | 55%                     | 55%              | 54%                      | 44%                 | 63%y           | 58%           |     |
| Likely decrease      | (-1)   | 113      | 37         | 76        | 8         | 35        | 48        | 22        | 14        | 77                  | 26     | 42     | 33     | 10             | 28                     | 54                     | 14             | 8                           | 5                 | 11                  | 15               | 7                    | 69                 | 24                      | 45               | 40                       | 5                   | 13             | 22            | 4   |
|                      |        | 9%       | 7%         | 11%       | 10%f      | 12%f      | 13%fg     | 5%        | 11%f      | 13%fg               | 12%    | 10%    | 6%     | 9%             | 13%er                  | 8%                     | 8%             | 17%qr                       | 10%               | 6%                  | 5%               | 16%qr                | 8%                 | 4%                      | 14%u             | 13%t                     | 5%                  | 16%ux          | 17%ux         | 16% |
| Very likely decrease | (-2)   | 29       | 4          | 25        | 2         | 10        | 12        | 4         | 3         | 21                  | 7      | 3      | 8      | 4              | 15                     | 12                     | 8              | 1                           | 3                 | 4                   | 1                | 19                   | 6                  | 13                      | 10               | 2                        | 8                   | 1              | -             |     |
|                      |        | 2%       | 1%         | 4%a       | 3%        | 3%fg      | 3%fg      | 1%        | 2%        | 4%fg                | 3%     | 1%     | 2%     | 5%i            | 3%er                   | 4%er                   | 3%er           | 5%er                        | 2%                | *                   | 1%               | 2%                   | 1%                 | 4%u                     | 3%               | 2%                       | 9%uz                | 1%             | -             |     |
| NET: Decrease        |        | 141      | 40         | 101       | 10        | 45        | 60        | 27        | 17        | 98                  | 34     | 45     | 41     | 13             | 42                     | 65                     | 22             | 9                           | 7                 | 15                  | 15               | 7                    | 88                 | 30                      | 58               | 50                       | 6                   | 21             | 22            | 4   |
|                      |        | 12%      | 8%         | 14%a      | 13%fg     | 15%fg     | 17%fg     | 6%        | 13%fg     | 16%fg               | 15%    | 11%    | 13%    | 8%             | 14%                    | 16%er                  | 12%er          | 20%qr                       | 15%er             | 8%                  | 5%               | 16%er                | 10%                | 6%                      | 17%ux            | 16%t                     | 7%                  | 25%ux          | 17%ux         | 16% |
| Don't know           |        | 16       | 8          | 8         | 3         | 6         | 4         | 3         | 3         | 10                  | 2      | 1      | 5      | 1              | 8                      | 3                      | 1              | 3                           | 3                 | 4                   | 2                | 1                    | 4                  | 4                       | 1                | 11                       | 4                   | 4              | 3             | 1   |
|                      |        | 1%       | 2%         | 1%        | 3%fg      | 2%        | 1%        | 1%        | 2%        | 2%                  | 1%     | *      | 2%     | 1%             | 3%l                    | 1%                     | *              | 6%mnr                       | 5%mnr             | 2%                  | 1%               | 1%                   | *                  | 1%                      | *                | 3%t                      | 4%uv                | 4%uv           | 3%v           | 4%  |
| Not applicable       |        | 5        | *          | 4         | 2deh      | *         | -         | 3         | 2eh       | *                   | -      | *      | 1      | *              | 3                      | 1                      | *              | -                           | *                 | 3                   | -                | *                    | 3                  | 3                       | -                | 1                        | *                   | *              | 1             | 1   |
| Mean                 | 0.19   | 0.27b    | 0.13       | 0.15      | 0.10      | 0.09      | 0.33cdegh | 0.12      | 0.10      | 0.11                | 0.19   | 0.17   | 0.23   | 0.19           | 0.09                   | 0.08                   | 0.08           | 0.18                        | 0.30mns           | 0.35mno             | 0.14             | 0.22w                | 0.30vyz            | 0.09                    | 0.10             | 0.31yz                   | -0.04               | 0.03           | 0.21          |     |
| Standard deviation   | 0.75   | 0.69     | 0.79       | 0.77      | 0.79      | 0.78      | 0.68      | 0.74      | 0.79      | 0.76                | 0.68   | 0.75   | 0.69   | 0.88           | 0.77                   | 0.73                   | 0.84           | 0.88                        | 0.80              | 0.64                | 0.75             | 0.73                 | 0.68               | 0.79                    | 0.80             | 0.69                     | 0.96                | 0.72           | 0.88          |     |
| Standard error       | 0.02   | 0.03     | 0.03       | 0.06      | 0.04      | 0.04      | 0.04      | 0.05      | 0.03      | 0.06                | 0.03   | 0.04   | 0.05   | 0.05           | 0.04                   | 0.05                   | 0.09           | 0.14                        | 0.08              | 0.04                | 0.07             | 0.03                 | 0.03               | 0.05                    | 0.04             | 0.07                     | 0.09                | 0.06           | 0.21          |     |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 65  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Alcohol and/or tobacco**  
**Base: All respondents**

|                           | Gender     |                    |                  | Age                    |                        |                        |                            |                        |                         |                 | Social Grade       |                 |                 |                    | Working Status          |                         |                 |                               |                    |                        | Tenure                |                         |                           |                          |                        |                           |                           |                         |               |
|---------------------------|------------|--------------------|------------------|------------------------|------------------------|------------------------|----------------------------|------------------------|-------------------------|-----------------|--------------------|-----------------|-----------------|--------------------|-------------------------|-------------------------|-----------------|-------------------------------|--------------------|------------------------|-----------------------|-------------------------|---------------------------|--------------------------|------------------------|---------------------------|---------------------------|-------------------------|---------------|
|                           | Total      | Male (a)           | Female (b)       | 18-29 (c)              | 30-49 (d)              | 50-64 (e)              | 65+ (f)                    | 18-34 (g)              | 35-64 (h)               | 55+ Not Retired | AB (i)             | C1 (j)          | C2 (k)          | DE (l)             | Full time employe d (m) | Part time employe d (n) | Unemploye d (o) | Not work-ing but seek-ing (p) | State pension (q)  | Private pension (r)    | House person (s)      | NET: Home-owners (t)    | Owned out-right (u)       | Owned with mort-gage (v) | NET: Rent-ers (w)      | Rent-ed from coun-cil (x) | Rent-ed from HA (y)       | Other Rent (z)          | Rent free (A) |
| Unweighted base           | 1215       | 577                | 638              | 165                    | 385                    | 327                    | 338                        | 253                    | 624                     | 194             | 381                | 326             | 192             | 316                | 390                     | 226                     | 83              | 45                            | 96                 | 258                    | 117                   | 809                     | 499                       | 310                      | 387                    | 97                        | 112                       | 178                     | 19            |
| Weighted base             | 1215       | 509                | 706              | 81                     | 293                    | 362                    | 480                        | 131                    | 605                     | 226             | 430                | 317             | 165             | 304                | 414                     | 178                     | 46*             | 49*                           | 185*               | 299                    | 44*                   | 878                     | 544                       | 334                      | 310                    | 97*                       | 84*                       | 129                     | 27**          |
| Base (exl NA for %)       | 849        | 412                | 438              | 60*                    | 220                    | 281                    | 288                        | 95                     | 466                     | 179             | 345                | 225             | 113*            | 166                | 330                     | 133                     | 31*             | 34**                          | 80*                | 213                    | 27*                   | 630                     | 368                       | 262                      | 194                    | 47*                       | 56*                       | 91*                     | 25**          |
| NET: Increase             | 73<br>9%   | 44<br>11%          | 29<br>7%         | 9<br>14%               | 16<br>7%               | 24<br>8%               | 24<br>8%                   | 12<br>12%              | 37<br>8%                | 13<br>7%        | 35<br>10%          | 18<br>8%        | 8<br>7%         | 12<br>7%           | 28<br>9%                | 5<br>4%                 | 3<br>9%         | 3<br>9%                       | 4<br>4%            | 28<br>13% <sub>n</sub> | 3<br>10%              | 54<br>9%                | 36<br>10%                 | 18<br>7%                 | 19<br>10%              | 1<br>3%                   | 11<br>20% <sub>uvxz</sub> | 6<br>6%                 | -             |
| Very likely increase (+2) | 12<br>1%   | 8<br>2%            | 4<br>1%          | 2<br>3%                | 6<br>3%                | 2<br>1%                | 2<br>1%                    | 2<br>2%                | 7<br>2%                 | 1<br>1%         | 3<br>1%            | 3<br>1%         | 3<br>2%         | 3<br>2%            | 7<br>2%                 | -                       | 1<br>2%         | -                             | 2<br>2%            | 2<br>1%                | 1<br>2% <sub>n</sub>  | 5<br>1%                 | 3<br>1%                   | 2<br>1%                  | 7<br>3% <sub>t</sub>   | -                         | 4<br>7% <sub>uv</sub>     | 3<br>3%                 | -             |
| Likely increase (+1)      | 61<br>7%   | 36<br>9%           | 25<br>6%         | 7<br>11% <sub>d</sub>  | 11<br>5%               | 22<br>8%               | 22<br>7%                   | 10<br>11% <sub>d</sub> | 29<br>6%                | 12<br>7%        | 32<br>9%           | 15<br>6%        | 6<br>5%         | 8<br>5%            | 21<br>6%                | 5<br>4%                 | 2<br>7%         | 3<br>9%                       | 2<br>2%            | 26<br>12% <sub>n</sub> | 2<br>8%               | 49<br>8%                | 33<br>9%                  | 16<br>6%                 | 12<br>6%               | 1<br>3%                   | 8<br>14% <sub>z</sub>     | 3<br>3%                 | -             |
| Stay the same (0)         | 600<br>71% | 292<br>71%         | 308<br>70%       | 35<br>58%              | 150<br>68%             | 192<br>68%             | 223<br>78% <sub>cdgh</sub> | 57<br>60%              | 320<br>69%              | 129<br>72%      | 250<br>72%         | 159<br>70%      | 81<br>71%       | 111<br>67%         | 224<br>68%              | 99<br>75%               | 21<br>68%       | 19<br>56%                     | 60<br>75%          | 159<br>75%             | 17<br>63%             | 462<br>73% <sub>w</sub> | 286<br>78% <sub>wyz</sub> | 176<br>67% <sub>y</sub>  | 117<br>60%             | 33<br>70% <sub>y</sub>    | 26<br>46%                 | 58<br>64%               | 20<br>82%     |
| Likely decrease (-1)      | 119<br>14% | 52<br>13%          | 67<br>15%        | 13<br>22% <sub>f</sub> | 32<br>15% <sub>f</sub> | 51<br>18% <sub>f</sub> | 23<br>8%                   | 17<br>18% <sub>f</sub> | 80<br>17% <sub>f</sub>  | 27<br>15%       | 43<br>12%          | 33<br>15%       | 17<br>15%       | 26<br>16%          | 58<br>18% <sub>r</sub>  | 16<br>12%               | 5<br>16%        | 8<br>23%                      | 8<br>10%           | 19<br>9%               | 6<br>21% <sub>r</sub> | 83<br>13%               | 32<br>9%                  | 51<br>19% <sub>u</sub>   | 32<br>16%              | 9<br>19%                  | 8<br>15%                  | 15<br>16% <sub>u</sub>  | 4<br>18%      |
| Very likely decrease (-2) | 43<br>5%   | 14<br>4%           | 29<br>7%         | 2<br>3%                | 16<br>7%               | 13<br>5%               | 12<br>4%                   | 7<br>7%                | 25<br>5%                | 8<br>5%         | 12<br>4%           | 11<br>5%        | 6<br>5%         | 14<br>8%           | 11<br>5%                | 1<br>8% <sub>r</sub>    | 1<br>3%         | 7<br>2%                       | 5<br>9%            | 2<br>2%                | 6<br>6%               | 25<br>4%                | 9<br>3%                   | 16<br>6%                 | 18<br>9% <sub>t</sub>  | *                         | 7<br>12% <sub>ux</sub>    | 11<br>12% <sub>ux</sub> | -             |
| NET: Decrease             | 163<br>19% | 67<br>16%          | 96<br>22%        | 15<br>25% <sub>f</sub> | 48<br>22% <sub>f</sub> | 65<br>23% <sub>f</sub> | 35<br>12%                  | 24<br>25% <sub>f</sub> | 104<br>22% <sub>f</sub> | 36<br>20%       | 55<br>16%          | 44<br>19%       | 24<br>21%       | 40<br>24%          | 76<br>23% <sub>r</sub>  | 27<br>20% <sub>r</sub>  | 6<br>19%        | 8<br>25%                      | 15<br>18%          | 24<br>11%              | 7<br>27% <sub>r</sub> | 108<br>17%              | 41<br>11%                 | 67<br>25% <sub>u</sub>   | 50<br>26% <sub>t</sub> | 9<br>20%                  | 15<br>27% <sub>u</sub>    | 26<br>28% <sub>u</sub>  | 4<br>18%      |
| Don't know                | 14<br>2%   | 9<br>2%            | 5<br>1%          | 2<br>3% <sub>e</sub>   | 6<br>3% <sub>e</sub>   | 1<br>*                 | 6<br>2%                    | 2<br>3% <sub>e</sub>   | 6<br>1%                 | 1<br>1%         | 5<br>1%            | 5<br>2%         | *<br>*          | 3<br>2%            | 3<br>1%                 | 2<br>1%                 | 1<br>4%         | 4<br>11%                      | 1<br>2%            | 3<br>1%                | -                     | 6<br>1%                 | 5<br>1%                   | 1<br>*                   | 8<br>4% <sub>t</sub>   | 4<br>7% <sub>uv</sub>     | 4<br>6% <sub>uv</sub>     | 1<br>1%                 | -             |
| Not applicable            | 366        | 97                 | 269 <sub>a</sub> | 20                     | 73                     | 80                     | 192 <sub>cdegh</sub>       | 35                     | 138                     | 47              | 84                 | 91 <sub>i</sub> | 52 <sub>i</sub> | 138 <sub>ijk</sub> | 84                      | 45                      | 14 <sub>m</sub> | 15                            | 105 <sub>mnr</sub> | 86 <sub>m</sub>        | 16 <sub>mnr</sub>     | 247                     | 175 <sub>v</sub>          | 72                       | 116 <sub>t</sub>       | 50 <sub>uvyz</sub>        | 28 <sub>v</sub>           | 38 <sub>v</sub>         | 2             |
| Mean                      | -0.15      | -0.07 <sub>b</sub> | -0.21            | -0.11                  | -0.20                  | -0.19                  | -0.07                      | -0.18                  | -0.18                   | -0.17           | -0.09 <sub>i</sub> | -0.15           | -0.17           | -0.24              | -0.18                   | -0.25                   | -0.11           | -0.19                         | -0.21              | <sub>s</sub>           | -0.20                 | -0.12                   | -0.03 <sub>vz</sub>       | -0.24                    | -0.23                  | -0.19                     | -0.13                     | -0.31                   | -0.18         |
| Standard deviation        | 0.68       | 0.66               | 0.69             | 0.75                   | 0.76                   | 0.67                   | 0.60                       | 0.79                   | 0.69                    | 0.64            | 0.63               | 0.67            | 0.70            | 0.76               | 0.72                    | 0.66                    | 0.66            | 0.64                          | 0.73               | 0.58                   | 0.76                  | 0.63                    | 0.56                      | 0.69                     | 0.85                   | 0.49                      | 1.06                      | 0.85                    | 0.39          |
| Standard error            | 0.02       | 0.03               | 0.03             | 0.07                   | 0.05                   | 0.04                   | 0.04                       | 0.06                   | 0.03                    | 0.05            | 0.04               | 0.04            | 0.06            | 0.06               | 0.04                    | 0.05                    | 0.09            | 0.12                          | 0.11               | 0.04                   | 0.09                  | 0.03                    | 0.03                      | 0.04                     | 0.05                   | 0.07                      | 0.13                      | 0.08                    | 0.10          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 66  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Socialising, eating out, takeaway food**  
**Base: All respondents**

|                           | Gender |                    |                  | Age                |                    |                   |                     |                     |                   | Social Grade        |                   |                 |                 | Working Status   |                        |                        |                  |                             |                   | Tenure              |                  |                      |                     |                         |                  |                          |                     |                  |               |
|---------------------------|--------|--------------------|------------------|--------------------|--------------------|-------------------|---------------------|---------------------|-------------------|---------------------|-------------------|-----------------|-----------------|------------------|------------------------|------------------------|------------------|-----------------------------|-------------------|---------------------|------------------|----------------------|---------------------|-------------------------|------------------|--------------------------|---------------------|------------------|---------------|
|                           | Total  | Male (a)           | Female (b)       | 18-29 (c)          | 30-49 (d)          | 50-64 (e)         | 65+ (f)             | 18-34 (g)           | 35-64 (h)         | 55+ Not Retired (i) | AB (j)            | C1 (k)          | C2 (l)          | DE (m)           | Full time employed (n) | Part time employed (o) | Unemployed (p)   | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v)  | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A)   | Rent free (A) |
| Unweighted base           | 1215   | 577                | 638              | 165                | 385                | 327               | 338                 | 253                 | 624               | 194                 | 381               | 326             | 192             | 316              | 390                    | 226                    | 83               | 45                          | 96                | 258                 | 117              | 809                  | 499                 | 310                     | 387              | 97                       | 112                 | 178              | 19            |
| Weighted base             | 1215   | 509                | 706              | 81                 | 293                | 362               | 480                 | 131                 | 605               | 226                 | 430               | 317             | 165             | 304              | 414                    | 178                    | 46*              | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                 | 334                     | 310              | 97*                      | 84*                 | 129              | 27**          |
| Base (excl NA for %)      | 1135   | 490                | 645              | 80                 | 277                | 339               | 439                 | 126                 | 570               | 211                 | 415               | 304             | 152             | 264              | 398                    | 172                    | 39*              | 45*                         | 159*              | 283                 | 39*              | 830                  | 507                 | 323                     | 280              | 91*                      | 73*                 | 117              | 25**          |
| NET: Increase             | 119    | 62                 | 57               | 14                 | 24                 | 31                | 49                  | 21                  | 49                | 22                  | 44                | 31              | 19              | 24               | 38                     | 18                     | 4                | 2                           | 15                | 38                  | 2                | 83                   | 55                  | 28                      | 31               | 2                        | 10                  | 18               | 5             |
|                           | 10%    | 13%                | 9%               | 18%deh             | 9%                 | 9%                | 11%                 | 17%deh              | 9%                | 10%                 | 11%               | 10%             | 13%             | 9%               | 10%                    | 10%                    | 5%               | 10%                         | 13%               | 6%                  | 10%              | 11% <sup>x</sup>     | 9%                  | 11%                     | 2%               | 14% <sup>x</sup>         | 16% <sup>x</sup>    | 19%              |               |
| Very likely increase (+2) | 11     | 5                  | 6                | 2                  | 1                  | 2                 | 6                   | 2                   | 3                 | 1                   | 5                 | 3               | 1               | 3                | 3                      | -                      | 1                | -                           | 3                 | 4                   | *                | 7                    | 7                   | 1                       | 4                | *                        | 2                   | 2                | -             |
|                           | 1%     | 1%                 | 1%               | 2%                 | 1%                 | 1%                | 1%                  | 2%                  | *                 | *                   | 1%                | 1%              | *               | 1%               | 1%                     | -                      | 1%               | -                           | 2%                | 2%                  | 1%               | 1%                   | 1%                  | *                       | 1%               | *                        | 2%                  | 1%               | -             |
| Likely increase (+1)      | 108    | 57                 | 50               | 13                 | 22                 | 29                | 43                  | 19                  | 46                | 21                  | 39                | 28              | 19              | 22               | 35                     | 18                     | 4                | 2                           | 13                | 34                  | 2                | 76                   | 49                  | 27                      | 27               | 2                        | 9                   | 17               | 5             |
|                           | 9%     | 12%                | 8%               | 16%deh             | 8%                 | 9%                | 10%                 | 15%deh              | 8%                | 10%                 | 9%                | 9%              | 12%             | 8%               | 9%                     | 10%                    | 9%               | 5%                          | 8%                | 12%                 | 5%               | 9%                   | 10%                 | 8%                      | 10%              | 2%                       | 12% <sup>x</sup>    | 14% <sup>x</sup> | 19%           |
| Stay the same (0)         | 752    | 332                | 420              | 37                 | 171                | 231               | 313                 | 67                  | 372               | 144                 | 294               | 202             | 100             | 156              | 251                    | 108                    | 24               | 29                          | 98                | 214                 | 27               | 583                  | 377                 | 206                     | 159              | 60                       | 38                  | 61               | 9             |
|                           | 66%    | 68%                | 65%              | 47%                | 62% <sup>c</sup>   | 68% <sup>cg</sup> | 71% <sup>cdg</sup>  | 54%                 | 65% <sup>cg</sup> | 68%                 | 71% <sup>cl</sup> | 67%             | 66%             | 59%              | 63%                    | 63%                    | 62%              | 65%                         | 62%               | 76% <sup>mnq</sup>  | 68%              | 70% <sup>w</sup>     | 74% <sup>vzy</sup>  | 64%                     | 57%              | 66%                      | 52%                 | 53%              | 37%           |
| Likely decrease (-1)      | 165    | 55                 | 110              | 20                 | 46                 | 48                | 50                  | 25                  | 90                | 25                  | 46                | 44              | 21              | 54               | 66                     | 28                     | 7                | 7                           | 34                | 17                  | 6                | 107                  | 53                  | 54                      | 48               | 17                       | 12                  | 20               | 10            |
|                           | 15%    | 11%                | 17% <sup>a</sup> | 25% <sup>efh</sup> | 17%                | 14%               | 12%                 | 20% <sup>f</sup>    | 16%               | 12%                 | 11%               | 14%             | 14%             | 21% <sup>i</sup> | 17% <sup>r</sup>       | 16% <sup>r</sup>       | 17% <sup>r</sup> | 16% <sup>r</sup>            | 21% <sup>r</sup>  | 6%                  | 17% <sup>r</sup> | 13%                  | 10%                 | 17% <sup>u</sup>        | 17%              | 19%                      | 16%                 | 17%              | 40%           |
| Very likely decrease (-2) | 82     | 30                 | 52               | 3                  | 28                 | 28                | 23                  | 5                   | 53                | 19                  | 30                | 21              | 10              | 21               | 36                     | 15                     | 2                | 4                           | 10                | 13                  | 3                | 50                   | 21                  | 30                      | 32               | 8                        | 12                  | 12               | -             |
|                           | 7%     | 6%                 | 8%               | 4%                 | 10% <sup>cfg</sup> | 8%                | 5%                  | 4%                  | 9% <sup>g</sup>   | 9%                  | 7%                | 7%              | 7%              | 8%               | 9%                     | 9%                     | 5%               | 8%                          | 6%                | 5%                  | 7%               | 6%                   | 4%                  | 9% <sup>u</sup>         | 11% <sup>t</sup> | 9%                       | 16% <sup>u</sup>    | 10% <sup>u</sup> | -             |
| NET: Decrease             | 247    | 85                 | 162              | 23                 | 74                 | 76                | 74                  | 30                  | 143               | 44                  | 76                | 64              | 31              | 76               | 102                    | 43                     | 9                | 11                          | 44                | 30                  | 9                | 157                  | 73                  | 84                      | 80               | 25                       | 23                  | 32               | 10            |
|                           | 22%    | 17%                | 25% <sup>a</sup> | 29% <sup>f</sup>   | 27% <sup>f</sup>   | 22%               | 17%                 | 24%                 | 25% <sup>f</sup>  | 21%                 | 18%               | 21%             | 21%             | 29% <sup>i</sup> | 26% <sup>r</sup>       | 25% <sup>r</sup>       | 22% <sup>r</sup> | 24% <sup>r</sup>            | 28% <sup>r</sup>  | 10%                 | 24% <sup>r</sup> | 19%                  | 14%                 | 26% <sup>u</sup>        | 29% <sup>t</sup> | 27% <sup>u</sup>         | 32% <sup>u</sup>    | 28% <sup>u</sup> | 40%           |
| Don't know                | 17     | 11                 | 6                | 5                  | 8                  | 1                 | 3                   | 7                   | 7                 | 1                   | *                 | 6               | 2               | 8                | 6                      | 2                      | 2                | 3                           | 1                 | 1                   | 1                | 6                    | 2                   | 4                       | 10               | 4                        | 1                   | 4                | 1             |
|                           | 1%     | 2%                 | 1%               | 6% <sup>eth</sup>  | 3% <sup>ef</sup>   | *                 | 1%                  | 6% <sup>eth</sup>   | 1%                | 1%                  | *                 | 2% <sup>i</sup> | 1%              | 3% <sup>i</sup>  | 2%                     | 1%                     | 5% <sup>r</sup>  | 6% <sup>r</sup>             | 1%                | *                   | 1%               | 1%                   | *                   | 3% <sup>t</sup>         | 4% <sup>u</sup>  | 2%                       | 4% <sup>u</sup>     | 4%               |               |
| Not applicable            | 80     | 19                 | 61 <sup>a</sup>  | 1                  | 16                 | 23                | 41 <sup>cg</sup>    | 5                   | 35                | 16                  | 15                | 13              | 13 <sup>i</sup> | 39 <sup>ij</sup> | 16                     | 6                      | 7 <sup>mnr</sup> | 4                           | 25 <sup>mnr</sup> | 16                  | 5 <sup>mnr</sup> | 48                   | 36                  | 12                      | 30 <sup>t</sup>  | 6                        | 11 <sup>uv</sup>    | 12 <sup>v</sup>  | 2             |
| Mean                      | -0.18  | -0.10 <sup>b</sup> | -0.24            | -0.13              | -0.28              | -0.21             | -0.10 <sup>dh</sup> | -0.11 <sup>dh</sup> | -0.26             | -0.19               | -0.14             | -0.17           | -0.15           | -0.27            | -0.24                  | -0.24                  | -0.16            | -0.28                       | -0.23             | mn <sup>qs</sup>    | -0.24            | -0.14 <sup>w</sup>   | -0.06 <sup>vx</sup> | -0.29                   | -0.35            | -0.33                    | -0.22               | -0.22            |               |
| Standard deviation        | 0.74   | 0.72               | 0.75             | 0.82               | 0.78               | 0.73              | 0.69                | 0.79                | 0.76              | 0.75                | 0.73              | 0.73            | 0.73            | 0.77             | 0.77                   | 0.76                   | 0.73             | 0.71                        | 0.75              | 0.65                | 0.71             | 0.69                 | 0.64                | 0.76                    | 0.85             | 0.69                     | 0.97                | 0.88             | 0.77          |
| Standard error            | 0.02   | 0.03               | 0.03             | 0.07               | 0.04               | 0.04              | 0.04                | 0.05                | 0.03              | 0.06                | 0.04              | 0.06            | 0.05            | 0.04             | 0.05                   | 0.09                   | 0.11             | 0.08                        | 0.04              | 0.07                | 0.03             | 0.03                 | 0.04                | 0.05                    | 0.08             | 0.10                     | 0.07                | 0.19             |               |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 67  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Hobbies and recreational interests**  
**Base: All respondents**

|                           | Gender |          |            | Age       |           |           |         |           |           |                     | Social Grade |        |        |        |                        | Working Status         |                |                             |                   |                     |                  | Tenure               |                    |                         |                  |                          |                     |                |               |
|---------------------------|--------|----------|------------|-----------|-----------|-----------|---------|-----------|-----------|---------------------|--------------|--------|--------|--------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                           | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g) | 35-64 (h) | 55+ Not Retired (i) | AB (j)       | C1 (k) | C2 (l) | DE (m) | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (A) |
| Unweighted base           | 1215   | 577      | 638        | 165       | 385       | 327       | 338     | 253       | 624       | 194                 | 381          | 326    | 192    | 316    | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base             | 1215   | 509      | 706        | 81        | 293       | 362       | 480     | 131       | 605       | 226                 | 430          | 317    | 165    | 304    | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Base (excl NA for %)      | 1149   | 491      | 658        | 77        | 279       | 345       | 448     | 125       | 576       | 215                 | 419          | 305    | 157    | 268    | 404                    | 172                    | 39*            | 43**                        | 167*              | 286                 | 39*              | 845                  | 521                | 324                     | 278              | 88*                      | 72*                 | 117            | 26**          |
| NET: Increase             | 117    | 54       | 63         | 16        | 25        | 34        | 42      | 21        | 54        | 24                  | 43           | 33     | 11     | 31     | 29                     | 25                     | 7              | 7                           | 21                | 23                  | 5                | 78                   | 50                 | 27                      | 34               | 9                        | 9                   | 17             | 6             |
|                           | 10%    | 11%      | 10%        | 21%defh   | 9%        | 10%       | 9%      | 17%defh   | 9%        | 11%                 | 10%          | 11%    | 7%     | 11%    | 7%                     | 14%am                  | 17%mr          | 16%                         | 13%               | 8%                  | 13%              | 9%                   | 10%                | 8%                      | 12%              | 10%                      | 12%                 | 14%            | 23%           |
| Very likely increase (+2) | 11     | 5        | 6          | 2         | 2         | 5         | 3       | 2         | 6         | 5                   | 4            | 1      | 1      | 5      | 4                      | 3                      | 1              | -                           | 2                 | 1                   | -                | 6                    | 6                  | *                       | 5                | -                        | 2                   | 3              | -             |
|                           | 1%     | 1%       | 1%         | 2%        | 1%        | 1%        | 1%      | 1%        | 1%        | 2%                  | 1%           | *      | 1%     | 2%     | 1%                     | 2%                     | 2%             | -                           | 1%                | *                   | -                | 1%                   | 1%                 | *                       | 2%               | -                        | 3%v                 | 2%v            | -             |
| Likely increase (+1)      | 106    | 50       | 57         | 15        | 23        | 29        | 39      | 20        | 47        | 19                  | 39           | 32     | 10     | 26     | 25                     | 22                     | 6              | 7                           | 20                | 22                  | 5                | 71                   | 44                 | 27                      | 29               | 9                        | 7                   | 14             | 6             |
|                           | 9%     | 10%      | 9%         | 19%defh   | 8%        | 8%        | 9%      | 16%defh   | 8%        | 9%                  | 9%           | 10%    | 6%     | 10%    | 6%                     | 13%am                  | 15%am          | 16%                         | 12%               | 8%                  | 13%              | 8%                   | 8%                 | 8%                      | 10%              | 10%                      | 9%                  | 12%            | 23%           |
| Stay the same (0)         | 843    | 352      | 491        | 39        | 186       | 249       | 369     | 72        | 402       | 153                 | 308          | 221    | 124    | 191    | 281                    | 122                    | 21             | 26                          | 126               | 240                 | 26               | 652                  | 427                | 225                     | 176              | 59                       | 46                  | 72             | 15            |
|                           | 73%    | 72%      | 75%        | 50%       | 67%c      | 72%cg     | 82%cdg  | 58%       | 70%cg     | 71%                 | 73%          | 72%    | 79%    | 71%    | 70%o                   | 71%o                   | 54%            | 60%                         | 76%o              | 84%mnos             | 66%              | 77%w                 | 82%vxyz            | 70%                     | 64%              | 67%                      | 63%                 | 61%            | 56%           |
| Likely decrease (-1)      | 121    | 56       | 65         | 14        | 42        | 39        | 26      | 19        | 76        | 28                  | 50           | 36     | 13     | 22     | 61                     | 16                     | 6              | 6                           | 11                | 16                  | 5                | 79                   | 36                 | 42                      | 39               | 12                       | 8                   | 19             | 3             |
|                           | 11%    | 11%      | 10%        | 18%f      | 15%f      | 11%f      | 6%      | 15%f      | 13%f      | 13%                 | 12%          | 12%    | 8%     | 8%     | 15%qr                  | 9%                     | 16%r           | 14%                         | 7%                | 6%                  | 12%              | 9%                   | 7%                 | 13%u                    | 14%              | 13%                      | 12%                 | 16%u           | 13%           |
| Very likely decrease (-2) | 42     | 15       | 27         | 3         | 16        | 18        | 6       | 5         | 31        | 7                   | 15           | 11     | 6      | 11     | 24                     | 6                      | 1              | -                           | 2                 | 6                   | 2                | 26                   | 2                  | 24                      | 15               | 2                        | 6                   | 7              | 1             |
|                           | 4%     | 3%       | 4%         | 4%        | 6%f       | 5%f       | 1%      | 4%f       | 5%f       | 3%                  | 4%           | 3%     | 4%     | 4%     | 6%r                    | 3%                     | 3%             | -                           | 1%                | 2%                  | 6%q              | 3%                   | *                  | 7%u                     | 5%               | 2%                       | 9%u                 | 6%u            | 4%            |
| NET: Decrease             | 163    | 70       | 93         | 16        | 58        | 57        | 32      | 24        | 108       | 35                  | 65           | 46     | 19     | 33     | 86                     | 22                     | 8              | 6                           | 13                | 22                  | 7                | 105                  | 38                 | 66                      | 54               | 14                       | 15                  | 26             | 5             |
|                           | 14%    | 14%      | 14%        | 21%f      | 21%f      | 17%f      | 7%      | 19%f      | 19%f      | 16%                 | 16%          | 15%    | 12%    | 12%    | 21%nqr                 | 13%                    | 19%qr          | 14%                         | 8%                | 8%                  | 18%qr            | 12%                  | 7%                 | 20%u                    | 19%t             | 15%                      | 20%u                | 22%u           | 17%           |
| Don't know                | 26     | 15       | 11         | 5         | 10        | 6         | 4       | 8         | 14        | 3                   | 3            | 5      | 3      | 14     | 8                      | 3                      | 4              | 4                           | 6                 | -                   | 1                | 11                   | 6                  | 5                       | 14               | 7                        | 3                   | 3              | 1             |
|                           | 2%     | 3%       | 2%         | 7%efh     | 4%f       | 2%        | 1%      | 6%efh     | 2%        | 2%                  | 1%           | 2%     | 2%     | 5%i    | 2%                     | 2%r                    | 9%mnr          | 9%                          | 4%r               | -                   | 3%r              | 1%                   | 1%                 | 2%                      | 5%t              | 8%uv                     | 4%                  | 3%             | 4%            |
| Not applicable            | 66     | 17       | 48a        | 4         | 14        | 16        | 31      | 6         | 28        | 11                  | 11           | 11     | 8      | 36ijk  | 11                     | 6                      | 6mnr           | 6                           | 18m               | 13                  | 4mnr             | 33                   | 22                 | 10                      | 32t              | 9v                       | 11uv                | 12uv           | 1             |
| Mean                      | -0.07  | -0.06    | -0.08      | -0.02     | -0.17     | -0.11     | 0.02deh | -0.05     | -0.14     | -0.06               | -0.08        | -0.08  | -0.08  | -0.03  | -0.19                  | *m                     | -0.03          | 0.02                        | 0.05m             | -0.01m              | -0.12            | -0.06                | 0.03vyz            | -0.20                   | -0.12            | -0.09                    | -0.15               | -0.12          | 0.02          |
| Standard deviation        | 0.62   | 0.62     | 0.63       | 0.80      | 0.69      | 0.67      | 0.48    | 0.74      | 0.68      | 0.66                | 0.63         | 0.61   | 0.57   | 0.66   | 0.69                   | 0.66                   | 0.77           | 0.59                        | 0.53              | 0.49                | 0.71             | 0.58                 | 0.47               | 0.70                    | 0.74             | 0.59                     | 0.83                | 0.78           | 0.76          |
| Standard error            | 0.02   | 0.03     | 0.03       | 0.07      | 0.04      | 0.04      | 0.03    | 0.05      | 0.03      | 0.05                | 0.03         | 0.04   | 0.04   | 0.04   | 0.04                   | 0.05                   | 0.09           | 0.10                        | 0.06              | 0.03                | 0.07             | 0.02                 | 0.02               | 0.04                    | 0.04             | 0.07                     | 0.06                | 0.18           |               |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 68  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Savings/investments**  
**Base: All respondents**

|                           | Gender |          |            | Age       |           |           |         |           |           |                     | Social Grade |        |        |        | Working Status         |                        |                |                             |                   |                     | Tenure           |                      |                    |                         |                  |                          |                     |                |               |
|---------------------------|--------|----------|------------|-----------|-----------|-----------|---------|-----------|-----------|---------------------|--------------|--------|--------|--------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                           | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g) | 35-64 (h) | 55+ Not Retired (i) | AB (j)       | C1 (k) | C2 (l) | DE (m) | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base           | 1215   | 577      | 638        | 165       | 385       | 327       | 338     | 253       | 624       | 194                 | 381          | 326    | 192    | 316    | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base             | 1215   | 509      | 706        | 81        | 293       | 362       | 480     | 131       | 605       | 226                 | 430          | 317    | 165    | 304    | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Base (excl NA for %)      | 1070   | 461      | 609        | 76        | 255       | 316       | 423     | 124       | 524       | 196                 | 396          | 297    | 151    | 227    | 377                    | 162                    | 31*            | 39**                        | 141*              | 287                 | 33*              | 812                  | 505                | 306                     | 232              | 70*                      | 59*                 | 103*           | 26**          |
| NET: Increase             | 114    | 60       | 54         | 25        | 25        | 38        | 27      | 33        | 55        | 23                  | 55           | 26     | 15     | 18     | 57                     | 15                     | 6              | 3                           | 7                 | 23                  | 1                | 90                   | 51                 | 39                      | 17               | 4                        | 3                   | 10             | 7             |
|                           | 11%    | 13%      | 9%         | 32%defh   | 10%       | 12%f      | 6%      | 26%defh   | 10%       | 12%                 | 14%          | 9%     | 10%    | 8%     | 15%qrs                 | 10%                    | 20%qrs         | 8%                          | 5%                | 8%                  | 3%               | 11%                  | 10%                | 13%                     | 7%               | 6%                       | 5%                  | 10%            | 27%           |
| Very likely increase (+2) | 19     | 6        | 13         | 6         | 2         | 10        | 1       | 7         | 11        | 7                   | 9            | 2      | 1      | 7      | 9                      | 7                      | 1              | -                           | 1                 | 2                   | -                | 16                   | 6                  | 10                      | 2                | 1                        | 1                   | *              | 1             |
|                           | 2%     | 1%       | 2%         | 8%defh    | 1%        | 3%f       | *       | 6%dfh     | 2%f       | 4%                  | 2%           | 1%     | 1%     | 3%     | 2%                     | 4%r                    | 3%             | -                           | 1%                | 1%                  | -                | 2%                   | 1%                 | 3%                      | 1%               | 1%                       | 2%                  | *              | 4%            |
| Likely increase (+1)      | 95     | 54       | 41         | 18        | 23        | 28        | 26      | 26        | 44        | 15                  | 46           | 24     | 14     | 11     | 48                     | 9                      | 5              | 3                           | 6                 | 22                  | 1                | 74                   | 45                 | 29                      | 15               | 3                        | 1                   | 10             | 6             |
|                           | 9%     | 12%b     | 7%         | 24%defh   | 9%        | 9%        | 6%      | 21%defh   | 8%        | 8%                  | 12%l         | 8%     | 9%     | 5%     | 13%nqs                 | 6%                     | 17%nqs         | 8%                          | 4%                | 8%                  | 3%               | 9%                   | 9%                 | 9%                      | 6%               | 5%                       | 2%                  | 10%            | 23%           |
| Stay the same (0)         | 730    | 309      | 421        | 39        | 164       | 212       | 315     | 71        | 343       | 126                 | 252          | 213    | 114    | 150    | 243                    | 107                    | 16             | 24                          | 103               | 214                 | 23               | 561                  | 367                | 194                     | 151              | 49                       | 36                  | 65             | 18            |
|                           | 68%    | 67%      | 69%        | 51%       | 64%c      | 67%c      | 74%cdgh | 58%       | 66%c      | 64%                 | 64%          | 72%    | 76%i   | 66%    | 65%                    | 66%                    | 51%            | 61%                         | 73%o              | 75%mo               | 69%              | 69%                  | 73%v               | 63%                     | 65%              | 69%                      | 61%                 | 64%            | 69%           |
| Likely decrease (-1)      | 145    | 68       | 78         | 5         | 44        | 41        | 55      | 8         | 82        | 29                  | 70           | 30     | 12     | 34     | 54                     | 24                     | 4              | 5                           | 19                | 36                  | 4                | 109                  | 64                 | 45                      | 37               | 12                       | 10                  | 15             | -             |
|                           | 14%    | 15%      | 13%        | 7%        | 17%cg     | 13%       | 13%g    | 7%        | 16%cg     | 15%                 | 18%ijk       | 10%    | 8%     | 15%    | 14%                    | 15%                    | 13%            | 12%                         | 13%               | 13%                 | 4                | 11%                  | 13%                | 15%                     | 16%              | 17%                      | 17%                 | 14%            | -             |
| Very likely decrease (-2) | 51     | 13       | 38         | 3         | 12        | 18        | 18      | 6         | 27        | 12                  | 10           | 20     | 5      | 15     | 14                     | 9                      | 3              | 4                           | 8                 | 10                  | 3                | 33                   | 16                 | 18                      | 18               | 2                        | 8                   | 8              | -             |
|                           | 5%     | 3%       | 6%a        | 4%        | 5%        | 6%        | 4%      | 5%        | 5%        | 6%                  | 3%           | 7%i    | 3%     | 7%i    | 4%                     | 5%                     | 10%            | 9%                          | 6%                | 4%                  | 10%mr            | 4%                   | 3%                 | 6%                      | 8%               | 2%                       | 14%ux               | 7%u            | -             |
| NET: Decrease             | 196    | 81       | 115        | 8         | 55        | 59        | 74      | 14        | 108       | 41                  | 80           | 50     | 17     | 49     | 68                     | 33                     | 7              | 8                           | 26                | 46                  | 7                | 142                  | 79                 | 63                      | 54               | 13                       | 18                  | 23             | -             |
|                           | 18%    | 18%      | 19%        | 11%       | 22%cg     | 19%       | 17%     | 11%       | 21%cg     | 21%                 | 20%k         | 17%    | 11%    | 22%k   | 18%                    | 20%                    | 23%            | 21%                         | 19%               | 16%                 | 21%              | 18%                  | 16%                | 21%                     | 23%              | 19%                      | 31%u                | 22%            | -             |
| Don't know                | 30     | 11       | 19         | 4         | 10        | 8         | 7       | 5         | 17        | 7                   | 8            | 8      | 4      | 10     | 8                      | 6                      | 2              | 4                           | 4                 | 3                   | 2                | 18                   | 8                  | 10                      | 11               | 4                        | 2                   | 5              | 1             |
|                           | 3%     | 2%       | 3%         | 6%f       | 4%        | 3%        | 2%      | 4%        | 3%        | 3%                  | 2%           | 3%     | 3%     | 4%     | 2%                     | 4%                     | 6%r            | 10%                         | 3%                | 1%                  | 7%mr             | 2%                   | 3%                 | 5%                      | 6%               | 3%                       | 5%                  | 5%             | 4%            |
| Not applicable            | 145    | 47       | 97a        | 5         | 38cg      | 45g       | 57g     | 7         | 81cg      | 30                  | 34           | 20     | 14     | 77ijk  | 37r                    | 16r                    | 15mnr          | 10                          | 43mnr             | 13                  | 11mnr            | 66                   | 38                 | 28                      | 78t              | 27uv                     | 25uv                | 26uv           | 1             |
| Mean                      | -0.11  | -0.06    | -0.14      | 0.28de    | -0.17     | -0.09     | -0.16   | 0.16de    | -0.14     | -0.12               | -0.07        | -0.15  | -0.04  | -0.18  | -0.04s                 | -0.13                  | -0.09          | -0.25                       | -0.19             | -0.11s              | -0.30            | -0.09w               | -0.08y             | -0.11y                  | -0.24            | -0.15                    | -0.40               | -0.20          | 0.32          |
|                           |        |          |            | fh        |           |           |         | fh        |           |                     |              |        |        |        |                        |                        |                |                             |                   |                     |                  |                      |                    |                         |                  |                          |                     |                |               |
| Standard deviation        | 0.70   | 0.67     | 0.72       | 0.88      | 0.69      | 0.76      | 0.60    | 0.84      | 0.73      | 0.80                | 0.71         | 0.69   | 0.59   | 0.77   | 0.73                   | 0.77                   | 0.95           | 0.76                        | 0.64              | 0.60                | 0.72             | 0.69                 | 0.62               | 0.79                    | 0.73             | 0.59                     | 0.85                | 0.73           | 0.56          |
| Standard error            | 0.02   | 0.03     | 0.03       | 0.07      | 0.04      | 0.05      | 0.03    | 0.06      | 0.03      | 0.06                | 0.04         | 0.04   | 0.05   | 0.05   | 0.04                   | 0.06                   | 0.13           | 0.14                        | 0.08              | 0.04                | 0.08             | 0.03                 | 0.03               | 0.05                    | 0.04             | 0.08                     | 0.10                | 0.06           | 0.14          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 69  
**Q.33b How likely or unlikely are you to change your spending/expenditure on each of the following in the next few months?**  
**Pension contributions**  
**Base: All respondents**

|                           | Gender |          |            | Age       |           |           |         |           |           |                     | Social Grade |        |        |        | Working Status         |                        |                |                             |                   |                     | Tenure           |                      |                    |                         |                  |                          |                     |                 |                |
|---------------------------|--------|----------|------------|-----------|-----------|-----------|---------|-----------|-----------|---------------------|--------------|--------|--------|--------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|-----------------|----------------|
|                           | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g) | 35-64 (h) | 55+ Not Retired (i) | AB (j)       | C1 (k) | C2 (l) | DE (m) | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (aa) | Rent free (Ab) |
| Unweighted base           | 1215   | 577      | 638        | 165       | 385       | 327       | 338     | 253       | 624       | 194                 | 381          | 326    | 192    | 316    | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178             | 19             |
| Weighted base             | 1215   | 509      | 706        | 81        | 293       | 362       | 480     | 131       | 605       | 226                 | 430          | 317    | 165    | 304    | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129             | 27**           |
| Base (excl NA for %)      | 601    | 284      | 317        | 65*       | 222       | 241       | 73*     | 104       | 424       | 142*                | 215          | 186    | 82*    | 118*   | 362                    | 110                    | 13**           | 23**                        | 22**              | 49*                 | 24*              | 413                  | 175                | 237                     | 170              | 57*                      | 40*                 | 73*             | 17**           |
| NET: Increase             | 68     | 30       | 39         | 11        | 23        | 23        | 10      | 15        | 43        | 15                  | 24           | 16     | 14     | 14     | 47                     | 6                      | 1              | 3                           | 7                 | 2                   | 2                | 42                   | 12                 | 30                      | 24               | 13                       | 6                   | 5               | 2              |
|                           | 11%    | 10%      | 12%        | 17%       | 11%       | 10%       | 14%     | 15%       | 10%       | 11%                 | 9%           | 17%    | 12%    | 13%    | 6%                     | 6%                     | 15%            | 31%                         | 4%                | 8%                  | 10%              | 7%                   | 13%                | 14%                     | 23%uz            | 16%                      | 7%                  | 10%             |                |
| Very likely increase (+2) | 3      | 1        | 1          | 2         | *         | 1         | -       | 2         | 1         | 1                   | 2            | *      | -      | 1      | 1                      | -                      | -              | -                           | -                 | *                   | 1                | 1                    | 1                  | 1                       | -                | *                        | *                   | 1               | 3%             |
|                           | *      | *        | *          | 3%dh      | *         | *         | -       | 2%        | *         | *                   | 1%           | *      | -      | *      | 1%                     | -                      | -              | -                           | -                 | *                   | *                | *                    | *                  | *                       | -                | *                        | *                   | 1%              |                |
| Likely increase (+1)      | 66     | 28       | 37         | 10        | 23        | 23        | 10      | 14        | 42        | 15                  | 21           | 16     | 14     | 46     | 5                      | 1                      | 3              | 7                           | 2                 | 2                   | 41               | 12                   | 29                 | 24                      | 13               | 6                        | 5                   | 1               |                |
|                           | 11%    | 10%      | 12%        | 15%       | 10%       | 10%       | 14%     | 13%       | 10%       | 10%                 | 9%           | 17%    | 12%    | 13%    | 5%                     | 6%                     | 15%            | 31%                         | 4%                | 7%                  | 10%              | 7%                   | 12%                | 14%                     | 23%uz            | 15%                      | 6%                  | 6%              |                |
| Stay the same (0)         | 455    | 223      | 233        | 45        | 165       | 198       | 48      | 76        | 331       | 112                 | 166          | 147    | 60     | 82     | 278                    | 93                     | 8              | 9                           | 9                 | 40                  | 19               | 321                  | 146                | 175                     | 119              | 33                       | 26                  | 60              | 16             |
|                           | 76%    | 78%      | 73%        | 69%       | 74%       | 82%cf     | 65%     | 73%       | 78%       | 79%                 | 77%          | 79%    | 73%    | 69%    | 77%                    | 85%                    | 65%            | 39%                         | 41%               | 82%                 | 80%              | 78%                  | 83%xy              | 74%                     | 70%              | 58%                      | 65%                 | 82%ax           | 90%            |
| Likely decrease (-1)      | 25     | 9        | 16         | *         | 14        | 8         | 4       | 2         | 20        | 4                   | 13           | 6      | 1      | 6      | 14                     | 4                      | -              | 5                           | -                 | 2                   | 1                | 20                   | 6                  | 14                      | 5                | 1                        | 3                   | -               | -              |
|                           | 4%     | 3%       | 5%         | *         | 6%cg      | 3%        | 5%      | 2%        | 5%        | 3%                  | 6%           | 3%     | 1%     | 5%     | 4%                     | 4%                     | -              | 21%                         | -                 | 3%                  | 3%               | 5%                   | 4%                 | 6%                      | 3%               | 3%                       | 2%                  | 4%              |                |
| Very likely decrease (-2) | 15     | 9        | 6          | 2         | 5         | 7         | -       | 3         | 12        | 7                   | 7            | 4      | 1      | 9      | 2                      | 2                      | 2              | -                           | -                 | *                   | 11               | 3                    | 8                  | 4                       | -                | 3                        | 2                   | -               |                |
|                           | 2%     | 3%       | 2%         | 4%        | 2%        | 3%        | -       | 2%        | 3%        | 5%                  | 3%           | 2%     | 1%     | 2%     | 2%                     | 14%                    | 7%             | -                           | -                 | *                   | 3%               | 1%                   | 3%                 | 2%                      | -                | 6%                       | 2%                  | -               |                |
| NET: Decrease             | 40     | 18       | 22         | 2         | 19        | 15        | 4       | 4         | 32        | 11                  | 20           | 9      | 2      | 9      | 23                     | 6                      | 2              | 6                           | -                 | 2                   | 1                | 31                   | 9                  | 22                      | 9                | 1                        | 3                   | 5               | -              |
|                           | 7%     | 6%       | 7%         | 4%        | 9%        | 6%        | 5%      | 4%        | 8%        | 8%                  | 9%           | 5%     | 2%     | 7%     | 6%                     | 14%                    | 29%            | -                           | 3%                | 5%                  | 7%               | 5%                   | 9%                 | 6%                      | 3%               | 9%                       | 6%                  | -               |                |
| Don't know                | 37     | 14       | 23         | 6         | 15        | 4         | 12      | 8         | 17        | 4                   | 4            | 13     | 7      | 13     | 14                     | 4                      | 2              | 4                           | 6                 | 5                   | 2                | 19                   | 9                  | 10                      | 18               | 10                       | 4                   | 4               | -              |
|                           | 6%     | 5%       | 7%         | 10%eh     | 7%e       | 2%        | 16%eh   | 8%e       | 4%        | 3%                  | 2%           | 7%ei   | 8%ei   | 11%ei  | 4%                     | 4%                     | 15%            | 17%                         | 28%               | 11%                 | 7%               | 5%                   | 5%                 | 4%                      | 10%t             | 17%uv                    | 11%                 | 5%              |                |
| Not applicable            | 614    | 225      | 390        | 16        | 71        | 121cdg    | 406     | 27        | 181cdg    | 84                  | 215j         | 131    | 83j    | 186    | 52                     | 69m                    | 33             | 26                          | 163               | 251m                | 20mn             | 465                  | 368                | 97                      | 140              | 40v                      | 43vxz               | 56v             | 10             |
| Mean                      | 0.03   | 0.01     | 0.04       | 0.14      | *         | 0.01      | 0.10    | 0.11      | *         | -0.02               | -0.01        | 0.02   | 0.15   | 0.03   | -0.02                  | -0.26                  | -0.25          | 0.43                        | 0.01              | 0.04                | 0.01             | 0.01                 | *                  | 0.07                    | 0.24             | 0.02                     | -0.01               | 0.13            |                |
| Standard deviation        | 0.53   | 0.54     | 0.53       | 0.65      | 0.53      | 0.52      | 0.47    | 0.57      | 0.53      | 0.60                | 0.59         | 0.47   | 0.47   | 0.55   | 0.54                   | 0.46                   | 0.85           | 0.88                        | 0.51              | 0.29                | 0.49             | 0.52                 | 0.43               | 0.59                    | 0.56             | 0.50                     | 0.73                | 0.48            | 0.44           |
| Standard error            | 0.02   | 0.03     | 0.03       | 0.06      | 0.03      | 0.04      | 0.07    | 0.04      | 0.03      | 0.06                | 0.04         | 0.03   | 0.05   | 0.03   | 0.04                   | 0.18                   | 0.23           | 0.18                        | 0.05              | 0.07                | 0.03             | 0.03                 | 0.04               | 0.04                    | 0.08             | 0.10                     | 0.05                | 0.12            |                |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 70  
Q34. How worried are you, if at all, about each of the following?

-Summary  
Base: All respondents

| Q34 Summary            |  |  |   |   |   |                                   |  |   |                                       |   |                                       |                                       |  |                                       |
|------------------------|--|--|---|---|---|-----------------------------------|--|---|---------------------------------------|---|---------------------------------------|---------------------------------------|--|---------------------------------------|
|                        | Energy prices (a)                            | Fuel prices (b)                                | Food prices (c)                             | Public spending cuts (d)                      | Future tax levels (e)                   | Mortgage rates (f)                | The value of my pension (g)                  | The interest rate on my savings (h)           | The security of my savings (i)        | Level of my household savings and investments (j) | The exchange rate of the pound (k)    | Me or my partner losing our jobs (l)  | Level of my household debt, including mortgage and credit card (m) | The price of my house falling (n)     |
| Unweighted base        | 1215   | 1215   | 1215  | 1215  | 1215                                    | 1215                              | 1215   | 1215  | 1215                                  | 1215  | 1215                                  | 1215                                  | 1215   | 1215                                  |
| Weighted base          | 1215   | 1215   | 1215  | 1215  | 1215                                    | 1215                              | 1215   | 1215  | 1215                                  | 1215  | 1215                                  | 1215                                  | 1215   | 1215                                  |
| Base (excl NA for %)   | 1206   | 1120   | 1215  | 1212  | 1159                                    | 572                               | 967  | 1008  | 1027                                  | 1066  | 1140                                  | 667                                   | 911  | 924                                   |
| Very worried (4)       | 234<br>19%ceijklmn<br>opqstvwxyzABC          | 247<br>22%aceijklm<br>nopqstvwxyzABC           | 201<br>17%iklmnost<br>vwxyzABC              | 353<br>29%abcefg<br>hijklmnopqstu<br>vwxyzABC | 163<br>14%inostvw<br>xyzAB              | 112<br>20%eijklmno<br>qstvwxyzABC | 188<br>19%eijklmno<br>qstvwxyzABC            | 236<br>23%acegijklm<br>nopqstvwxyzA<br>BC     | 87<br>8%osvwyA                        | 152<br>14%inostvw<br>yzABC                        | 142<br>12%inostvw<br>yAB              | 83<br>12%inosvwy<br>AB                | 119<br>13%inostvwxy<br>zAB   | 62<br>7%osvw                          |
| Fairly worried (3)     | 566<br>47%defghijk<br>lmnopqrstuv<br>wxyzABC | 550<br>49%cdefghij<br>klmnopqrstu<br>vwxyzABC  | 533<br>44%defghijk<br>lmnopqrstuv<br>xyzABC | 436<br>36%filmnoqr<br>stuvwxyzAB<br>B         | 444<br>38%fijklmno<br>qrstvwxyzA<br>B   | 163<br>29%imnostv<br>yzA          | 349<br>36%filmnoqr<br>stuvwxyzAB             | 389<br>39%fijklmno<br>qrstvwxyzA<br>B         | 218<br>21%nosv                        | 339<br>32%ilmnostv<br>wxyzAB                      | 368<br>32%ilmnorst<br>vwxyzAB         | 161<br>24%nostvwyA                    | 186<br>20%nos  | 140<br>15%o                           |
| Not very worried (2)   | 344<br>29%bdr                                | 262<br>23%                                     | 416<br>34%abdfhor                           | 284<br>23%                                    | 373<br>32%bdor                          | 164<br>29%bdr                     | 306<br>32%bdor                               | 291<br>29%bdr                                 | 480<br>47%abcdefg<br>hijklmnopqr<br>C | 424<br>40%abcdefg<br>hijklmnopqr<br>C             | 417<br>37%abcdefg<br>hijklmnopqr<br>C | 257<br>38%abcdefg<br>hijklmnopqr<br>C | 326<br>36%abdfhor  | 421<br>46%abcdefg<br>hijklmnopqr<br>C |
| Not at all worried (1) | 49<br>4%                                     | 41<br>4%                                       | 53<br>4%                                    | 62<br>5%                                      | 80<br>7%abcdp                           | 111<br>19%abcdeghj<br>kpruwzC     | 74<br>8%abcdp                                | 70<br>7%abcp                                  | 206<br>20%abcdeghj<br>kpruwzC         | 114<br>11%abcdeghp                                | 121<br>11%abcdeghp                    | 147<br>22%abcdeghj<br>kpruwzBC        | 260<br>29%abcdeghj<br>kpruwzABC                                    | 271<br>29%abcdeghj<br>kpruwzABC       |
| NET: Worried           | 800<br>66%cefg<br>hijklmnopqr<br>stuvwxyzABC | 798<br>71%acdefg<br>hijklmnopqr<br>stuvwxyzABC | 734<br>60%efgij<br>klmnopqrstu<br>vwxyzABC  | 789<br>65%cef<br>gijklmnopqr<br>stuvwxyzABC   | 606<br>52%ijklm<br>nopqrstuv<br>wxyzABC | 275<br>48%ilm<br>nostvwxyz<br>AB  | 538<br>56%fij<br>klmnopqr<br>stuvwxyz<br>ABC | 626<br>62%efg<br>ijklmnop<br>qrstvwxyz<br>ABC | 305<br>30%nos<br>vwyA                 | 491<br>46%ilm<br>nostvw<br>xyzAB                  | 510<br>45%ilm<br>nostvw<br>xyzAB      | 244<br>37%ino<br>stvw<br>yA           | 305<br>33%no<br>stvw<br>yA   | 202<br>22%o                           |

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Prepared by Populus on behalf of Which?





## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 70  
**Q34. How worried are you, if at all, about each of the following?**  
-Summary  
Base: All respondents

|                     | Q34 Summary                           |   |                                   |   |  |                          |                                   |                                      |                                |   |   |                                      |  |   |
|---------------------|---------------------------------------|---|-----------------------------------|---|--|--------------------------|-----------------------------------|--------------------------------------|--------------------------------|---|---|--------------------------------------|--|---|
|                     | Energy prices (a)                     | Fuel prices (b)                         | Food prices (c)                   | Public spending cuts (d)                | Future tax levels (e)                        | Mortgage rates (f)       | The value of my pension (g)       | The interest rate on my savings (h)  | The security of my savings (i) | Level of my household savings and investments (j) | The exchange rate of the pound (k)        | Me or my partner losing our jobs (l) | Level of my household debt, including mortgage and credit card (m) | The price of my house falling (n)         |
| Base (exl NA for %) | 1206                                  | 1120                                    | 1215                              | 1212                                    | 1159   | 572                      | 967                               | 1008                                 | 1027                           | 1066  | 1140                                      | 667                                  | 911  | 924                                       |
| NET: Not worried    | 393<br>33%abd                         | 302<br>27%                              | 469<br>39%abd                     | 347<br>29%                              | 453<br>39%abd                                | 275<br>48%abcdeghp<br>r  | 380<br>39%abd                     | 360<br>36%bd                         | 686<br>67%abcdefgh<br>jklpqurC | 539<br>51%abcdeghp<br>r                           | 538<br>47%abcdeghp<br>r                   | 404<br>60%abcdefgh<br>jklpqurC       | 586<br>64%abcdefgh<br>jklpqurC                                     | 692<br>75%abcdefghijk<br>lmnopqrstuvxyzBC |
| Don't know          | 13<br>1%                              | 20<br>2%a                               | 13<br>1%                          | 76<br>6%abcfhijlm<br>nopqvwxyzAB        | 99<br>9%abcdefghij<br>lmnopqrstuvw<br>xyzABC | 22<br>4%abcoqB           | 49<br>5%abchjmoqv<br>wzB          | 22<br>2%ac                           | 36<br>4%abchoqB                | 36<br>3%abchoB                                    | 92<br>8%abcfghijl<br>mnopqstuvwxy<br>zABC | 20<br>3%acB                          | 21<br>2%ac   | 30<br>3%acoB                              |
| Not applicable      | 9c                                    | 95acdeprsu<br>vzB                       | -                                 | 3                                       | 56acdprsu<br>vzB                             | 643abcdehij<br>kprsuvwzB | 248abcdehij<br>kprstuvwxyz<br>ABC | 207abcdekpr<br>stuvwzABC             | 188abcdekpr<br>stuvwzBC        | 149abcdekpr<br>uvwzBC                             | 75acdeprsu<br>vwzB                        | 548abcdghij<br>nprsuvwzABC           | 304abcdeghi<br>jkrstuvwxy<br>zABC                                  | 291abcdeghijk<br>prstuvwxyzABCC           |
| Mean                | 2.83cefghijk<br>lmnopqstuvw<br>xyzABC | 2.91acefghi<br>jklmnopqrst<br>uvwxyzABC | 2.73efijklm<br>noqstuvwxyz<br>ABC | 2.95acefghi<br>jklmnopqrst<br>uvwxyzABC | 2.65fijklmn<br>oqstuvwxyzAB<br>C             | 2.50ilmnost<br>vwxyzAB   | 2.71fijklmn<br>oqstuvwxyzA<br>BC  | 2.80efghijk<br>lmnopqstuvwxy<br>zABC | 2.19nosvyA                     | 2.51ilmnost<br>vwxyzAB                            | 2.51ilmnost<br>vwxyzAB                    | 2.28inostw<br>yA                     | 2.18nosvyA   | 1.99o                                     |
| Standard deviation  | 0.79                                  | 0.78                                    | 0.79                              | 0.88                                    | 0.83   | 1.03                     | 0.88                              | 0.88                                 | 0.86                           | 0.88  | 0.87                                      | 0.95                                 | 1.00   | 0.86                                      |
| Standard error      | 0.02                                  | 0.02                                    | 0.02                              | 0.03                                    | 0.03   | 0.04                     | 0.03                              | 0.03                                 | 0.03                           | 0.03  | 0.03                                      | 0.04                                 | 0.03   | 0.03                                      |

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 70  
Q34. How worried are you, if at all, about each of the following?

-Summary

Base: All respondents

Q34 Summary

|                        | Having my home repossessed (o)                  | The quality of public services (p)             | Housing costs (e.g. rent or mortgage payments) (q) | Brexit (r)  | The extent of my legal rights and protections when buying goods and services (s) | Being able to travel around Europe easily (t)           | Immigration from the EU (u)             | Clothing prices (v)                             | Prices of electrical goods (w)                  | Prices of holidays abroad (x)           | Mobile phone roaming charges (y)                        | Food safety standards (z)                            | Prices of cars (A)                                   | Quality of the food I buy (B)                 | The efficiency of public transport (C) |
|------------------------|---|--|--|---|--|---|---|---|---|---|---|--|--|---|--|
| Unweighted base        | 1215  | 1215   | 1215   | 1215  | 1215   | 1215  | 1215                                    | 1215  | 1215  | 1215                                    | 1215  | 1215   | 1215   | 1215  | 593                                    |
| Weighted base          | 1215  | 1215   | 1215   | 1215  | 1215   | 1215  | 1215                                    | 1215  | 1215  | 1215                                    | 1215  | 1215   | 1215   | 1215  | 583                                    |
| Base (exl NA for %)    | 760   | 1202   | 819  | 1209  | 1203   | 1060  | 1199                                    | 1206  | 1205  | 1008                                    | 1014  | 1212   | 1041   | 1213  | 531                                    |
| Very worried (4)       | 32<br>4%  | 200<br>17%<br>iklmnost<br>vwxyzABC             | 126<br>15%<br>inostvwx<br>yzABC                    | 369<br>31%<br>abcefg hij<br>klmnopqstuv<br>xyzABC | 44<br>4%   | 104<br>10%<br>nosvwyA                                   | 250<br>21%<br>ceijklmno<br>pqstvwxyzABC | 40<br>3%  | 44<br>4%  | 93<br>9%<br>osvwyA                      | 57<br>6%<br>svw   | 119<br>10%<br>nosvwyA                                | 50<br>5%   | 99<br>8%<br>osvwyA                            | 55<br>10%<br>nosvwyA                   |
| Fairly worried (3)     | 56<br>7%  | 508<br>42%<br>dfgijklm<br>nopqrstuvwx<br>yzABC | 253<br>31%<br>ilmnostv<br>wxyzAB                   | 336<br>28%<br>imnostvw<br>yzA                     | 190<br>16%<br>o  | 189<br>18%<br>o   | 338<br>28%<br>imnostvw<br>yzA           | 204<br>17%<br>o                                 | 238<br>20%<br>nosv                              | 249<br>25%<br>mnostvwy<br>A             | 186<br>18%<br>o   | 270<br>22%<br>nostvy                                 | 201<br>19%<br>nos                                    | 304<br>25%<br>mnostvwy<br>A                   | 181<br>34%<br>ilmnostvwxyzAB           |
| Not very worried (2)   | 190<br>25%                                      | 384<br>32%<br>bdor                             | 277<br>34%<br>abdfthor                             | 283<br>23%  | 684<br>57%<br>abcdefghijklmnop<br>qrstuvwxyzABC                                  | 446<br>42%<br>abcdefghijklmnop<br>kmpqr                 | 375<br>31%<br>bdor                      | 715<br>59%<br>abcdefghijklmnop<br>qrstuvwxyzABC | 733<br>61%<br>abcdefghijklmnop<br>qrstuvwxyzABC | 440<br>44%<br>abcdefghijklmnop<br>kmpqr | 459<br>45%<br>abcdefghijklmnop<br>jklmnopqrC            | 611<br>50%<br>abcdefghijklmnop<br>jklmnopqrtux<br>yC | 518<br>50%<br>abcdefghijklmnop<br>jklmnopqrtux<br>yC | 581<br>48%<br>abcdefghijklmnop<br>jklmnopqrtu | 202<br>38%<br>abcdefghijklmnop         |
| Not at all worried (1) | 468<br>62%<br>abcdefghijklmnop<br>qrstuvwxyzABC | 57<br>5%                                       | 145<br>18%<br>abcdeghj<br>kprwC                    | 142<br>12%<br>abcdeghp                            | 186<br>15%<br>abcdeghj<br>kpr  | 272<br>26%<br>abcdefghijklmnop<br>ijklpqrsuvwxyz<br>zBC | 178<br>15%<br>abcdeghj<br>kp            | 213<br>18%<br>abcdeghj<br>kprwzC                | 155<br>13%<br>abcdeghp                          | 189<br>19%<br>abcdeghj<br>kpruwzC       | 258<br>25%<br>abcdefghijklmnop<br>ijklpqrsuvwxyz<br>zBC | 178<br>15%<br>abcdeghj<br>kpr                        | 231<br>22%<br>abcdeghj<br>kprsuuvwxyzB<br>C          | 210<br>17%<br>abcdeghj<br>kprwzC              | 65<br>12%<br>abcdeghp                  |
| NET: Worried           | 88<br>12%                                       | 709<br>59%<br>efijklmn<br>opstuvwxyzA<br>BC    | 380<br>46%<br>ilmnostv<br>wxyzAB                   | 706<br>58%<br>efijklmn<br>opstuvwxyzA<br>BC       | 234<br>19%<br>o  | 293<br>28%<br>nosvw                                     | 588<br>49%<br>ilmnostv<br>wxyzAB        | 244<br>20%<br>o                                 | 282<br>23%<br>osv                               | 342<br>34%<br>nostvwyA                  | 243<br>24%<br>osv                                       | 388<br>32%<br>nostvwyA                               | 250<br>24%<br>osv                                    | 404<br>33%<br>nostvwyA                        | 236<br>44%<br>ilmnostvwxyzAB           |

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 70  
Q34. How worried are you, if at all, about each of the following?

-Summary

Base: All respondents

| Q34 Summary         |   |                                      |  |  |  |   |                             |   |   |  |   |  |  |  |  |
|---------------------|---|--------------------------------------|--|--|--|---|-----------------------------|---|---|--|---|--|--|--|--|
|                     | Having my home repossessed (o)                  | The quality of public services (p)   | Housing costs (e.g. rent or mortgage payments) (q) | Brexit (r)                               | The extent of my legal rights and protections when buying goods and services (s) | Being able to travel around Europe easily (t) | Immigration from the EU (u) | Clothing prices (v)                             | Prices of electrical goods (w)                  | Prices of holidays abroad (x)          | Mobile phone roaming charges (y)                | Food safety standards (z)              | Prices of cars (A)                     | Quality of the food I buy (B)          | The efficiency of public transport (C) |
| Base (exl NA for %) | 760   | 1202                                 | 819  | 1209                                     | 1203   | 1060  | 1199                        | 1206  | 1205  | 1008                                   | 1014  | 1212                                   | 1041                                   | 1213                                   | 531                                    |
| NET: Not worried    | 658<br>87%<br>abcdefghijklmnopqrstu<br>vwxyzABC | 441<br>37%<br>abd                    | 423<br>52%<br>abcdeghp<br>ru                       | 424<br>35%<br>bd                         | 870<br>72%<br>abcdefghijklmnopqrstu<br>vwxyzABC                                  | 718<br>68%<br>abcdefghijklmnopqr<br>st        | 553<br>46%<br>abcdeghp<br>r | 927<br>77%<br>abcdefghijklmnopqrstu<br>vwxyzABC | 888<br>74%<br>abcdefghijklmnopqrstu<br>vwxyzABC | 629<br>62%<br>abcdefghijklmnopqr<br>st | 716<br>71%<br>abcdefghijklmnopqrstu<br>vwxyzABC | 789<br>65%<br>abcdefghijklmnopqr<br>st | 749<br>72%<br>abcdefghijklmnopqr<br>st | 791<br>65%<br>abcdefghijklmnopqr<br>st | 267<br>50%<br>bcdeghp                  |
| Don't know          | 14<br>2%  | 52<br>4%<br>abchmoqzv<br>B           | 16<br>2%   | 79<br>7%<br>abcfhijlm<br>nopqtvwxzAB     | 99<br>8%<br>abcdefghijklmnopqrstu<br>vwxyzABC                                    | 48<br>5%<br>abchmoqvw<br>zB                   | 58<br>5%<br>abchmoqvw<br>zB | 35<br>3%<br>acB                                 | 35<br>3%<br>acB                                 | 37<br>4%<br>abchoqB                    | 55<br>5%<br>abchijlm<br>opqvwzB                 | 35<br>3%<br>acB                        | 42<br>4%<br>abchmoqB                   | 18<br>1%                               | 28<br>5%<br>abchlmqvwzB                |
| Not applicable      | 455<br>kqrstuvwxyz<br>ABC                       | 13cdzB                               | 396<br>nprstvwxyzAB<br>C                           | 6c                                       | 12cdzB   | 155<br>uvwzBC                                 | 16cdzB                      | 9c  | 10c   | 207<br>rsuvwxyzABC                     | 201<br>uvwzABC                                  | 3                                      | 174<br>vwzBC                           | 2                                      | 52acdekprsu<br>vwzB                    |
| Mean                | 1.53  | 2.74<br>efijklm<br>nopstvwxyz<br>ABC | 2.45<br>ilmnost<br>vwxyzAB                         | 2.83<br>cefgijk<br>lmnopqstuv<br>wxyzABC | 2.08<br>no   | 2.12<br>noy                                   | 2.58<br>ilmnoqs<br>tvwxzABC | 2.06<br>no                                      | 2.15<br>nosvyA                                  | 2.25<br>nostvwy<br>A                   | 2.04<br>o                                       | 2.28<br>ilmnostv<br>wyA                | 2.07<br>no                             | 2.25<br>nostvwy<br>A                   | 2.45<br>ilmnostvwxyzAB                 |
| Standard deviation  | 0.81  | 0.80                                 | 0.96   | 1.02                                     | 0.70   | 0.92  | 1.00                        | 0.70  | 0.68  | 0.88                                   | 0.84  | 0.84                                   | 0.79                                   | 0.84                                   | 0.85                                   |
| Standard error      | 0.03  | 0.02                                 | 0.03   | 0.03                                     | 0.02   | 0.03  | 0.03                        | 0.02  | 0.02  | 0.03                                   | 0.03  | 0.02                                   | 0.02                                   | 0.02                                   | 0.04                                   |

Proportions/Mean: All Columns Tested (5% risk level)  
Overlap formulae used.



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 71  
**Q34. How worried are you, if at all, about each of the following?**  
**-Energy prices**  
**Base: All respondents**

|                        | Gender     |            |            | Age         |              |             |             |            |              |                     | Social Grade |             |            |              |                        | Working Status         |                |                             |                   |                     | Tenure           |                      |                    |                         |                  |                          |                     |                 |                |
|------------------------|------------|------------|------------|-------------|--------------|-------------|-------------|------------|--------------|---------------------|--------------|-------------|------------|--------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|-----------------|----------------|
|                        | Total      | Male (a)   | Female (b) | 18-29 (c)   | 30-49 (d)    | 50-64 (e)   | 65+ (f)     | 18-34 (g)  | 35-64 (h)    | 55+ Not Retired (i) | AB (j)       | C1 (k)      | C2 (l)     | DE (m)       | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (aa) | Rent free (Ab) |
| Unweighted base        | 1215       | 577        | 638        | 165         | 385          | 327         | 338         | 253        | 624          | 194                 | 381          | 326         | 192        | 316          | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178             | 19             |
| Weighted base          | 1215       | 509        | 706        | 81          | 293          | 362         | 480         | 131        | 605          | 226                 | 430          | 317         | 165        | 304          | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129             | 27**           |
| Base (excl NA for %)   | 1206       | 507        | 699        | 76          | 291          | 362         | 477         | 126        | 603          | 226                 | 428          | 316         | 164        | 299          | 410                    | 177                    | 44*            | 49*                         | 182*              | 299                 | 44*              | 874                  | 542                | 332                     | 305              | 96*                      | 83*                 | 126             | 27**           |
| Very worried (4)       | 234<br>19% | 89<br>17%  | 145<br>21% | 10<br>14%   | 72<br>25%cfg | 65<br>18%   | 86<br>18%   | 19<br>15%  | 129<br>21%   | 46<br>20%           | 70<br>16%    | 50<br>16%   | 31<br>19%  | 84<br>28%ij  | 79<br>19%              | 32<br>18%              | 12<br>28%kr    | 16<br>32%kr                 | 42<br>23%         | 43<br>14%           | 10<br>22%        | 170<br>20%           | 93<br>17%          | 78<br>23%               | 62<br>20%        | 20<br>21%                | 21<br>25%           | 21<br>17%       | 2<br>6%        |
| Fairly worried (3)     | 566<br>47% | 250<br>49% | 317<br>45% | 32<br>42%   | 137<br>47%   | 169<br>47%  | 228<br>48%  | 59<br>47%  | 279<br>46%   | 120<br>53%          | 208<br>49%   | 143<br>45%  | 84<br>51%  | 131<br>44%   | 194<br>47%             | 84<br>47%              | 16<br>37%      | 21<br>44%                   | 83<br>46%         | 145<br>48%          | 22<br>51%        | 410<br>47%           | 249<br>46%         | 161<br>48%y             | 141<br>46%       | 49<br>51%y               | 27<br>32%           | 66<br>52%y      | 15<br>57%      |
| Not very worried (2)   | 344<br>29% | 142<br>28% | 202<br>29% | 25<br>33%d  | 62<br>21%    | 116<br>32%d | 141<br>30%d | 37<br>29%  | 167<br>28%   | 55<br>24%           | 135<br>32%l  | 103<br>32%l | 39<br>24%  | 68<br>23%    | 118<br>29%st           | 51<br>29%st            | 12<br>26%      | 8<br>17%                    | 48<br>27%         | 99<br>33%st         | 7<br>17%         | 253<br>29%           | 168<br>31%         | 85<br>26%               | 83<br>27%        | 21<br>22%                | 30<br>36%           | 32<br>26%       | 8<br>30%       |
| Not at all worried (1) | 49<br>4%   | 23<br>5%   | 25<br>4%   | 4<br>6%     | 14<br>5%     | 9<br>3%     | 21<br>4%    | 6<br>4%    | 22<br>4%     | 4<br>2%             | 14<br>3%     | 15<br>5%    | 9<br>6%    | 10<br>3%     | 14<br>3%               | 7<br>4%                | *<br>1%        | 4<br>7%                     | 8<br>4%           | 12<br>4%            | 3<br>7%          | 36<br>4%             | 30<br>6%v          | 6<br>2%                 | 12<br>4%         | 4<br>4%                  | 4<br>5%             | 4<br>3%         | -              |
| NET: Worried           | 800<br>66% | 339<br>67% | 462<br>66% | 43<br>56%   | 210<br>72%cg | 234<br>65%  | 314<br>66%  | 79<br>63%  | 408<br>68%bc | 166<br>73%          | 278<br>65%   | 193<br>61%  | 115<br>70% | 214<br>72%ej | 274<br>67%             | 117<br>66%             | 29<br>66%      | 37<br>75%                   | 125<br>68%        | 187<br>63%          | 32<br>73%        | 580<br>66%           | 341<br>63%         | 239<br>72%uy            | 203<br>66%       | 68<br>71%                | 48<br>57%           | 87<br>69%       | 17<br>63%      |
| NET: Not worried       | 393<br>33% | 166<br>33% | 227<br>32% | 29<br>38%d  | 77<br>26%    | 125<br>35%d | 162<br>34%  | 42<br>33%  | 189<br>31%   | 59<br>26%           | 149<br>35%l  | 118<br>37%l | 48<br>29%  | 78<br>26%    | 133<br>32%             | 58<br>33%              | 12<br>27%      | 12<br>25%                   | 56<br>31%         | 112<br>37%st        | 10<br>23%        | 289<br>33%           | 198<br>37%v        | 91<br>27%               | 95<br>31%        | 24<br>26%                | 34<br>41%v          | 36<br>29%       | 8<br>30%       |
| Don't know             | 13<br>1%   | 3<br>1%    | 10<br>1%   | 4<br>6%defh | 5<br>2%      | 3<br>1%     | 2<br>*      | 5<br>4%efh | 6<br>1%      | 2<br>1%             | *<br>*       | 5<br>1%     | 1<br>1%    | 7<br>2%ai    | 4<br>1%                | 3<br>2%fr              | 3<br>7%mnqr    | -<br>-                      | 2<br>1%           | -<br>-              | 1<br>3%fr        | 4<br>*               | 2<br>*             | 2<br>1%                 | 7<br>2%t         | 3<br>3%u                 | 1<br>1%             | 3<br>2%u        | 2<br>7%        |
| Not applicable         | 9          | 1          | 8          | 5defh       | 2            | -           | 2           | 5defh      | 2            | -                   | 2            | 1           | 1          | 5            | 4                      | 1                      | 2nr            | -                           | 2                 | -                   | *<br>4           | 2                    | 2                  | 5                       | 1                | *                        | 3u                  | *               |                |
| Mean                   | 2.83       | 2.80       | 2.84       | 2.68        | 2.93cfg      | 2.81        | 2.80        | 2.76       | 2.86c        | 2.92                | 2.78         | 2.73        | 2.84       | 2.98ij       | 2.83                   | 2.81                   | 3.00r          | 3.00                        | 2.88              | 2.73                | 2.92             | 2.82                 | 2.75               | 2.85                    | 2.91             | 2.78                     | 2.84                | 2.73            |                |
| Standard deviation     | 0.79       | 0.78       | 0.79       | 0.80        | 0.82         | 0.76        | 0.78        | 0.77       | 0.79         | 0.72                | 0.75         | 0.78        | 0.79       | 0.81         | 0.77                   | 0.78                   | 0.81           | 0.90                        | 0.81              | 0.75                | 0.83             | 0.79                 | 0.80               | 0.75                    | 0.79             | 0.77                     | 0.89                | 0.74            | 0.57           |
| Standard error         | 0.02       | 0.03       | 0.03       | 0.07        | 0.04         | 0.04        | 0.04        | 0.05       | 0.03         | 0.05                | 0.04         | 0.04        | 0.06       | 0.05         | 0.04                   | 0.05                   | 0.09           | 0.13                        | 0.08              | 0.05                | 0.08             | 0.03                 | 0.04               | 0.04                    | 0.08             | 0.09                     | 0.06                | 0.14            |                |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/AA  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 72  
Q34. How worried are you, if at all, about each of the following?  
-Fuel prices  
Base: All respondents

|                        | Gender     |                   | Age        |                      |                       |                     |                      |                     |                       |                     | Social Grade         |                     |                     |                       | Working Status          |                         |                    |                                 |                     | Tenure                |                     |                       |                      |                           |                    |                             |                      |                    |               |
|------------------------|------------|-------------------|------------|----------------------|-----------------------|---------------------|----------------------|---------------------|-----------------------|---------------------|----------------------|---------------------|---------------------|-----------------------|-------------------------|-------------------------|--------------------|---------------------------------|---------------------|-----------------------|---------------------|-----------------------|----------------------|---------------------------|--------------------|-----------------------------|----------------------|--------------------|---------------|
|                        | Total      | Male (a)          | Female (b) | 18-29 (c)            | 30-49 (d)             | 50-64 (e)           | 65+ (f)              | 18-34 (g)           | 35-64 (h)             | 55+ Not Retired (i) | AB (j)               | C1 (k)              | C2 (l)              | DE (m)                | Full time employe d (n) | Part time employe d (o) | Unemploye d (p)    | Not work- ing but seek- ing (q) | State pension (r)   | Pri- vate pension (s) | House person (t)    | NET: Home- owners (u) | Owned out- right (v) | Owned with mort- gage (w) | NET: Rent- ers (x) | Rent- ed from coun- cil (y) | Rent- ed from HA (z) | Other Rent (A)     | Rent free (B) |
| Unweighted base        | 1215       | 577               | 638        | 165                  | 385                   | 327                 | 338                  | 253                 | 624                   | 194                 | 381                  | 326                 | 192                 | 316                   | 390                     | 226                     | 83                 | 45                              | 96                  | 258                   | 117                 | 809                   | 499                  | 310                       | 387                | 97                          | 112                  | 178                | 19            |
| Weighted base          | 1215       | 509               | 706        | 81                   | 293                   | 362                 | 480                  | 131                 | 605                   | 226                 | 430                  | 317                 | 165                 | 304                   | 414                     | 178                     | 46*                | 49*                             | 185*                | 299                   | 44*                 | 878                   | 544                  | 334                       | 310                | 97*                         | 84*                  | 129                | 27**          |
| Base (exl NA for %)    | 1120       | 492               | 629        | 75*                  | 275                   | 332                 | 438                  | 120                 | 562                   | 205                 | 417                  | 290                 | 164                 | 249                   | 392                     | 171                     | 34*                | 41**                            | 156*                | 286                   | 39*                 | 841                   | 512                  | 330                       | 252                | 75*                         | 67*                  | 110                | 27**          |
| Very worried (4)       | 247<br>22% | 100<br>20%        | 147<br>23% | 12<br>15%            | 89<br>32% <i>cefg</i> | 64<br>19%           | 82<br>19%            | 21<br>17%           | 144<br>26% <i>cfg</i> | 42<br>20%           | 79<br>19%            | 48<br>16%           | 37<br>23%           | 84<br>33% <i>ijkl</i> | 93<br>24% <i>kr</i>     | 38<br>22%               | 7<br>21%           | 14<br>34%                       | 42<br>27% <i>kr</i> | 42<br>15%             | 10<br>26% <i>kr</i> | 176<br>21%            | 79<br>15%            | 97<br>30% <i>u</i>        | 63<br>25%          | 19<br>25%                   | 20<br>30% <i>u</i>   | 24<br>22%          | 8<br>29%      |
| Fairly worried (3)     | 550<br>49% | 241<br>49%        | 309<br>49% | 33<br>44%            | 118<br>43%            | 180<br>54% <i>d</i> | 220<br>50%           | 57<br>48%           | 273<br>49%            | 118<br>57%          | 222<br>53% <i>kl</i> | 140<br>48%          | 85<br>52%           | 103<br>41%            | 192<br>49%              | 92<br>54%               | 13<br>37%          | 19<br>48%                       | 70<br>45%           | 147<br>52%            | 16<br>42%           | 417<br>50%            | 266<br>52% <i>y</i>  | 151<br>46% <i>y</i>       | 120<br>47%         | 39<br>52% <i>y</i>          | 21<br>31%            | 60<br>55% <i>y</i> | 14<br>51%     |
| Not very worried (2)   | 262<br>23% | 117<br>24%        | 144<br>23% | 25<br>33% <i>deh</i> | 44<br>16%             | 73<br>22%           | 121<br>28% <i>dh</i> | 33<br>27% <i>dh</i> | 108<br>19%            | 40<br>20%           | 103<br>25%           | 80<br>28% <i>kl</i> | 34<br>21%           | 44<br>18%             | 81<br>21%               | 33<br>19%               | 11<br>31%          | 5<br>13%                        | 38<br>24%           | 86<br>30% <i>mn</i>   | 8<br>20%            | 204<br>24%            | 137<br>27%           | 67<br>20%                 | 53<br>21%          | 13<br>17%                   | 19<br>28%            | 22<br>20%          | 4<br>14%      |
| Not at all worried (1) | 41<br>4%   | 28<br>6% <i>b</i> | 12<br>2%   | 2<br>3%              | 19<br>7% <i>f</i>     | 12<br>4%            | 8<br>2%              | 4<br>3%             | 29<br>5% <i>f</i>     | 4<br>2%             | 12<br>3%             | 12<br>4%            | 5<br>3%             | 12<br>5%              | 5<br>3%                 | 1<br>3%                 | 1<br>3%            | 2<br>1%                         | 7<br>3%             | 3<br>9% <i>nqr</i>    | 3<br>4%             | 33<br>4%              | 21<br>4%             | 11<br>3%                  | 8<br>3%            | 1<br>2%                     | 5<br>7%              | 2<br>1%            | -             |
| NET: Worried           | 798<br>71% | 341<br>69%        | 456<br>73% | 44<br>59%            | 207<br>75% <i>cg</i>  | 244<br>74% <i>c</i> | 302<br>69%           | 78<br>65%           | 417<br>74% <i>ccg</i> | 159<br>78%          | 300<br>72%           | 188<br>65%          | 123<br>75% <i>j</i> | 187<br>75% <i>ej</i>  | 285<br>73%              | 131<br>76% <i>or</i>    | 20<br>59%          | 33<br>82%                       | 111<br>71%          | 190<br>66%            | 27<br>68%           | 594<br>71%            | 345<br>67%           | 248<br>75% <i>uy</i>      | 183<br>72%         | 58<br>77%                   | 41<br>61%            | 84<br>76% <i>y</i> | 21<br>79%     |
| NET: Not worried       | 302<br>27% | 146<br>30%        | 157<br>25% | 27<br>36% <i>dh</i>  | 62<br>23%             | 84<br>25%           | 129<br>29%           | 36<br>30%           | 137<br>24%            | 44<br>22%           | 115<br>28%           | 92<br>32% <i>kl</i> | 39<br>24%           | 56<br>22%             | 101<br>26%              | 38<br>22%               | 12<br>35%          | 6<br>16%                        | 40<br>26%           | 94<br>33% <i>n</i>    | 11<br>29%           | 237<br>28%            | 159<br>31%           | 79<br>24%                 | 62<br>24%          | 14<br>19%                   | 24<br>36% <i>z</i>   | 23<br>21%          | 4<br>14%      |
| Don't know             | 20<br>2%   | 4<br>1%           | 16<br>3%   | 4<br>5% <i>efh</i>   | 6<br>2%               | 3<br>1%             | 7<br>2%              | 5<br>4% <i>eh</i>   | 8<br>1%               | 1<br>1%             | 2<br>*               | 10<br>3% <i>i</i>   | 2<br>1%             | 7<br>3% <i>kl</i>     | 6<br>1%                 | 3<br>2%                 | 2<br>7% <i>mnr</i> | 1<br>3%                         | 5<br>3%             | 2<br>1%               | 1<br>3%             | 11<br>1%              | 8<br>2%              | 3<br>1%                   | 8<br>3%            | 3<br>4%                     | 2<br>3%              | 3<br>3%            | 2<br>7%       |
| Not applicable         | 95         | 17                | 78a        | 5                    | 18                    | 30                  | 42                   | 11                  | 42                    | 21                  | 12                   | 27k                 | 1                   | 54ijk                 | 22                      | 7                       | 11mnr              | 8                               | 29mnr               | 13                    | 4nr                 | 36                    | 32v                  | 5                         | 58t                | 22uv                        | 16uv                 | 19uv               | *             |
| Mean                   | 2.91       | 2.85              | 2.96a      | 2.75                 | 3.03 <i>cfg</i>       | 2.90                | 2.87                 | 2.83                | 2.96 <i>c</i>         | 2.97                | 2.88                 | 2.80                | 2.96                | 3.07 <i>ij</i>        | 2.93                    | 2.97 <i>r</i>           | 2.82               | 3.16                            | 3.00 <i>r</i>       | 2.79                  | 2.89                | 2.89                  | 2.80                 | 3.02u                     | 2.97               | 3.04u                       | 2.87                 | 2.99u              | 3.16          |
| Standard deviation     | 0.78       | 0.81              | 0.75       | 0.77                 | 0.88                  | 0.74                | 0.73                 | 0.76                | 0.82                  | 0.69                | 0.73                 | 0.77                | 0.76                | 0.85                  | 0.81                    | 0.74                    | 0.84               | 0.77                            | 0.76                | 0.72                  | 0.92                | 0.78                  | 0.75                 | 0.80                      | 0.78               | 0.73                        | 0.95                 | 0.70               | 0.67          |
| Standard error         | 0.02       | 0.03              | 0.03       | 0.06                 | 0.05                  | 0.04                | 0.04                 | 0.05                | 0.03                  | 0.05                | 0.04                 | 0.05                | 0.06                | 0.05                  | 0.04                    | 0.05                    | 0.11               | 0.13                            | 0.08                | 0.05                  | 0.09                | 0.03                  | 0.03                 | 0.05                      | 0.04               | 0.09                        | 0.10                 | 0.06               | 0.17          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 73  
**Q34. How worried are you, if at all, about each of the following?**  
**-Food prices**  
**Base: All respondents**

|                        | Gender     |             | Age         |           |              |              |              |            |             | Social Grade        |             |             |            | Working Status |                        |                        |                |                             | Tenure            |                     |                  |                      |                     |                         |                  |                          |                     |                |               |
|------------------------|------------|-------------|-------------|-----------|--------------|--------------|--------------|------------|-------------|---------------------|-------------|-------------|------------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|---------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                        | Total      | Male (a)    | Female (b)  | 18-29 (c) | 30-49 (d)    | 50-64 (e)    | 65+ (f)      | 18-34 (g)  | 35-64 (h)   | 55+ Not Retired (i) | AB (j)      | C1 (k)      | C2 (l)     | DE (m)         | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned out-right (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (A) |
| Unweighted base        | 1215       | 577         | 638         | 165       | 385          | 327          | 338          | 253        | 624         | 194                 | 381         | 326         | 192        | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                 | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base          | 1215       | 509         | 706         | 81        | 293          | 362          | 480          | 131        | 605         | 226                 | 430         | 317         | 165        | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                 | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Base (excl NA for %)   | 1215       | 509         | 706         | 81        | 293          | 362          | 480          | 131        | 605         | 226                 | 430         | 317         | 165        | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                 | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Very worried (4)       | 201<br>17% | 64<br>13%   | 136<br>19%a | 15<br>19% | 71<br>24%ef  | 54<br>15%    | 60<br>12%    | 24<br>18%  | 117<br>19%g | 33<br>15%           | 54<br>13%   | 43<br>14%   | 31<br>19%  | 72<br>24%ij    | 69<br>17%r             | 32<br>18%r             | 13<br>29%mr    | 14<br>28%r                  | 39<br>21%r        | 21<br>7%            | 14<br>32%mnr     | 136<br>16%           | 74<br>14%           | 62<br>19%               | 63<br>20%        | 21<br>21%                | 21<br>25%u          | 21<br>16%      | 2<br>6%       |
| Fairly worried (3)     | 533<br>44% | 216<br>42%  | 317<br>45%  | 37<br>45% | 124<br>42%   | 164<br>45%   | 209<br>44%   | 64<br>49%  | 260<br>43%  | 100<br>44%          | 199<br>46%  | 132<br>42%  | 72<br>43%  | 130<br>43%     | 202<br>49%n            | 67<br>38%              | 18<br>39%      | 19<br>39%                   | 83<br>45%         | 126<br>42%          | 18<br>40%        | 374<br>43%           | 206<br>38%          | 168<br>50%uy            | 146<br>47%       | 55<br>57%uy              | 28<br>33%           | 62<br>48%u     | 13<br>48%     |
| Not very worried (2)   | 416<br>34% | 193<br>38%b | 223<br>32%  | 25<br>30% | 75<br>26%    | 131<br>36%dg | 186<br>39%dg | 34<br>26%  | 196<br>32%  | 89<br>39%           | 161<br>38%l | 123<br>39%l | 48<br>29%  | 84<br>28%      | 118<br>29%             | 70<br>39%ms            | 13<br>28%      | 14<br>26%                   | 53<br>29%         | 138<br>46%moqs      | 10<br>24%        | 322<br>37%w          | 230<br>42%vxz       | 92<br>28%               | 82<br>27%        | 17<br>18%                | 27<br>32%           | 38<br>29%      | 12<br>43%     |
| Not at all worried (1) | 53<br>4%   | 33<br>7%b   | 19<br>3%    | 2<br>2%   | 20<br>7%e    | 9<br>3%      | 21<br>4%     | 5<br>4%    | 27<br>4%    | 3<br>1%             | 14<br>3%    | 14<br>4%    | 12<br>8%   | 12<br>4%       | 21<br>5%               | 8<br>4%                | 1<br>1%        | 2<br>4%                     | 7<br>4%           | 13<br>4%            | 1<br>2%          | 38<br>4%             | 28<br>5%            | 11<br>3%                | 14<br>5%         | 2<br>2%                  | 7<br>9%             | 5<br>4%        | -             |
| NET: Worried           | 734<br>60% | 281<br>55%  | 453<br>64%a | 52<br>64% | 195<br>67%ef | 218<br>60%   | 269<br>56%   | 88<br>67%g | 377<br>62%  | 133<br>59%          | 254<br>59%  | 176<br>55%  | 102<br>62% | 202<br>66%j    | 271<br>65%nr           | 99<br>56%              | 31<br>68%r     | 33<br>68%r                  | 121<br>66%r       | 147<br>49%          | 32<br>72%nr      | 510<br>58%           | 280<br>52%          | 230<br>69%u             | 209<br>67%t      | 76<br>78%uy              | 49<br>59%           | 84<br>65%u     | 15<br>54%     |
| NET: Not worried       | 469<br>39% | 227<br>45%b | 242<br>34%  | 26<br>33% | 95<br>33%    | 140<br>39%   | 206<br>43%dg | 39<br>30%  | 223<br>37%  | 92<br>41%           | 175<br>41%l | 137<br>43%l | 60<br>37%  | 96<br>32%      | 139<br>34%             | 78<br>44%ms            | 13<br>29%      | 16<br>32%                   | 60<br>33%         | 150<br>50%moqs      | 11<br>26%        | 360<br>41%w          | 257<br>47%vxz       | 103<br>31%              | 97<br>31%        | 19<br>20%                | 34<br>41%x          | 43<br>33%      | 12<br>43%     |
| Don't know             | 13<br>1%   | 1<br>*      | 11<br>2%    | 3<br>3%h  | 3<br>1%      | 3<br>1%      | 4<br>1%      | 3<br>3%    | 5<br>1%     | 1<br>1%             | 1<br>*      | 4<br>1%     | 2<br>1%    | 6<br>2%i       | 4<br>1%                | 1<br>3%                | 1<br>-         | -                           | 3<br>2%           | 2<br>1%             | 2<br>2%          | 1<br>1%              | 6<br>1%             | 1<br>*                  | 5<br>1%          | 2<br>2%                  | *<br>2%             | 2<br>2%        | 1<br>3%       |
| Not applicable         | -          | -           | -           | -         | -            | -            | -            | -          | -           | -                   | -           | -           | -          | -              | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                   | -                       | -                | -                        | -                   | -              | -             |
| Mean                   | 2.73       | 2.61        | 2.82a       | 2.83f     | 2.85f        | 2.73         | 2.65         | 2.84f      | 2.78f       | 2.72                | 2.69        | 2.66        | 2.74       | 2.88j          | 2.78r                  | 2.70r                  | 2.98nr         | 2.92r                       | 2.84r             | 2.52                | 3.04mnr          | 2.70                 | 2.61                | 2.85u                   | 2.84t            | 2.99u                    | 2.76                | 2.79u          | 2.61          |
| Standard deviation     | 0.79       | 0.79        | 0.77        | 0.76      | 0.87         | 0.74         | 0.75         | 0.77       | 0.81        | 0.72                | 0.73        | 0.77        | 0.85       | 0.82           | 0.78                   | 0.82                   | 0.81           | 0.86                        | 0.80              | 0.69                | 0.82             | 0.78                 | 0.79                | 0.75                    | 0.80             | 0.70                     | 0.94                | 0.77           | 0.60          |
| Standard error         | 0.02       | 0.03        | 0.03        | 0.06      | 0.04         | 0.04         | 0.04         | 0.05       | 0.03        | 0.05                | 0.04        | 0.04        | 0.06       | 0.05           | 0.04                   | 0.05                   | 0.09           | 0.13                        | 0.08              | 0.04                | 0.08             | 0.03                 | 0.04                | 0.04                    | 0.07             | 0.09                     | 0.06                | 0.14           |               |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 74  
**Q34. How worried are you, if at all, about each of the following?**  
**-Public spending cuts**  
**Base: All respondents**

|                        | Gender     |                         | Age                     |                      |                        |                         |                         |                       |                         | Social Grade        |                         |            |                       | Working Status          |                         |                        |                        |                             |                         | Tenure                 |                  |                      |                    |                         |                        |                          |                         |                         |               |
|------------------------|------------|-------------------------|-------------------------|----------------------|------------------------|-------------------------|-------------------------|-----------------------|-------------------------|---------------------|-------------------------|------------|-----------------------|-------------------------|-------------------------|------------------------|------------------------|-----------------------------|-------------------------|------------------------|------------------|----------------------|--------------------|-------------------------|------------------------|--------------------------|-------------------------|-------------------------|---------------|
|                        | Total      | Male (a)                | Female (b)              | 18-29 (c)            | 30-49 (d)              | 50-64 (e)               | 65+ (f)                 | 18-34 (g)             | 35-64 (h)               | 55+ Not Retired (i) | AB (j)                  | C1 (k)     | C2 (l)                | DE (m)                  | Full time employed (n)  | Part time employed (o) | Unemployed (p)         | Not working but seeking (q) | State pension (r)       | Private pension (s)    | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x)       | Rent-ed from council (y) | Rent-ed from HA (z)     | Other Rent (A)          | Rent free (B) |
| Unweighted base        | 1215       | 577                     | 638                     | 165                  | 385                    | 327                     | 338                     | 253                   | 624                     | 194                 | 381                     | 326        | 192                   | 316                     | 390                     | 226                    | 83                     | 45                          | 96                      | 258                    | 117              | 809                  | 499                | 310                     | 387                    | 97                       | 112                     | 178                     | 19            |
| Weighted base          | 1215       | 509                     | 706                     | 81                   | 293                    | 362                     | 480                     | 131                   | 605                     | 226                 | 430                     | 317        | 165                   | 304                     | 414                     | 178                    | 46*                    | 49*                         | 185*                    | 299                    | 44*              | 878                  | 544                | 334                     | 310                    | 97*                      | 84*                     | 129                     | 27**          |
| Base (excl NA for %)   | 1212       | 507                     | 704                     | 80                   | 292                    | 360                     | 480                     | 129                   | 603                     | 226                 | 429                     | 316        | 164                   | 303                     | 414                     | 178                    | 46*                    | 49*                         | 184*                    | 299                    | 42*              | 876                  | 542                | 334                     | 308                    | 96*                      | 83*                     | 129                     | 27**          |
| Very worried (4)       | 353<br>29% | 165<br>32%              | 188<br>27%              | 15<br>19%            | 86<br>30% <sup>c</sup> | 109<br>30% <sup>c</sup> | 142<br>30% <sup>c</sup> | 30<br>23%             | 180<br>30% <sup>c</sup> | 73<br>33%           | 137<br>32% <sup>k</sup> | 88<br>28%  | 36<br>22%             | 91<br>30%               | 116<br>28%              | 47<br>26%              | 9<br>20%               | 16<br>33%                   | 54<br>29%               | 95<br>32%              | 15<br>35%        | 251<br>29%           | 152<br>28%         | 99<br>30%               | 91<br>29%              | 31<br>33%                | 24<br>29%               | 35<br>27%               | 11<br>39%     |
| Fairly worried (3)     | 436<br>36% | 154<br>30%              | 283<br>40% <sup>a</sup> | 36<br>45%            | 105<br>36%             | 129<br>36%              | 166<br>35%              | 53<br>41%             | 217<br>36%              | 73<br>32%           | 150<br>35%              | 109<br>34% | 73<br>44%             | 105<br>35%              | 146<br>35%              | 75<br>42%              | 20<br>43%              | 17<br>35%                   | 65<br>35%               | 98<br>33%              | 15<br>35%        | 326<br>37%           | 201<br>37%         | 125<br>37%              | 98<br>32%              | 34<br>35%                | 26<br>31%               | 39<br>30%               | 12<br>43%     |
| Not very worried (2)   | 284<br>23% | 136<br>27%              | 149<br>21%              | 18<br>23%            | 63<br>22%              | 87<br>24%               | 116<br>24%              | 30<br>23%             | 138<br>23%              | 56<br>25%           | 97<br>23%               | 89<br>28%  | 36<br>22%             | 62<br>20%               | 106<br>26% <sup>p</sup> | 37<br>21%              | 9<br>21%               | 4<br>9%                     | 37<br>20%               | 83<br>28% <sup>p</sup> | 8<br>19%         | 210<br>24%           | 129<br>24%         | 81<br>24%               | 71<br>23%              | 18<br>18%                | 15<br>18%               | 39<br>30%               | 4<br>14%      |
| Not at all worried (1) | 62<br>5%   | 34<br>7%                | 28<br>4%                | 3<br>4%              | 13<br>4%               | 22<br>6%                | 25<br>5%                | 5<br>4%               | 32<br>5%                | 12<br>6%            | 31<br>7%                | 13<br>4%   | 6<br>4%               | 13<br>4%                | 27<br>6%                | 6<br>3%                | 3<br>7%                | 1<br>2%                     | 8<br>4%                 | 15<br>5%               | 2<br>5%          | 48<br>5%             | 32<br>6%           | 16<br>5%                | 14<br>4%               | 3<br>3%                  | 8<br>9% <sup>z</sup>    | 3<br>2%                 | *<br>2%       |
| NET: Worried           | 789<br>65% | 318<br>63%              | 471<br>67%              | 51<br>64%            | 192<br>66%             | 238<br>66%              | 308<br>64%              | 83<br>65%             | 398<br>66%              | 146<br>65%          | 288<br>67%              | 197<br>62% | 109<br>66%            | 196<br>65%              | 262<br>63%              | 122<br>69%             | 29<br>63%              | 34<br>69%                   | 119<br>65%              | 193<br>64%             | 30<br>70%        | 578<br>66%           | 353<br>65%         | 224<br>67%              | 189<br>61%             | 65<br>68%                | 49<br>59%               | 74<br>58%               | 22<br>82%     |
| NET: Not worried       | 347<br>29% | 169<br>33% <sup>b</sup> | 177<br>25%              | 21<br>27%            | 76<br>26%              | 108<br>30%              | 141<br>29%              | 35<br>27%             | 171<br>28%              | 68<br>30%           | 128<br>30%              | 102<br>32% | 42<br>26%             | 75<br>25%               | 133<br>32% <sup>p</sup> | 42<br>24%              | 13<br>28% <sup>p</sup> | 5<br>11%                    | 45<br>25%               | 98<br>33% <sup>p</sup> | 10<br>23%        | 258<br>29%           | 161<br>30%         | 96<br>29%               | 85<br>28%              | 21<br>22%                | 23<br>27%               | 41<br>32%               | 4<br>15%      |
| Don't know             | 76<br>6%   | 20<br>4%                | 57<br>8% <sup>a</sup>   | 8<br>9% <sup>e</sup> | 24<br>8% <sup>e</sup>  | 14<br>4%                | 31<br>6%                | 11<br>8% <sup>e</sup> | 35<br>6%                | 11<br>5%            | 14<br>3%                | 17<br>5%   | 13<br>8% <sup>i</sup> | 32<br>11% <sup>ij</sup> | 18<br>4%                | 13<br>7% <sup>r</sup>  | 4<br>9% <sup>r</sup>   | 10<br>21% <sup>mnr</sup>    | 19<br>11% <sup>mr</sup> | 8<br>3%                | 3<br>6%          | 41<br>5%             | 28<br>5%           | 13<br>4%                | 35<br>11% <sup>t</sup> | 10<br>10%                | 11<br>13% <sup>uv</sup> | 13<br>10% <sup>uv</sup> | 1<br>3%       |
| Not applicable         | 3          | 1                       | 2                       | 1 <sup>f</sup>       | 1                      | 1                       | -                       | 1 <sup>f</sup>        | 2                       | *                   | 1                       | 1          | 1                     | 1                       | 1                       | -                      | -                      | -                           | 1                       | -                      | 2 <sup>mnr</sup> | 2                    | 1                  | *                       | 2                      | 1                        | *                       | -                       | -             |
| Mean                   | 2.95       | 2.92                    | 2.97                    | 2.87                 | 2.99                   | 2.94                    | 2.95                    | 2.91                  | 2.96                    | 2.97                | 2.95                    | 2.91       | 2.92                  | 3.01                    | 2.89                    | 2.99                   | 2.83                   | 3.26 <sup>mo</sup>          | 3.01                    | 2.94                   | 3.07             | 2.94                 | 2.92               | 2.96                    | 2.97                   | 3.08                     | 2.91                    | 2.93                    | 3.23          |
| Standard deviation     | 0.88       | 0.94                    | 0.83                    | 0.78                 | 0.87                   | 0.90                    | 0.89                    | 0.83                  | 0.89                    | 0.91                | 0.93                    | 0.87       | 0.79                  | 0.87                    | 0.91                    | 0.81                   | 0.87                   | 0.75                        | 0.87                    | 0.91                   | 0.89             | 0.88                 | 0.89               | 0.87                    | 0.89                   | 0.85                     | 0.99                    | 0.86                    | 0.76          |
| Standard error         | 0.03       | 0.04                    | 0.03                    | 0.07                 | 0.05                   | 0.05                    | 0.05                    | 0.06                  | 0.04                    | 0.07                | 0.05                    | 0.05       | 0.06                  | 0.05                    | 0.05                    | 0.06                   | 0.10                   | 0.12                        | 0.09                    | 0.06                   | 0.09             | 0.03                 | 0.04               | 0.05                    | 0.05                   | 0.09                     | 0.10                    | 0.07                    | 0.18          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 75  
**Q34. How worried are you, if at all, about each of the following?**  
**-Future tax levels**  
**Base: All respondents**

|                        | Gender     |            |                    | Age                |                     |                     |                         |                     |                     |                 | Social Grade |                     |                    |                       |                         | Working Status          |                       |                               |                      |                        | Tenure             |                      |                        |                          |                    |                           |                     |                    |               |
|------------------------|------------|------------|--------------------|--------------------|---------------------|---------------------|-------------------------|---------------------|---------------------|-----------------|--------------|---------------------|--------------------|-----------------------|-------------------------|-------------------------|-----------------------|-------------------------------|----------------------|------------------------|--------------------|----------------------|------------------------|--------------------------|--------------------|---------------------------|---------------------|--------------------|---------------|
|                        | Total      | Male (a)   | Female (b)         | 18-29 (c)          | 30-49 (d)           | 50-64 (e)           | 65+ (f)                 | 18-34 (g)           | 35-64 (h)           | 55+ Not Retired | AB (i)       | C1 (j)              | C2 (k)             | DE (l)                | Full time employe d (m) | Part time employe d (n) | Unemp-loyed (o)       | Not work-ing but seek-ing (p) | State pension (q)    | Pri-vate pension (r)   | House person (s)   | NET: Home-owners (t) | Owned out-right (u)    | Owned with mort-gage (v) | NET: Rent-ers (w)  | Rent-ed from coun-cil (x) | Rent-ed from HA (y) | Other Rent (z)     | Rent free (A) |
| Unweighted base        | 1215       | 577        | 638                | 165                | 385                 | 327                 | 338                     | 253                 | 624                 | 194             | 381          | 326                 | 192                | 316                   | 390                     | 226                     | 83                    | 45                            | 96                   | 258                    | 117                | 809                  | 499                    | 310                      | 387                | 97                        | 112                 | 178                | 19            |
| Weighted base          | 1215       | 509        | 706                | 81                 | 293                 | 362                 | 480                     | 131                 | 605                 | 226             | 430          | 317                 | 165                | 304                   | 414                     | 178                     | 46*                   | 49*                           | 185*                 | 299                    | 44*                | 878                  | 544                    | 334                      | 310                | 97*                       | 84*                 | 129                | 27**          |
| Base (exl NA for %)    | 1159       | 492        | 666                | 80                 | 290                 | 352                 | 436                     | 130                 | 592                 | 222             | 427          | 309                 | 156                | 266                   | 414                     | 176                     | 41*                   | 49*                           | 147*                 | 290                    | 41*                | 852                  | 523                    | 329                      | 281                | 88*                       | 71*                 | 122                | 25**          |
| Very worried (4)       | 163<br>14% | 64<br>13%  | 99<br>15%          | 14<br>18% <i>f</i> | 62<br>22% <i>ef</i> | 45<br>13%           | 41<br>9%                | 26<br>20% <i>ef</i> | 96<br>16% <i>f</i>  | 30<br>13%       | 61<br>14%    | 31<br>10%           | 22<br>14%          | 50<br>19% <i>aj</i>   | 74<br>18% <i>ar</i>     | 25<br>14%               | 4<br>9%               | 11<br>22% <i>ar</i>           | 15<br>10%            | 27<br>9%               | 6<br>16%           | 111<br>13%           | 49<br>9%               | 62<br>19% <i>au</i>      | 46<br>16%          | 15<br>17%                 | 13<br>18% <i>au</i> | 18<br>15%          | 6<br>22%      |
| Fairly worried (3)     | 444<br>38% | 201<br>41% | 242<br>36%         | 32<br>40%          | 121<br>42% <i>f</i> | 152<br>43% <i>f</i> | 138<br>32%              | 53<br>41% <i>f</i>  | 252<br>43% <i>f</i> | 95<br>43%       | 175<br>41%   | 125<br>41%          | 54<br>34%          | 89<br>33%             | 180<br>43% <i>qs</i>    | 78<br>44% <i>qs</i>     | 13<br>32%             | 20<br>42%                     | 38<br>26%            | 101<br>35%             | 12<br>30%          | 314<br>37%           | 168<br>32%             | 145<br>44% <i>au</i>     | 115<br>41%         | 41<br>47% <i>au</i>       | 23<br>32%           | 52<br>42%          | 14<br>57%     |
| Not very worried (2)   | 373<br>32% | 162<br>33% | 211<br>32%         | 21<br>27%          | 62<br>21%           | 113<br>32% <i>d</i> | 176<br>40% <i>cdgh</i>  | 34<br>26%           | 163<br>27%          | 72<br>33%       | 131<br>31%   | 111<br>36% <i>l</i> | 62<br>40% <i>l</i> | 68<br>25%             | 117<br>28%              | 45<br>26%               | 10<br>24%             | 7<br>15%                      | 50<br>34% <i>p</i>   | 128<br>44% <i>mnop</i> | 15<br>37% <i>p</i> | 298<br>35% <i>w</i>  | 216<br>41% <i>vxy</i>  | 82<br>25%                | 70<br>25%          | 13<br>15%                 | 18<br>26%           | 39<br>32% <i>x</i> | 4<br>18%      |
| Not at all worried (1) | 80<br>7%   | 41<br>8%   | 39<br>6%           | 5<br>6%            | 17<br>6%            | 23<br>6%            | 36<br>8%                | 6<br>5%             | 38<br>6%            | 13<br>6%        | 38<br>9%     | 21<br>7%            | 6<br>4%            | 15<br>6%              | 23<br>6%                | 15<br>8%                | 8<br>18% <i>mnprs</i> | 1<br>1%                       | 11<br>7%             | 21<br>7%               | 2<br>4%            | 70<br>8% <i>w</i>    | 48<br>9% <i>z</i>      | 22<br>7% <i>z</i>        | 11<br>4%           | 5<br>5%                   | 5<br>7% <i>z</i>    | 1<br>1%            | -             |
| NET: Worried           | 606<br>52% | 265<br>54% | 341<br>51%         | 46<br>58% <i>f</i> | 184<br>63% <i>f</i> | 197<br>56% <i>f</i> | 179<br>41%              | 79<br>61% <i>f</i>  | 348<br>59% <i>f</i> | 125<br>56%      | 236<br>55%   | 156<br>50%          | 75<br>48%          | 139<br>52%            | 253<br>61% <i>oqrs</i>  | 103<br>59% <i>oqr</i>   | 17<br>41%             | 31<br>64% <i>oqr</i>          | 53<br>36%            | 129<br>44%             | 19<br>45%          | 425<br>50%           | 218<br>42%             | 207<br>63% <i>u</i>      | 162<br>57%         | 56<br>64% <i>u</i>        | 36<br>50%           | 70<br>57% <i>u</i> | 20<br>79%     |
| NET: Not worried       | 453<br>39% | 203<br>41% | 250<br>38%         | 26<br>32%          | 79<br>27%           | 135<br>38% <i>d</i> | 212<br>49% <i>cdgeh</i> | 40<br>30%           | 201<br>34%          | 85<br>38%       | 169<br>40%   | 132<br>43% <i>l</i> | 69<br>44% <i>l</i> | 83<br>31%             | 140<br>34% <i>p</i>     | 60<br>34% <i>p</i>      | 17<br>42% <i>p</i>    | 8<br>16%                      | 61<br>42% <i>p</i>   | 150<br>52% <i>mnp</i>  | 17<br>41% <i>p</i> | 368<br>43% <i>w</i>  | 264<br>50% <i>vxyz</i> | 104<br>31%               | 81<br>29%          | 17<br>20%                 | 23<br>33%           | 40<br>33%          | 4<br>18%      |
| Don't know             | 99<br>9%   | 24<br>5%   | 75<br>11% <i>a</i> | 8<br>10%           | 27<br>9%            | 20<br>6%            | 44<br>10%               | 11<br>9%            | 44<br>7%            | 12<br>5%        | 21<br>5%     | 21<br>7%            | 12<br>8%           | 45<br>17% <i>ijkl</i> | 21<br>5%                | 13<br>7%                | 7<br>17% <i>mnr</i>   | 10<br>20% <i>mnr</i>          | 32<br>22% <i>mnr</i> | 11<br>4%               | 6<br>14% <i>mr</i> | 60<br>7%             | 41<br>8%               | 18<br>6%                 | 39<br>14% <i>t</i> | 14<br>16% <i>uv</i>       | 12<br>17% <i>uv</i> | 12<br>10%          | 1<br>3%       |
| Not applicable         | 56         | 16         | 40                 | *                  | 3                   | 9                   | 44 <i>cdgeh</i>         | *                   | 12                  | 4               | 3            | 8                   | 9 <i>i</i>         | 37 <i>ijkl</i>        | *                       | 2                       | 4 <i>mnpr</i>         | -                             | 38 <i>mnoprs</i>     | 9 <i>m</i>             | 3 <i>mn</i>        | 25                   | 21                     | 5                        | 29 <i>t</i>        | 9 <i>uv</i>               | 12 <i>uvz</i>       | 7 <i>v</i>         | 2             |
| Mean                   | 2.65       | 2.62       | 2.68               | 2.78 <i>f</i>      | 2.87 <i>efh</i>     | 2.66 <i>f</i>       | 2.47                    | 2.83 <i>ef</i>      | 2.74 <i>f</i>       | 2.67            | 2.64         | 2.57                | 2.63               | 2.78 <i>j</i>         | 2.77 <i>oqr</i>         | 2.69 <i>or</i>          | 2.38                  | 3.06 <i>noqrs</i>             | 2.51                 | 2.48                   | 2.66               | 2.59                 | 2.45                   | 2.80 <i>u</i>            | 2.81 <i>t</i>      | 2.91 <i>u</i>             | 2.74 <i>u</i>       | 2.79 <i>u</i>      | 3.04          |
| Standard deviation     | 0.83       | 0.83       | 0.83               | 0.84               | 0.85                | 0.80                | 0.80                    | 0.83                | 0.83                | 0.79            | 0.85         | 0.78                | 0.79               | 0.87                  | 0.82                    | 0.84                    | 0.96                  | 0.73                          | 0.84                 | 0.78                   | 0.84               | 0.84                 | 0.81                   | 0.84                     | 0.79               | 0.80                      | 0.90                | 0.72               | 0.65          |
| Standard error         | 0.03       | 0.04       | 0.04               | 0.07               | 0.05                | 0.05                | 0.05                    | 0.06                | 0.03                | 0.06            | 0.04         | 0.05                | 0.06               | 0.04                  | 0.06                    | 0.12                    | 0.12                  | 0.11                          | 0.05                 | 0.09                   | 0.03               | 0.04                 | 0.05                   | 0.04                     | 0.09               | 0.10                      | 0.06                | 0.16               |               |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 76  
Q34. How worried are you, if at all, about each of the following?  
-Mortgage rates  
Base: All respondents

|                        | Gender |          |            | Age       |           |           |         |           |           |                     | Social Grade |        |        |        | Working Status         |                        |                |                             |                   | Tenure              |                  |                      |                    |                         |                  |                           |                     |                |               |
|------------------------|--------|----------|------------|-----------|-----------|-----------|---------|-----------|-----------|---------------------|--------------|--------|--------|--------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|---------------------------|---------------------|----------------|---------------|
|                        | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g) | 35-64 (h) | 55+ Not Retired (i) | AB (j)       | C1 (k) | C2 (l) | DE (m) | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from coun-cil (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base        | 1215   | 577      | 638        | 165       | 385       | 327       | 338     | 253       | 624       | 194                 | 381          | 326    | 192    | 316    | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                        | 112                 | 178            | 19            |
| Weighted base          | 1215   | 509      | 706        | 81        | 293       | 362       | 480     | 131       | 605       | 226                 | 430          | 317    | 165    | 304    | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                       | 84*                 | 129            | 27**          |
| Base (excl NA for %)   | 572    | 258      | 314        | 66*       | 211       | 197       | 98*     | 106       | 368       | 106*                | 236          | 167    | 80*    | 89*    | 311                    | 102*                   | 19*            | 12**                        | 30**              | 78*                 | 20*              | 470                  | 138                | 332                     | 92*              | 23**                      | 25**                | 44*            | 10**          |
| Very worried (4)       | 112    | 44       | 68         | 20        | 57        | 24        | 10      | 31        | 71        | 16                  | 45           | 18     | 22     | 27     | 74                     | 18                     | 5              | 2                           | 3                 | 7                   | 4                | 97                   | 14                 | 83                      | 10               | 1                         | 4                   | 6              | 4             |
|                        | 20%    | 17%      | 22%        | 31%efh    | 27%efh    | 12%       | 10%     | 30%efh    | 19%       | 15%                 | 19%          | 10%    | 28%j   | 31%j   | 24%r                   | 17%                    | 24%r           | 20%                         | 10%               | 9%                  | 20%              | 21%w                 | 10%                | 25%u                    | 11%              | 4%                        | 15%                 | 13%            | 42%           |
| Fairly worried (3)     | 163    | 67       | 96         | 24        | 70        | 54        | 16      | 41        | 107       | 27                  | 69           | 55     | 25     | 15     | 98                     | 33                     | 6              | 2                           | 7                 | 12                  | 6                | 142                  | 21                 | 121                     | 20               | 5                         | 4                   | 11             | 2             |
|                        | 29%    | 26%      | 31%        | 36%f      | 33%f      | 27%       | 16%     | 38%f      | 29%f      | 25%                 | 29%l         | 33%l   | 31%    | 17%    | 31%r                   | 32%r                   | 32%            | 19%                         | 22%               | 15%                 | 28%              | 30%                  | 15%                | 36%u                    | 22%              | 21%                       | 14%                 | 26%            | 16%           |
| Not very worried (2)   | 164    | 76       | 88         | 14        | 53        | 61        | 35      | 24        | 105       | 34                  | 69           | 53     | 20     | 22     | 87                     | 31                     | 4              | 2                           | 11                | 24                  | 4                | 133                  | 29                 | 104                     | 30               | 9                         | 5                   | 16             | *             |
|                        | 29%    | 29%      | 28%        | 21%       | 25%       | 31%       | 36%     | 22%       | 28%       | 32%                 | 29%          | 31%    | 25%    | 24%    | 28%                    | 30%                    | 23%            | 16%                         | 36%               | 31%                 | 21%              | 28%                  | 21%                | 31%u                    | 33%              | 39%                       | 21%                 | 36%u           | 4%            |
| Not at all worried (1) | 111    | 62       | 49         | 4         | 25        | 55        | 27      | 5         | 79        | 28                  | 47           | 38     | 10     | 16     | 48                     | 18                     | 1              | 4                           | 5                 | 31                  | 4                | 87                   | 65                 | 22                      | 21               | 4                         | 11                  | 7              | 3             |
|                        | 19%    | 24%b     | 16%        | 6%        | 12%g      | 28%cdg    | 28%cdg  | 5%        | 21%cdg    | 26%                 | 20%          | 23%    | 13%    | 18%    | 15%                    | 18%                    | 6%             | 35%                         | 18%               | 40%mnos20%          | 20%              | 19%                  | 47%vz              | 7%                      | 23%              | 16%                       | 43%                 | 16%v           | 29%           |
| NET: Worried           | 275    | 112      | 164        | 44        | 127       | 78        | 26      | 72        | 177       | 43                  | 114          | 72     | 47     | 42     | 171                    | 51                     | 11             | 5                           | 9                 | 19                  | 9                | 239                  | 35                 | 205                     | 30               | 6                         | 7                   | 17             | 6             |
|                        | 48%    | 43%      | 52%        | 67%efh    | 60%efh    | 40%       | 26%     | 68%efh    | 48%f      | 40%                 | 48%          | 43%    | 58%j   | 48%    | 55%r                   | 50%r                   | 56%r           | 39%                         | 32%               | 24%                 | 47%r             | 51%w                 | 25%                | 62%uz                   | 33%              | 25%                       | 29%                 | 39%            | 58%           |
| NET: Not worried       | 275    | 138      | 137        | 18        | 78        | 117       | 63      | 29        | 184       | 62                  | 116          | 91     | 31     | 37     | 135                    | 49                     | 6              | 6                           | 16                | 55                  | 8                | 220                  | 94                 | 126                     | 52               | 13                        | 16                  | 23             | 3             |
|                        | 48%    | 53%      | 44%        | 27%       | 37%       | 59%cdg    | 64%cdg  | 27%       | 50%cdg    | 58%                 | 49%          | 54%k   | 38%    | 42%    | 43%                    | 48%                    | 29%            | 52%                         | 54%               | 70%mnos41%          | 47%              | 68%vz                | 38%                | 55%                     | 64%              | 52%                       | 64%                 | 52%            | 34%           |
| Don't know             | 22     | 9        | 13         | 4         | 6         | 2         | 10      | 5         | 7         | 2                   | 5            | 4      | 3      | 9      | 2                      | 3                      | 1              | 4                           | 4                 | 2                   | 11               | 9                    | 2                  | 10                      | 5                | 2                         | 4                   | 1              |               |
|                        | 4%     | 3%       | 4%         | 6%eh      | 3%        | 1%        | 10%deh  | 5%        | 2%        | 2%                  | 2%           | 3%     | 4%     | 10%ij  | 2%                     | 2%                     | 15%mn          | 9%                          | 14%               | 6%                  | 12%mn            | 2%                   | 7%v                | 1%                      | 11%t             | 20%                       | 6%                  | 9%v            | 8%            |
| Not applicable         | 643    | 250      | 392        | 15        | 82cg      | 164cdgh   | 382     | 25        | 236cdg    | 120                 | 194          | 149    | 84ij   | 215    | 103                    | 76m                    | 26mn           | 37                          | 155               | 222m                | 24mn             | 408                  | 406v               | 2                       | 218              | 74                        | 59                  | 85v            | 17            |
| Mean                   | 2.50   | 2.38     | 2.60a      | 2.98efh   | 2.78efh   | 2.24      | 2.10    | 2.98efh   | 2.47i     | 2.30                | 2.49         | 2.31   | 2.76j  | 2.68j  | 2.64r                  | 2.50r                  | 2.87           | 2.26                        | 2.27              | 1.94                | 2.53r            | 2.54w                | 1.87               | 2.80uz                  | 2.24             | 2.17                      | 2.02                | 2.40u          | 2.77          |
| Standard deviation     | 1.03   | 1.05     | 1.01       | 0.90      | 0.99      | 1.00      | 0.97    | 0.87      | 1.04      | 1.03                | 1.03         | 0.95   | 1.01   | 1.15   | 1.01                   | 0.99                   | 0.93           | 1.24                        | 0.94              | 0.99                | 1.11             | 1.03                 | 1.05               | 0.89                    | 0.99             | 0.83                      | 1.15                | 0.94           | 1.40          |
| Standard error         | 0.04   | 0.06     | 0.06       | 0.08      | 0.06      | 0.08      | 0.13    | 0.06      | 0.06      | 0.12                | 0.07         | 0.07   | 0.11   | 0.11   | 0.06                   | 0.09                   | 0.16           | 0.33                        | 0.25              | 0.12                | 0.16             | 0.05                 | 0.09               | 0.05                    | 0.18             | 0.19                      | 0.11                | 0.49           |               |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 77  
**Q34. How worried are you, if at all, about each of the following?**  
**-The value of my pension**  
**Base: All respondents**

|                        | Gender     |                        | Age                   |                        |                         |                         |                             | Social Grade           |                         |                     |            | Working Status |                   |                         |                           |                        | Tenure                  |                             |                      |                           |                          |                      |                          |                         |                       |                          |                     |                      |               |
|------------------------|------------|------------------------|-----------------------|------------------------|-------------------------|-------------------------|-----------------------------|------------------------|-------------------------|---------------------|------------|----------------|-------------------|-------------------------|---------------------------|------------------------|-------------------------|-----------------------------|----------------------|---------------------------|--------------------------|----------------------|--------------------------|-------------------------|-----------------------|--------------------------|---------------------|----------------------|---------------|
|                        | Total      | Male (a)               | Female (b)            | 18-29 (c)              | 30-49 (d)               | 50-64 (e)               | 65+ (f)                     | 18-34 (g)              | 35-64 (h)               | 55+ Not Retired (i) | AB (j)     | C1 (k)         | C2 (l)            | DE (m)                  | Full time employed (n)    | Part time employed (o) | Unemployed (p)          | Not working but seeking (q) | State pension (r)    | Private pension (s)       | House person (t)         | NET: Home-owners (u) | Owned outright (v)       | Owned with mortgage (w) | NET: Renters (x)      | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A)       | Rent free (A) |
| Unweighted base        | 1215       | 577                    | 638                   | 165                    | 385                     | 327                     | 338                         | 253                    | 624                     | 194                 | 381        | 326            | 192               | 316                     | 390                       | 226                    | 83                      | 45                          | 96                   | 258                       | 117                      | 809                  | 499                      | 310                     | 387                   | 97                       | 112                 | 178                  | 19            |
| Weighted base          | 1215       | 509                    | 706                   | 81                     | 293                     | 362                     | 480                         | 131                    | 605                     | 226                 | 430        | 317            | 165               | 304                     | 414                       | 178                    | 46*                     | 49*                         | 185*                 | 299                       | 44*                      | 878                  | 544                      | 334                     | 310                   | 97*                      | 84*                 | 129                  | 27**          |
| Base (excl NA for %)   | 967        | 447                    | 520                   | 66*                    | 238                     | 310                     | 352                         | 107                    | 507                     | 192                 | 357        | 268            | 122               | 219                     | 377                       | 140                    | 26*                     | 32**                        | 103*                 | 259                       | 29*                      | 719                  | 426                      | 293                     | 227                   | 76*                      | 58*                 | 93*                  | 21**          |
| Very worried (4)       | 188<br>19% | 80<br>18%              | 108<br>21%            | 16<br>25% <sub>f</sub> | 62<br>26% <sub>f</sub>  | 69<br>22% <sub>f</sub>  | 41<br>12%                   | 27<br>26% <sub>f</sub> | 120<br>24% <sub>f</sub> | 37<br>19%           | 69<br>19%  | 54<br>20%      | 17<br>14%         | 48<br>22%               | 88<br>23% <sub>r</sub>    | 32<br>23% <sub>r</sub> | 9<br>33% <sub>r</sub>   | 5<br>17%                    | 17<br>16%            | 30<br>12%                 | 7<br>24% <sub>r</sub>    | 135<br>19%           | 63<br>15%                | 72<br>24% <sub>u</sub>  | 49<br>21%             | 20<br>27%                | 11<br>20%           | 17<br>18%            | 5<br>22%      |
| Fairly worried (3)     | 349<br>36% | 168<br>38%             | 181<br>35%            | 26<br>39%              | 82<br>35%               | 129<br>42% <sub>f</sub> | 112<br>32%                  | 45<br>42% <sub>f</sub> | 191<br>38%              | 78<br>40%           | 138<br>39% | 92<br>34%      | 44<br>36%         | 76<br>35%               | 156<br>41% <sub>s</sub>   | 52<br>37% <sub>s</sub> | 6<br>24%                | 10<br>33%                   | 34<br>33%            | 84<br>32%                 | 6<br>21%                 | 257<br>36%           | 143<br>33%               | 115<br>39%              | 82<br>36%             | 28<br>37%                | 20<br>36%           | 34<br>36%            | 10<br>46%     |
| Not very worried (2)   | 306<br>32% | 143<br>32%             | 163<br>31%            | 16<br>24%              | 59<br>25%               | 86<br>28%               | 146<br>41% <sub>cdegh</sub> | 22<br>20%              | 138<br>27%              | 60<br>31%           | 108<br>30% | 92<br>34%      | 42<br>35%         | 63<br>29%               | 102<br>27%                | 41<br>29%              | 5<br>19%                | 5<br>16%                    | 35<br>34%            | 109<br>42% <sub>mno</sub> | 9<br>30%                 | 239<br>33%           | 161<br>38% <sub>vx</sub> | 78<br>27%               | 61<br>27%             | 16<br>22%                | 18<br>31%           | 27<br>29%            | 6<br>28%      |
| Not at all worried (1) | 74<br>8%   | 45<br>10% <sub>b</sub> | 29<br>6%              | 2<br>3%                | 17<br>7%                | 16<br>5%                | 39<br>11% <sub>cegh</sub>   | 3<br>3%                | 32<br>6%                | 9<br>5%             | 33<br>9%   | 20<br>7%       | 11<br>9%          | 10<br>5%                | 17<br>4%                  | 10<br>7%               | 3<br>10%                | 2<br>7%                     | 9<br>8%              | 33<br>13% <sub>m</sub>    | 1<br>3%                  | 59<br>8%             | 39<br>9%                 | 20<br>7%                | 14<br>6%              | 3<br>4%                  | 3<br>6%             | 8<br>8%              | -             |
| NET: Worried           | 538<br>56% | 249<br>56%             | 289<br>56%            | 42<br>64% <sub>f</sub> | 144<br>61% <sub>f</sub> | 198<br>64% <sub>f</sub> | 153<br>43%                  | 73<br>68% <sub>f</sub> | 312<br>61% <sub>f</sub> | 115<br>60%          | 206<br>58% | 146<br>54%     | 62<br>50%         | 124<br>56%              | 244<br>65% <sub>qrs</sub> | 84<br>60% <sub>r</sub> | 15<br>57%               | 16<br>50%                   | 51<br>49%            | 114<br>44%                | 13<br>46%                | 392<br>55%           | 206<br>48%               | 186<br>64% <sub>u</sub> | 131<br>58%            | 48<br>64%                | 32<br>55%           | 51<br>54%            | 14<br>68%     |
| NET: Not worried       | 380<br>39% | 188<br>42%             | 192<br>37%            | 18<br>27%              | 75<br>32%               | 101<br>33%              | 185<br>52% <sub>cdegh</sub> | 25<br>23%              | 170<br>34% <sub>g</sub> | 69<br>36%           | 141<br>40% | 112<br>42%     | 53<br>44%         | 73<br>33%               | 119<br>32%                | 51<br>36%              | 8<br>29%                | 7<br>23%                    | 44<br>43%            | 141<br>54% <sub>mno</sub> | 10<br>34%                | 298<br>42%           | 201<br>47% <sub>vx</sub> | 98<br>33%               | 75<br>33%             | 19<br>26%                | 21<br>37%           | 35<br>37%            | 6<br>28%      |
| Don't know             | 49<br>5%   | 10<br>2%               | 39<br>8% <sub>a</sub> | 6<br>9%                | 18<br>8%                | 11<br>4%                | 15<br>4%                    | 10<br>9% <sub>ef</sub> | 25<br>5%                | 9<br>5%             | 10<br>3%   | 11<br>4%       | 7<br>6%           | 22<br>10% <sub>ij</sub> | 15<br>4%                  | 5<br>3%                | 4<br>13% <sub>mnr</sub> | 9<br>27%                    | 8<br>8% <sub>r</sub> | 4<br>1%                   | 6<br>21% <sub>mnqr</sub> | 28<br>4%             | 19<br>5%                 | 9<br>3%                 | 21<br>9% <sub>t</sub> | 8<br>11% <sub>v</sub>    | 5<br>8%             | 8<br>9% <sub>v</sub> | 1<br>4%       |
| Not applicable         | 248        | 62                     | 186 <sub>a</sub>      | 15                     | 55                      | 51                      | 127 <sub>cdegh</sub>        | 23                     | 98                      | 34                  | 73         | 48             | 43 <sub>ij</sub>  | 85 <sub>ij</sub>        | 37                        | 38 <sub>mr</sub>       | 19 <sub>mnr</sub>       | 17                          | 82 <sub>mnr</sub>    | 40                        | 15 <sub>mnr</sub>        | 159                  | 118 <sub>v</sub>         | 41                      | 83 <sub>t</sub>       | 21 <sub>v</sub>          | 26 <sub>uv</sub>    | 36 <sub>v</sub>      | 6             |
| Mean                   | 2.71       | 2.65                   | 2.77                  | 2.94 <sub>f</sub>      | 2.86 <sub>f</sub>       | 2.84 <sub>f</sub>       | 2.46                        | 3.00 <sub>f</sub>      | 2.83 <sub>f</sub>       | 2.78                | 2.70       | 2.59           | 2.82 <sub>k</sub> | 2.87 <sub>r</sub>       | 2.79 <sub>r</sub>         | 2.92 <sub>r</sub>      | 2.82                    | 2.62                        | 2.44                 | 2.84 <sub>r</sub>         | 2.68                     | 2.57                 | 2.84 <sub>u</sub>        | 2.80                    | 2.97 <sub>u</sub>     | 2.75                     | 2.70                | 2.93                 |               |
| Standard deviation     | 0.88       | 0.90                   | 0.87                  | 0.83                   | 0.92                    | 0.84                    | 0.85                        | 0.79                   | 0.88                    | 0.82                | 0.89       | 0.86           | 0.86              | 0.83                    | 0.89                      | 1.06                   | 0.92                    | 0.88                        | 0.86                 | 0.93                      | 0.88                     | 0.87                 | 0.88                     | 0.88                    | 0.85                  | 0.87                     | 0.90                | 0.74                 |               |
| Standard error         | 0.03       | 0.04                   | 0.04                  | 0.08                   | 0.06                    | 0.05                    | 0.05                        | 0.06                   | 0.04                    | 0.07                | 0.05       | 0.05           | 0.07              | 0.06                    | 0.05                      | 0.07                   | 0.16                    | 0.20                        | 0.13                 | 0.06                      | 0.12                     | 0.03                 | 0.04                     | 0.05                    | 0.06                  | 0.11                     | 0.10                | 0.08                 | 0.20          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 78  
**Q34. How worried are you, if at all, about each of the following?**  
**-The interest rate on my savings**  
**Base: All respondents**

|                        | Gender     |            |            | Age       |            |            |            |           |            |                     | Social Grade |            |           |            | Working Status         |                        |                |                             |                   | Tenure              |                  |                      |                    |                         |                  |                          |                     |                |               |
|------------------------|------------|------------|------------|-----------|------------|------------|------------|-----------|------------|---------------------|--------------|------------|-----------|------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                        | Total      | Male (a)   | Female (b) | 18-29 (c) | 30-49 (d)  | 50-64 (e)  | 65+ (f)    | 18-34 (g) | 35-64 (h)  | 55+ Not Retired (i) | AB (j)       | C1 (k)     | C2 (l)    | DE (m)     | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (A) |
| Unweighted base        | 1215       | 577        | 638        | 165       | 385        | 327        | 338        | 253       | 624        | 194                 | 381          | 326        | 192       | 316        | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base          | 1215       | 509        | 706        | 81        | 293        | 362        | 480        | 131       | 605        | 226                 | 430          | 317        | 165       | 304        | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Base (excl NA for %)   | 1008       | 443        | 565        | 70*       | 240        | 288        | 409        | 115       | 484        | 185                 | 380          | 271        | 141       | 216        | 354                    | 151                    | 29*            | 33**                        | 135*              | 279                 | 28*              | 787                  | 502                | 286                     | 197              | 60*                      | 43*                 | 94*            | 24**          |
| Very worried (4)       | 236<br>23% | 101<br>23% | 136<br>24% | 15<br>21% | 44<br>18%  | 59<br>21%  | 119<br>29% | 22<br>de  | 95<br>19%  | 48<br>20%           | 91<br>26%    | 58<br>21%  | 31<br>22% | 56<br>26%  | 62<br>17%              | 34<br>22%              | 6<br>22%       | 9<br>29%                    | 33<br>25%         | 85<br>31%           | 7<br>24%         | 190<br>24%           | 137<br>27%         | 53<br>18%               | 42<br>22%        | 12<br>20%                | 8<br>19%            | 22<br>24%      | 4<br>19%      |
| Fairly worried (3)     | 389<br>39% | 183<br>41% | 206<br>36% | 22<br>31% | 85<br>36%  | 125<br>43% | 157<br>38% | 42<br>36% | 191<br>39% | 77<br>41%           | 174<br>46%   | 100<br>37% | 53<br>37% | 62<br>29%  | 151<br>42%             | 63<br>42%              | 9<br>31%       | 7<br>22%                    | 47<br>35%         | 104<br>37%          | 8<br>29%         | 321<br>41%           | 204<br>41%         | 117<br>41%              | 57<br>29%        | 17<br>28%                | 8<br>19%            | 32<br>34%      | 11<br>47%     |
| Not very worried (2)   | 291<br>29% | 120<br>27% | 171<br>30% | 26<br>37% | 75<br>31%  | 86<br>30%  | 104<br>25% | 38<br>33% | 149<br>31% | 43<br>23%           | 91<br>24%    | 86<br>32%  | 41<br>29% | 72<br>33%  | 108<br>30%             | 39<br>26%              | 9<br>31%       | 11<br>34%                   | 44<br>33%         | 72<br>26%           | 8<br>29%         | 218<br>28%           | 125<br>25%         | 93<br>33%               | 66<br>33%        | 22<br>36%                | 17<br>39%           | 27<br>29%      | 7<br>31%      |
| Not at all worried (1) | 70<br>7%   | 34<br>8%   | 35<br>6%   | 4<br>5%   | 25<br>11%  | 13<br>5%   | 28<br>7%   | 6<br>5%   | 36<br>7%   | 12<br>6%            | 21<br>5%     | 21<br>8%   | 14<br>10% | 14<br>6%   | 25<br>7%               | 12<br>8%               | 3<br>12%       | 1<br>2%                     | 9<br>7%           | 16<br>6%            | 2<br>8%          | 49<br>6%             | 28<br>6%           | 21<br>7%                | 21<br>11%        | 5<br>9%                  | 8<br>19%            | 7<br>uvz       | -<br>7%       |
| NET: Worried           | 626<br>62% | 284<br>64% | 342<br>60% | 37<br>52% | 129<br>54% | 184<br>64% | 276<br>67% | 64<br>cd  | 286<br>56% | 125<br>67%          | 265<br>70%   | 158<br>ej  | 84<br>60% | 118<br>55% | 212<br>60%             | 97<br>64%              | 15<br>53%      | 17<br>50%                   | 81<br>60%         | 190<br>68%          | 15<br>53%        | 511<br>65%           | 341<br>68%         | 169<br>59%              | 99<br>50%        | 29<br>48%                | 16<br>38%           | 54<br>58%      | 16<br>66%     |
| NET: Not worried       | 360<br>36% | 154<br>35% | 206<br>37% | 30<br>43% | 101<br>42% | 99<br>34%  | 131<br>32% | 44<br>38% | 185<br>38% | 55<br>30%           | 112<br>30%   | 107<br>39% | 55<br>39% | 86<br>40%  | 133<br>38%             | 51<br>34%              | 12<br>42%      | 12<br>35%                   | 53<br>39%         | 88<br>32%           | 10<br>37%        | 267<br>34%           | 153<br>31%         | 114<br>40%              | 86<br>44%        | 27<br>45%                | 25<br>58%           | 34<br>uvz      | 7<br>37%      |
| Don't know             | 22<br>2%   | 5<br>1%    | 17<br>3%   | 4<br>5%   | 11<br>5%   | 5<br>2%    | 2<br>1%    | 7<br>6%   | 13<br>ef   | 5<br>3%             | 3<br>1%      | 6<br>2%    | 2<br>1%   | 12<br>6%   | 9<br>2%                | 2<br>2%                | 1<br>4%        | 5<br>14%                    | 2<br>1%           | 1<br>*              | 3<br>10%         | 10<br>mnqr           | 7<br>1%            | 3<br>1%                 | 11<br>6%         | 4<br>7%                  | 2<br>uvz            | 5<br>uv        | 1<br>3%       |
| Not applicable         | 207        | 66         | 141a       | 11        | 53g        | 74fg       | 70         | 16        | 121cfg     | 41                  | 50           | 46         | 24        | 88ijk      | 60r                    | 28r                    | 17mnqr         | 16                          | 50mnr             | 21                  | 16mnqr           | 90                   | 42                 | 48u                     | 113t             | 37uvz                    | 41uvxz              | 35uv           | 4             |
| Mean                   | 2.80       | 2.80       | 2.81       | 2.72      | 2.64       | 2.81d      | 2.90dh     | 2.74      | 2.73       | 2.89                | 2.89         | 2.74       | 2.73      | 2.78       | 2.72                   | 2.80                   | 2.66           | 2.90                        | 2.78              | 2.93m               | 2.76             | 2.84w                | 2.91vy             | 2.71y                   | 2.65             | 2.63                     | 2.39                | 2.79y          | 2.87          |
| Standard deviation     | 0.88       | 0.88       | 0.88       | 0.88      | 0.91       | 0.81       | 0.90       | 0.85      | 0.87       | 0.88                | 0.83         | 0.89       | 0.92      | 0.93       | 0.84                   | 0.89                   | 0.98           | 0.91                        | 0.90              | 0.89                | 0.96             | 0.87                 | 0.87               | 0.85                    | 0.95             | 0.93                     | 1.03                | 0.92           | 0.72          |
| Standard error         | 0.03       | 0.04       | 0.04       | 0.08      | 0.05       | 0.05       | 0.05       | 0.06      | 0.04       | 0.07                | 0.05         | 0.05       | 0.07      | 0.06       | 0.05                   | 0.07                   | 0.13           | 0.18                        | 0.11              | 0.06                | 0.12             | 0.03                 | 0.04               | 0.05                    | 0.06             | 0.13                     | 0.13                | 0.08           | 0.19          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 79  
**Q34. How worried are you, if at all, about each of the following?**  
**-The security of my savings**  
**Base: All respondents**

|                      | Gender |            |             | Age         |           |            |              |               | Social Grade |                     |            |             |             | Working Status |                        |                        |                |                             |                   | Tenure              |                  |                      |                    |                         |                  |                          |                     |                |               |           |
|----------------------|--------|------------|-------------|-------------|-----------|------------|--------------|---------------|--------------|---------------------|------------|-------------|-------------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|-----------|
|                      | Total  | Male (a)   | Female (b)  | 18-29 (c)   | 30-49 (d) | 50-64 (e)  | 65+ (f)      | 18-34 (g)     | 35-64 (h)    | 55+ Not Retired (i) | AB (j)     | C1 (k)      | C2 (l)      | DE (m)         | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |           |
| Unweighted base      | 1215   | 577        | 638         | 165         | 385       | 327        | 338          | 253           | 624          | 194                 | 381        | 326         | 192         | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |           |
| Weighted base        | 1215   | 509        | 706         | 81          | 293       | 362        | 480          | 131           | 605          | 226                 | 430        | 317         | 165         | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |           |
| Base (excl NA for %) | 1027   | 450        | 577         | 71*         | 237       | 298        | 421          | 115           | 491          | 187                 | 386        | 275         | 143         | 222            | 356                    | 150                    | 30*            | 34**                        | 144*              | 283                 | 28*              | 794                  | 506                | 288                     | 206              | 58*                      | 52*                 | 96*            | 26**          |           |
| Very worried         | (4)    | 87<br>8%   | 28<br>6%    | 59<br>10%   | 9<br>12%  | 23<br>10%  | 25<br>8%     | 30<br>7%      | 13<br>12%    | 44<br>9%            | 21<br>11%  | 33<br>9%    | 21<br>8%    | 9<br>7%        | 23<br>10%              | 33<br>9%               | 15<br>11%      | 3<br>11%                    | 4<br>15%          | 7<br>26%            | 23<br>18%        | 3<br>11%             | 71<br>9%           | 40<br>8%                | 31<br>11%        | 16<br>8%                 | 3<br>5%             | 4<br>9%        | 8<br>9%       | 1<br>4%   |
| Fairly worried       | (3)    | 218<br>21% | 77<br>17%   | 141<br>24%a | 18<br>25% | 55<br>23%  | 59<br>20%    | 86<br>21%     | 30<br>26%    | 101<br>21%          | 34<br>18%  | 77<br>20%   | 50<br>18%   | 44<br>31%ij    | 46<br>21%              | 67<br>19%              | 46<br>30%mr    | 6<br>19%                    | 5<br>15%          | 38<br>26%           | 50<br>18%        | 6<br>21%             | 165<br>21%         | 100<br>20%              | 65<br>22%        | 51<br>25%                | 13<br>23%           | 12<br>23%      | 26<br>27%     | 2<br>6%   |
| Not very worried     | (2)    | 480<br>47% | 228<br>51%  | 252<br>44%  | 30<br>42% | 97<br>41%  | 148<br>50%   | 205<br>49%    | 49<br>43%    | 226<br>46%          | 93<br>50%  | 187<br>49%  | 135<br>39%  | 56<br>45%      | 101<br>48%             | 172<br>48%             | 63<br>42%      | 12<br>38%                   | 12<br>36%         | 64<br>44%           | 146<br>52%       | 11<br>38%            | 378<br>48%         | 244<br>48%              | 134<br>46%       | 88<br>42%                | 25<br>43%           | 21<br>41%      | 41<br>43%     | 14<br>55% |
| Not at all worried   | (1)    | 206<br>20% | 106<br>24%b | 100<br>17%  | 12<br>16% | 46<br>19%  | 59<br>20%    | 90<br>21%     | 16<br>14%    | 100<br>20%          | 33<br>18%  | 83<br>22%   | 60<br>22%   | 31<br>22%      | 33<br>15%              | 71<br>20%              | 24<br>16%      | 8<br>26%                    | 6<br>18%          | 30<br>21%           | 60<br>21%        | 7<br>24%             | 162<br>20%         | 108<br>21%              | 54<br>19%        | 38<br>19%                | 10<br>17%           | 13<br>25%      | 15<br>16%     | 6<br>23%  |
| NET: Worried         |        | 305<br>30% | 105<br>23%  | 200<br>35%a | 26<br>37% | 78<br>33%  | 84<br>28%    | 116<br>28%    | 43<br>38%f   | 145<br>30%          | 56<br>30%  | 111<br>29%  | 71<br>26%   | 54<br>38%j     | 69<br>31%              | 100<br>28%             | 60<br>40%mr    | 9<br>30%                    | 9<br>26%          | 44<br>31%           | 73<br>26%        | 9<br>32%             | 236<br>30%         | 140<br>28%              | 96<br>33%        | 67<br>32%                | 16<br>28%           | 16<br>32%      | 34<br>35%     | 3<br>10%  |
| NET: Not worried     |        | 686<br>67% | 334<br>74%b | 352<br>61%  | 42<br>59% | 142<br>60% | 207<br>70%dg | 294<br>70%cdg | 65<br>57%    | 326<br>66%eg        | 126<br>67% | 270<br>70%l | 195<br>71%l | 88<br>61%      | 133<br>60%             | 243<br>68%n            | 87<br>58%      | 19<br>65%                   | 18<br>53%         | 94<br>65%           | 206<br>73%n      | 18<br>62%            | 540<br>68%         | 352<br>70%z             | 187<br>65%       | 126<br>61%               | 36<br>61%           | 35<br>66%      | 56<br>58%     | 20<br>77% |
| Don't know           |        | 36<br>4%   | 11<br>2%    | 25<br>4%    | 3<br>4%   | 17<br>7%ef | 6<br>2%      | 10<br>2%      | 6<br>5%      | 20<br>4%            | 5<br>3%    | 9<br>1%     | 9<br>3%     | 2<br>1%        | 20<br>9%ijk            | 12<br>3%               | 4<br>5%        | 2<br>21%                    | 7<br>4%           | 6<br>1%             | 4<br>6%r         | 2<br>2%              | 19<br>3%           | 14<br>2%                | 5<br>7%t         | 14<br>11%uv              | 7<br>2%             | 1<br>6%v       | 6<br>12%      | 3         |
| Not applicable       |        | 188        | 59          | 129a        | 10        | 56fg       | 64f          | 59            | 16           | 113fg               | 39         | 44          | 41          | 22             | 82ijk                  | 58r                    | 28r            | 15mnqr                      | 15                | 41mr                | 16               | 16mnqr               | 83                 | 38                      | 46u              | 104t                     | 39uvz               | 32uvz          | 33uv          | 1         |
| Mean                 |        | 2.19       | 2.06        | 2.29a       | 2.35f     | 2.25       | 2.17         | 2.14          | 2.37efh      | 2.19                | 2.24       | 2.16        | 2.12        | 2.23           | 2.29                   | 2.18                   | 2.35r          | 2.16                        | 2.25              | 2.15                | 2.13             | 2.19                 | 2.19               | 2.14                    | 2.26             | 2.23                     | 2.17                | 2.15           | 2.30          | 1.90      |
| Standard deviation   |        | 0.86       | 0.82        | 0.88        | 0.92      | 0.90       | 0.85         | 0.84          | 0.88         | 0.88                | 0.89       | 0.86        | 0.85        | 0.87           | 0.87                   | 0.87                   | 0.88           | 0.98                        | 0.98              | 0.82                | 0.84             | 0.97                 | 0.87               | 0.85                    | 0.89             | 0.86                     | 0.82                | 0.91           | 0.86          | 0.72      |
| Standard error       |        | 0.03       | 0.04        | 0.04        | 0.08      | 0.05       | 0.05         | 0.05          | 0.06         | 0.04                | 0.07       | 0.05        | 0.05        | 0.07           | 0.05                   | 0.06                   | 0.13           | 0.19                        | 0.10              | 0.05                | 0.12             | 0.03                 | 0.04               | 0.06                    | 0.05             | 0.11                     | 0.11                | 0.08           | 0.19          |           |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 80  
**Q34. How worried are you, if at all, about each of the following?**  
**-Level of my household savings and investments**  
**Base: All respondents**

|                        | Gender     |             |             | Age        |              |              |                |            |             |                  | Social Grade |             |           |            | Working Status          |                         |                 |                                 |                   |                       | Tenure           |                       |                      |                           |                    |                             |                      |                |               |
|------------------------|------------|-------------|-------------|------------|--------------|--------------|----------------|------------|-------------|------------------|--------------|-------------|-----------|------------|-------------------------|-------------------------|-----------------|---------------------------------|-------------------|-----------------------|------------------|-----------------------|----------------------|---------------------------|--------------------|-----------------------------|----------------------|----------------|---------------|
|                        | Total      | Male (a)    | Female (b)  | 18-29 (c)  | 30-49 (d)    | 50-64 (e)    | 65+ (f)        | 18-34 (g)  | 35-64 (h)   | 55+ Not Ret-ired | AB (i)       | C1 (j)      | C2 (k)    | DE (l)     | Full time employe d (m) | Part time employe d (n) | Unemploye d (o) | Not work- ing but seek- ing (p) | State pension (q) | Pri- vate pension (r) | House person (s) | NET: Home- owners (t) | Owned out- right (u) | Owned with mort- gage (v) | NET: Rent- ers (w) | Rent- ed from coun- cil (x) | Rent- ed from HA (y) | Other Rent (z) | Rent free (A) |
| Unweighted base        | 1215       | 577         | 638         | 165        | 385          | 327          | 338            | 253        | 624         | 194              | 381          | 326         | 192       | 316        | 390                     | 226                     | 83              | 45                              | 96                | 258                   | 117              | 809                   | 499                  | 310                       | 387                | 97                          | 112                  | 178            | 19            |
| Weighted base          | 1215       | 509         | 706         | 81         | 293          | 362          | 480            | 131        | 605         | 226              | 430          | 317         | 165       | 304        | 414                     | 178                     | 46*             | 49*                             | 185*              | 299                   | 44*              | 878                   | 544                  | 334                       | 310                | 97*                         | 84*                  | 129            | 27**          |
| Base (exl NA for %)    | 1066       | 472         | 594         | 73*        | 255          | 320          | 418            | 120        | 529         | 198              | 398          | 287         | 152       | 229        | 375                     | 164                     | 36*             | 34**                            | 145*              | 280                   | 33*              | 819                   | 507                  | 312                       | 225                | 64*                         | 58*                  | 103*           | 22**          |
| Very worried (4)       | 152<br>14% | 50<br>11%   | 102<br>17%a | 13<br>17%f | 50<br>20%f   | 47<br>15%    | 42<br>10%      | 20<br>17%f | 89<br>17%f  | 24<br>12%        | 48<br>12%    | 42<br>15%   | 24<br>16% | 37<br>16%  | 63<br>17%r              | 24<br>14%               | 8<br>23%r       | 8<br>23%                        | 19<br>13%         | 25<br>9%              | 5<br>16%         | 109<br>13%            | 53<br>10%            | 57<br>18%u                | 41<br>18%          | 8<br>13%                    | 13<br>22%u           | 20<br>19%u     | 1<br>6%       |
| Fairly worried (3)     | 339<br>32% | 139<br>30%  | 200<br>34%  | 27<br>37%f | 101<br>40%f  | 102<br>32%   | 109<br>26%     | 47<br>39%f | 184<br>35%f | 64<br>32%        | 123<br>31%   | 87<br>30%   | 46<br>30% | 84<br>36%  | 130<br>35%r             | 63<br>39%r              | 16<br>45%r      | 11<br>32%                       | 49<br>34%r        | 60<br>21%             | 10<br>32%        | 251<br>31%            | 131<br>26%           | 120<br>39%u               | 83<br>37%          | 25<br>38%                   | 21<br>35%            | 38<br>36%u     | 6<br>26%      |
| Not very worried (2)   | 424<br>40% | 210<br>44%b | 214<br>36%  | 27<br>36%  | 66<br>26%    | 134<br>42%d  | 197<br>47%cdgh | 39<br>33%  | 188<br>36%d | 85<br>43%        | 185<br>46%l  | 114<br>40%l | 58<br>39% | 67<br>29%  | 138<br>37%o             | 56<br>34%               | 6<br>18%        | 8<br>25%                        | 54<br>37%o        | 150<br>54%mnos        | 12<br>36%o       | 344<br>42%w           | 244<br>48%vxyz       | 100<br>32%                | 70<br>31%          | 19<br>30%                   | 15<br>26%            | 36<br>34%      | 11<br>49%     |
| Not at all worried (1) | 114<br>11% | 64<br>14%b  | 50<br>8%    | 4<br>6%    | 24<br>9%     | 29<br>9%     | 56<br>14%      | 9<br>7%    | 49<br>9%    | 19<br>10%        | 42<br>11%    | 31<br>11%   | 18<br>12% | 23<br>10%  | 34<br>9%                | 16<br>10%               | 4<br>10%        | 1<br>4%                         | 15<br>10%         | 41<br>15%             | 3<br>10%         | 90<br>11%             | 61<br>12%            | 29<br>9%                  | 21<br>9%           | 8<br>12%                    | 8<br>13%             | 6<br>5%        | 3<br>15%      |
| NET: Worried           | 491<br>46% | 189<br>40%  | 302<br>51%a | 40<br>54%f | 151<br>59%ef | 150<br>47%f  | 150<br>36%     | 67<br>56%f | 273<br>52%f | 88<br>44%        | 171<br>43%   | 129<br>45%  | 70<br>46% | 121<br>53% | 193<br>51%r             | 87<br>53%r              | 24<br>68%mqrs   | 19<br>55%                       | 68<br>47%r        | 85<br>30%             | 16<br>48%r       | 360<br>44%            | 183<br>36%           | 177<br>57%u               | 124<br>55%t        | 33<br>51%u                  | 33<br>57%u           | 57<br>56%u     | 7<br>32%      |
| NET: Not worried       | 539<br>51% | 274<br>58%b | 265<br>45%  | 31<br>42%  | 90<br>35%    | 164<br>51%dg | 254<br>61%cdg  | 48<br>40%  | 237<br>45%d | 104<br>52%       | 227<br>57%l  | 145<br>51%l | 76<br>50% | 90<br>39%  | 172<br>46%o             | 72<br>44%               | 10<br>28%       | 10<br>29%                       | 69<br>47%o        | 191<br>68%mnos        | 15<br>46%        | 434<br>53%w           | 305<br>60%vxyz       | 129<br>41%                | 91<br>40%          | 28<br>43%                   | 23<br>39%            | 41<br>40%      | 14<br>64%     |
| Don't know             | 36<br>3%   | 9<br>2%     | 27<br>5%a   | 3<br>4%    | 14<br>5%     | 7<br>2%      | 13<br>3%       | 5<br>4%    | 19<br>4%    | 6<br>3%          | 1<br>*       | 13<br>4%l   | 5<br>3%l  | 18<br>8%l  | 10<br>3%                | 5<br>3%                 | 1<br>4%         | 5<br>16%                        | 8<br>6%           | 4<br>1%               | 2<br>6%r         | 25<br>3%              | 19<br>4%             | 6<br>2%                   | 10<br>5%           | 4<br>6%                     | 2<br>4%              | 5<br>5%        | 1<br>4%       |
| Not applicable         | 149        | 37          | 112a        | 7          | 38           | 42           | 62             | 11         | 76          | 28               | 32           | 29          | 13        | 74ijk      | 39                      | 14                      | 10mnr           | 15                              | 40mnr             | 19                    | 11mnr            | 58                    | 36                   | 22                        | 85t                | 33uvz                       | 26uvz                | 26uv           | 6             |
| Mean                   | 2.51       | 2.38        | 2.62a       | 2.68f      | 2.73ef       | 2.53f        | 2.34           | 2.68f      | 2.61f       | 2.48             | 2.44         | 2.51        | 2.52      | 2.64i      | 2.61r                   | 2.59r                   | 2.85r           | 2.88                            | 2.53r             | 2.25                  | 2.57r            | 2.48                  | 2.36                 | 2.67u                     | 2.67t              | 2.55                        | 2.69u                | 2.73u          | 2.23          |
| Standard deviation     | 0.88       | 0.85        | 0.88        | 0.84       | 0.90         | 0.86         | 0.84           | 0.86       | 0.88        | 0.84             | 0.84         | 0.89        | 0.91      | 0.90       | 0.88                    | 0.87                    | 0.92            | 0.89                            | 0.87              | 0.82                  | 0.91             | 0.87                  | 0.84                 | 0.88                      | 0.90               | 0.90                        | 0.98                 | 0.85           | 0.80          |
| Standard error         | 0.03       | 0.04        | 0.04        | 0.07       | 0.05         | 0.05         | 0.05           | 0.06       | 0.04        | 0.07             | 0.04         | 0.05        | 0.07      | 0.06       | 0.05                    | 0.06                    | 0.12            | 0.17                            | 0.10              | 0.05                  | 0.10             | 0.03                  | 0.04                 | 0.05                      | 0.05               | 0.11                        | 0.11                 | 0.07           | 0.21          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 81  
**Q34. How worried are you, if at all, about each of the following?**  
**-The exchange rate of the pound**  
**Base: All respondents**

|                        | Gender     |            |            | Age        |            |              |              |               |              | Social Grade        |               |             |             | Working Status |                        |                        |                |                             | Tenure            |                     |                  |                      |                    |                         |                  |                          |                     |                |               |
|------------------------|------------|------------|------------|------------|------------|--------------|--------------|---------------|--------------|---------------------|---------------|-------------|-------------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                        | Total      | Male (a)   | Female (b) | 18-29 (c)  | 30-49 (d)  | 50-64 (e)    | 65+ (f)      | 18-34 (g)     | 35-64 (h)    | 55+ Not Retired (i) | AB (j)        | C1 (k)      | C2 (l)      | DE (m)         | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (A) |
| Unweighted base        | 1215       | 577        | 638        | 165        | 385        | 327          | 338          | 253           | 624          | 194                 | 381           | 326         | 192         | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base          | 1215       | 509        | 706        | 81         | 293        | 362          | 480          | 131           | 605          | 226                 | 430           | 317         | 165         | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Base (excl NA for %)   | 1140       | 496        | 644        | 79         | 287        | 343          | 431          | 128           | 581          | 216                 | 426           | 308         | 148         | 259            | 410                    | 170                    | 41*            | 45*                         | 146*              | 289                 | 39*              | 838                  | 516                | 322                     | 274              | 87*                      | 68*                 | 120            | 27**          |
| Very worried (4)       | 142<br>12% | 68<br>14%  | 74<br>11%  | 13<br>17%  | 34<br>12%  | 37<br>11%    | 57<br>13%    | 23<br>18%eh   | 62<br>11%    | 28<br>13%           | 71<br>17%kl   | 37<br>12%   | 12<br>8%    | 22<br>9%       | 52<br>13%              | 22<br>13%              | 4<br>10%       | 3<br>6%                     | 22<br>15%         | 34<br>12%           | 5<br>12%         | 113<br>13%           | 55<br>11%          | 57<br>18%lux            | 27<br>10%        | 6<br>7%                  | 6<br>8%             | 16<br>13%      | 2<br>7%       |
| Fairly worried (3)     | 368<br>32% | 159<br>32% | 209<br>32% | 29<br>37%  | 96<br>33%  | 110<br>32%   | 133<br>31%   | 47<br>37%     | 188<br>32%   | 72<br>33%           | 156<br>37%k   | 92<br>30%   | 38<br>25%   | 83<br>32%      | 144<br>35%ss           | 62<br>36%ss            | 13<br>32%      | 13<br>29%                   | 41<br>28%         | 87<br>30%           | 8<br>20%         | 272<br>32%           | 162<br>31%         | 110<br>34%              | 86<br>31%        | 29<br>34%                | 15<br>23%           | 42<br>35%      | 11<br>39%     |
| Not very worried (2)   | 417<br>37% | 182<br>37% | 235<br>36% | 24<br>30%  | 96<br>34%  | 126<br>37%   | 170<br>40%g  | 38<br>30%     | 208<br>36%   | 74<br>34%           | 149<br>35%    | 125<br>41%l | 62<br>42%   | 80<br>31%      | 142<br>35%             | 60<br>35%              | 11<br>26%      | 10<br>21%                   | 39<br>27%         | 142<br>49%mnop      | 14<br>35%        | 321<br>38%           | 209<br>40%         | 112<br>35%              | 87<br>32%        | 24<br>27%                | 24<br>36%           | 38<br>32%      | 9<br>34%      |
| Not at all worried (1) | 121<br>11% | 62<br>12%  | 60<br>9%   | 5<br>7%    | 35<br>12%  | 42<br>12%    | 40<br>9%     | 10<br>8%      | 72<br>12%    | 25<br>12%           | 29<br>7%      | 31<br>10%   | 27<br>18%ij | 34<br>13%i     | 50<br>12%r             | 16<br>10%r             | 7<br>17%r      | 7<br>14%r                   | 25<br>17%r        | 11<br>4%            | 5<br>13%r        | 85<br>10%            | 58<br>11%          | 27<br>8%                | 32<br>12%        | 5<br>6%                  | 11<br>16%           | 16<br>13%      | 4<br>16%      |
| NET: Worried           | 510<br>45% | 227<br>46% | 283<br>44% | 43<br>54%h | 130<br>45% | 148<br>43%   | 190<br>44%   | 70<br>55%defh | 250<br>43%   | 99<br>46%           | 227<br>53%jkl | 128<br>42%  | 49<br>33%   | 105<br>41%     | 196<br>48%ss           | 84<br>49%ss            | 17<br>43%      | 16<br>35%                   | 63<br>43%         | 122<br>42%          | 12<br>31%        | 384<br>46%           | 217<br>42%         | 167<br>52%uy            | 113<br>41%       | 35<br>40%                | 21<br>31%           | 57<br>48%y     | 13<br>46%     |
| NET: Not worried       | 538<br>47% | 244<br>49% | 294<br>46% | 29<br>37%  | 131<br>46% | 168<br>49%cg | 210<br>49%cg | 48<br>37%     | 280<br>48%cg | 99<br>46%           | 178<br>42%    | 157<br>51%i | 88<br>60%ll | 114<br>44%     | 191<br>47%             | 76<br>45%              | 18<br>44%      | 16<br>35%                   | 64<br>44%         | 153<br>53%          | 19<br>48%        | 406<br>48%           | 267<br>52%vx       | 139<br>43%              | 118<br>43%       | 29<br>33%                | 35<br>52%x          | 54<br>45%      | 13<br>49%     |
| Don't know             | 92<br>8%   | 24<br>5%   | 68<br>10%a | 7<br>9%    | 26<br>9%   | 27<br>8%     | 31<br>7%     | 10<br>8%      | 51<br>9%     | 18<br>8%            | 20<br>5%      | 22<br>7%    | 10<br>7%    | 39<br>15%ijk   | 22<br>5%               | 10<br>6%               | 6<br>14%mr     | 13<br>30%mnqr               | 19<br>13%mr       | 14<br>5%            | 8<br>21%mnr      | 48<br>6%             | 32<br>6%           | 16<br>5%                | 43<br>16%t       | 23<br>26%uvz             | 12<br>17%uvz        | 8<br>7%        | 1<br>5%       |
| Not applicable         | 75         | 13         | 62a        | 2          | 6          | 19d          | 49cdegh      | 2             | 24           | 10                  | 4             | 9           | 17j         | 45ij           | 5                      | 8m                     | 5mr            | 4m                          | 39mnprs           | 11                  | 5mnr             | 39                   | 27                 | 12                      | 36t              | 10v                      | 16uvz               | 9              | -             |
| Mean                   | 2.51       | 2.50       | 2.51       | 2.70eh     | 2.49       | 2.46         | 2.52         | 2.71def       | 2.45         | 2.52                | 2.66jkl       | 2.47k       | 2.25        | 2.43           | 2.51                   | 2.56                   | 2.41           | 2.37                        | 2.48              | 2.52                | 2.38             | 2.52                 | 2.44               | 2.65uy                  | 2.47             | 2.56                     | 2.28                | 2.51           | 2.39          |
| Standard deviation     | 0.87       | 0.90       | 0.84       | 0.86       | 0.88       | 0.87         | 0.86         | 0.88          | 0.87         | 0.89                | 0.85          | 0.85        | 0.87        | 0.87           | 0.88                   | 0.86                   | 0.95           | 0.91                        | 1.00              | 0.76                | 0.94             | 0.87                 | 0.85               | 0.88                    | 0.87             | 0.77                     | 0.90                | 0.91           | 0.86          |
| Standard error         | 0.03       | 0.04       | 0.04       | 0.07       | 0.05       | 0.05         | 0.05         | 0.06          | 0.04         | 0.07                | 0.04          | 0.05        | 0.07        | 0.06           | 0.05                   | 0.06                   | 0.12           | 0.16                        | 0.12              | 0.05                | 0.10             | 0.03                 | 0.04               | 0.05                    | 0.05             | 0.09                     | 0.10                | 0.07           | 0.21          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 82  
**Q34. How worried are you, if at all, about each of the following?**  
**-Me or my partner losing our jobs**  
**Base: All respondents**

|                        | Gender     |             | Age         |              |             |             |                   |              |             |                     | Social Grade |            |            |           |                        | Working Status         |                |                             |                   |                     | Tenure           |                      |                    |                         |                  |                          |                     |                 |                |
|------------------------|------------|-------------|-------------|--------------|-------------|-------------|-------------------|--------------|-------------|---------------------|--------------|------------|------------|-----------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|-----------------|----------------|
|                        | Total      | Male (a)    | Female (b)  | 18-29 (c)    | 30-49 (d)   | 50-64 (e)   | 65+ (f)           | 18-34 (g)    | 35-64 (h)   | 55+ Not Retired (i) | AB (j)       | C1 (k)     | C2 (l)     | DE (m)    | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (AA) | Rent free (AB) |
| Unweighted base        | 1215       | 577         | 638         | 165          | 385         | 327         | 338               | 253          | 624         | 194                 | 381          | 326        | 192        | 316       | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178             | 19             |
| Weighted base          | 1215       | 509         | 706         | 81           | 293         | 362         | 480               | 131          | 605         | 226                 | 430          | 317        | 165        | 304       | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129             | 27**           |
| Base (excl NA for %)   | 667        | 310         | 357         | 70*          | 261         | 269         | 67*               | 117          | 483         | 175                 | 247          | 215        | 97*        | 108*      | 400                    | 158                    | 14**           | 19**                        | 13**              | 35**                | 27*              | 461                  | 172                | 289                     | 193              | 59*                      | 47*                 | 87*             | 13**           |
| Very worried (4)       | 83<br>12%  | 41<br>13%   | 42<br>12%   | 16<br>23%efh | 42<br>16%ef | 23<br>9%    | 1<br>2%           | 22<br>19%efh | 59<br>12%ef | 14<br>8%            | 26<br>11%    | 27<br>13%  | 11<br>12%  | 18<br>17% | 56<br>14%              | 16<br>10%              | 1<br>5%        | 4<br>21%                    | -<br>-            | 2<br>6%             | 3<br>12%         | 53<br>12%            | 10<br>6%           | 43<br>15%u              | 29<br>15%        | 6<br>10%                 | 8<br>17%u           | 15<br>17%u      | 1<br>6%        |
| Fairly worried (3)     | 161<br>24% | 58<br>19%   | 103<br>29%a | 15<br>21%    | 69<br>26%f  | 70<br>26%f  | 7<br>11%          | 29<br>25%f   | 125<br>26%f | 36<br>20%           | 59<br>24%    | 56<br>26%  | 17<br>18%  | 29<br>27% | 100<br>25%             | 40<br>26%              | 3<br>18%       | 6<br>31%                    | 3<br>23%          | 1<br>2%             | 9<br>33%         | 94<br>20%            | 30<br>17%          | 64<br>22%               | 64<br>33%t       | 21<br>35%u               | 19<br>40%uv         | 24<br>28%       | 3<br>24%       |
| Not very worried (2)   | 257<br>38% | 123<br>40%  | 133<br>37%  | 21<br>30%    | 100<br>38%  | 110<br>41%  | 25<br>37%         | 45<br>38%    | 187<br>39%  | 74<br>42%           | 104<br>42%   | 73<br>34%  | 43<br>44%  | 37<br>34% | 159<br>40%             | 65<br>41%              | 5<br>35%       | 2<br>13%                    | 6<br>44%          | 11<br>30%           | 9<br>32%         | 189<br>41%           | 67<br>39%y         | 122<br>42%y             | 62<br>32%        | 17<br>29%                | 10<br>21%           | 35<br>40%y      | 6<br>45%       |
| Not at all worried (1) | 147<br>22% | 81<br>26%   | 67<br>19%   | 14<br>20%    | 40<br>15%   | 61<br>23%   | 32<br>48%cdg<br>h | 17<br>15%    | 98<br>20%   | 47<br>27%           | 52<br>21%    | 54<br>25%  | 22<br>23%  | 18<br>17% | 77<br>19%              | 33<br>21%              | 4<br>27%       | 4<br>21%                    | 4<br>33%          | 20<br>56%           | 5<br>19%         | 115<br>25%w          | 62<br>36%vxyz      | 53<br>18%               | 29<br>15%        | 10<br>17%                | 8<br>17%            | 11<br>13%       | 3<br>25%       |
| NET: Worried           | 244<br>37% | 99<br>32%   | 145<br>41%  | 31<br>45%f   | 111<br>42%f | 94<br>35%f  | 8<br>12%          | 51<br>44%f   | 185<br>38%f | 50<br>29%           | 86<br>35%    | 83<br>38%  | 29<br>30%  | 47<br>43% | 156<br>39%             | 57<br>36%              | 3<br>23%       | 10<br>52%                   | 3<br>23%          | 3<br>8%             | 12<br>45%        | 147<br>32%           | 40<br>23%          | 107<br>37%u             | 93<br>48%t       | 27<br>45%u               | 27<br>57%uv         | 39<br>45%u      | 4<br>30%       |
| NET: Not worried       | 404<br>60% | 204<br>66%b | 200<br>56%  | 36<br>51%    | 141<br>54%  | 171<br>64%c | 57<br>85%cdg<br>h | 62<br>53%    | 285<br>59%  | 120<br>69%          | 157<br>63%   | 127<br>59% | 65<br>67%l | 55<br>51% | 235<br>59%             | 99<br>62%              | 9<br>62%       | 7<br>34%                    | 10<br>77%         | 30<br>86%           | 14<br>50%        | 304<br>66%w          | 129<br>75%vxyz     | 175<br>60%y             | 91<br>47%        | 27<br>45%                | 18<br>38%           | 46<br>53%       | 9<br>70%       |
| Don't know             | 20<br>3%   | 7<br>2%     | 12<br>3%    | 3<br>5%      | 10<br>4%    | 4<br>2%     | 2<br>3%           | 4<br>3%      | 13<br>3%    | 4<br>2%             | 5<br>2%      | 5<br>2%    | 3<br>3%    | 6<br>6%   | 9<br>2%                | 3<br>2%                | 2<br>15%       | 3<br>14%                    | -<br>-            | 2<br>6%             | 1<br>5%          | 10<br>2%             | 3<br>2%            | 7<br>2%                 | 9<br>5%          | 6<br>10%uv               | 2<br>5%             | 1<br>2%         | -<br>-         |
| Not applicable         | 548        | 198         | 350a        | 11           | 31          | 93cdgh      | 413h              | 13           | 122cdg      | 52                  | 183j         | 102        | 68j        | 196j      | 14                     | 20m                    | 31             | 30                          | 172               | 264                 | 16mn             | 417w                 | 371v               | 45                      | 117              | 38v                      | 36vz                | 43v             | 14             |
| Mean                   | 2.28       | 2.20        | 2.35        | 2.50ef       | 2.45ef      | 2.21f       | 1.65              | 2.49ef       | 2.31f       | 2.10                | 2.25         | 2.26       | 2.19       | 2.46      | 2.35                   | 2.26                   | 2.01           | 2.59                        | 1.90              | 1.55                | 2.40             | 2.19                 | 1.93               | 2.35u                   | 2.50t            | 2.43u                    | 2.61u               | 2.50u           | 2.11           |
| Standard deviation     | 0.95       | 0.98        | 0.93        | 1.09         | 0.95        | 0.90        | 0.74              | 0.98         | 0.94        | 0.90                | 0.92         | 0.99       | 0.94       | 0.99      | 0.95                   | 0.91                   | 0.91           | 1.14                        | 0.77              | 0.82                | 0.96             | 0.95                 | 0.88               | 0.96                    | 0.94             | 0.92                     | 0.99                | 0.93            | 0.88           |
| Standard error         | 0.04       | 0.05        | 0.05        | 0.10         | 0.05        | 0.06        | 0.11              | 0.07         | 0.04        | 0.08                | 0.06         | 0.07       | 0.08       | 0.08      | 0.05                   | 0.06                   | 0.19           | 0.28                        | 0.29              | 0.15                | 0.11             | 0.04                 | 0.07               | 0.06                    | 0.12             | 0.12                     | 0.08                | 0.27            |                |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 83  
**Q34. How worried are you, if at all, about each of the following?**  
**-Level of my household debt, including mortgage and credit card**  
**Base: All respondents**

|                        | Gender     |            | Age        |             |               |               |                |              |              | Social Grade        |             |            |           | Working Status |                        |                        |                |                             |                   | Tenure              |                  |                      |                    |                         |                  |                          |                     |                |               |
|------------------------|------------|------------|------------|-------------|---------------|---------------|----------------|--------------|--------------|---------------------|-------------|------------|-----------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                        | Total      | Male (a)   | Female (b) | 18-29 (c)   | 30-49 (d)     | 50-64 (e)     | 65+ (f)        | 18-34 (g)    | 35-64 (h)    | 55+ Not Retired (i) | AB (j)      | C1 (k)     | C2 (l)    | DE (m)         | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (A) |
| Unweighted base        | 1215       | 577        | 638        | 165         | 385           | 327           | 338            | 253          | 624          | 194                 | 381         | 326        | 192       | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base          | 1215       | 509        | 706        | 81          | 293           | 362           | 480            | 131          | 605          | 226                 | 430         | 317        | 165       | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Base (excl NA for %)   | 911        | 424        | 487        | 70*         | 265           | 294           | 282            | 116          | 513          | 186                 | 326         | 250        | 132       | 204            | 386                    | 153                    | 28*            | 32**                        | 104*              | 175                 | 35*              | 658                  | 338                | 320                     | 232              | 68*                      | 62*                 | 102*           | 22**          |
| Very worried (4)       | 119<br>13% | 38<br>9%   | 81<br>17%a | 15<br>21%f  | 47<br>18%f    | 42<br>14%f    | 15<br>5%       | 25<br>21%f   | 79<br>15%f   | 12<br>6%            | 41<br>13%   | 30<br>12%  | 14<br>11% | 34<br>17%      | 58<br>15%r             | 23<br>15%r             | 5<br>20%qr     | 6<br>19%                    | 5<br>5%           | 12<br>7%            | 9<br>27%mnqr     | 75<br>11%            | 18<br>5%           | 56<br>18%u              | 43<br>19%t       | 14<br>20%u               | 13<br>22%u          | 17<br>16%u     | 1<br>4%       |
| Fairly worried (3)     | 186<br>20% | 91<br>21%  | 95<br>20%  | 18<br>26%f  | 78<br>29%ef   | 57<br>19%     | 34<br>12%      | 32<br>28%f   | 120<br>23%f  | 40<br>21%           | 77<br>24%   | 44<br>17%  | 29<br>22% | 37<br>18%      | 90<br>23%r             | 35<br>23%r             | 10<br>35%qr    | 5<br>17%                    | 16<br>15%         | 20<br>11%           | 10<br>28%r       | 123<br>19%           | 34<br>10%          | 89<br>28%u              | 59<br>26%t       | 17<br>25%u               | 13<br>20%u          | 30<br>29%u     | 4<br>18%      |
| Not very worried (2)   | 326<br>36% | 161<br>38% | 164<br>34% | 22<br>31%   | 94<br>36%     | 96<br>33%     | 114<br>40%     | 38<br>33%    | 174<br>34%   | 72<br>39%           | 105<br>32%  | 92<br>37%  | 48<br>37% | 80<br>39%      | 142<br>37%             | 53<br>35%              | 8<br>28%       | 10<br>32%                   | 42<br>40%         | 61<br>35%           | 10<br>29%        | 234<br>36%           | 121<br>36%         | 113<br>35%              | 82<br>35%        | 22<br>32%                | 22<br>36%           | 38<br>37%      | 10<br>45%     |
| Not at all worried (1) | 260<br>29% | 126<br>30% | 134<br>27% | 12<br>17%   | 37<br>14%     | 95<br>32%cdg  | 116<br>41%cdgh | 15<br>13%    | 128<br>25%dg | 57<br>31%           | 103<br>32%l | 77<br>31%l | 38<br>29% | 41<br>20%      | 91<br>24%os            | 41<br>27%os            | 2<br>9%        | 4<br>12%                    | 37<br>36%os       | 81<br>46%mnos       | 4<br>11%         | 215<br>33%w          | 159<br>47%vxyz     | 56<br>18%               | 38<br>16%        | 10<br>15%                | 11<br>17%           | 17<br>16%      | 7<br>33%      |
| NET: Worried           | 305<br>33% | 129<br>30% | 176<br>36% | 33<br>47%ef | 125<br>47%efh | 98<br>33%f    | 48<br>17%      | 57<br>49%efh | 200<br>39%f  | 52<br>28%           | 118<br>36%  | 73<br>29%  | 43<br>33% | 71<br>35%      | 148<br>38%qr           | 57<br>38%qr            | 15<br>55%mnqr  | 12<br>36%                   | 21<br>20%         | 32<br>18%           | 19<br>55%mnqr    | 197<br>30%           | 52<br>15%          | 145<br>45%u             | 103<br>44%t      | 31<br>46%u               | 26<br>42%u          | 46<br>45%u     | 5<br>21%      |
| NET: Not worried       | 586<br>64% | 287<br>68% | 298<br>61% | 34<br>48%   | 131<br>50%    | 190<br>65%cdg | 230<br>81%cdgh | 54<br>46%    | 302<br>59%dg | 129<br>69%          | 208<br>64%  | 170<br>68% | 87<br>66% | 121<br>59%     | 232<br>60%os           | 93<br>61%os            | 10<br>37%      | 14<br>44%                   | 79<br>76%mos      | 142<br>81%mnos      | 14<br>40%        | 449<br>68%w          | 280<br>83%vxyz     | 169<br>53%              | 120<br>52%       | 32<br>47%                | 33<br>53%           | 55<br>53%      | 17<br>79%     |
| Don't know             | 21<br>2%   | 8<br>2%    | 13<br>3%   | 3<br>5%     | 9<br>3%       | 5<br>2%       | 4<br>2%        | 5<br>5%      | 11<br>2%     | 5<br>3%             | 1<br>*      | 7<br>3%i   | 2<br>2%   | 12<br>6%i      | 5<br>1%                | 2<br>1%                | 2<br>8%mnr     | 6<br>19%                    | 3<br>3%           | 1<br>*              | 2<br>5%mr        | 12<br>2%             | 6<br>2%            | 6<br>2%                 | 9<br>4%          | 5<br>7%uv                | 3<br>5%             | 2<br>2%        | -             |
| Not applicable         | 304        | 84         | 219a       | 11          | 28            | 68dg          | 197cdegh       | 15           | 92d          | 40                  | 103         | 67         | 33        | 100ijk         | 29                     | 25m                    | 18mns          | 17                          | 81mns             | 125mns              | 9m               | 220                  | 206vxyz            | 14                      | 78               | 29vz                     | 22v                 | 27v            | 5             |
| Mean                   | 2.18       | 2.10       | 2.26a      | 2.54efh     | 2.53efh       | 2.16f         | 1.81           | 2.60efh      | 2.30f        | 2.03                | 2.17        | 2.11       | 2.15      | 2.33j          | 2.30qr                 | 2.26qr                 | 2.71mnq        | 2.54                        | 1.89              | 1.79                | 2.75mnq          | 2.09                 | 1.73               | 2.46u                   | 2.49t            | 2.54u                    | 2.49u               | 2.45u          | 1.92          |
| Standard deviation     | 1.00       | 0.94       | 1.05       | 1.03        | 0.95          | 1.04          | 0.85           | 0.99         | 1.02         | 0.90                | 1.01        | 0.99       | 0.97      | 1.00           | 1.00                   | 0.93                   | 1.03           | 0.86                        | 0.90              | 0.90                | 1.01             | 0.99                 | 0.85               | 0.98                    | 0.99             | 1.01                     | 1.04                | 0.96           | 0.83          |
| Standard error         | 0.03       | 0.04       | 0.05       | 0.09        | 0.05          | 0.06          | 0.06           | 0.07         | 0.04         | 0.07                | 0.06        | 0.06       | 0.08      | 0.07           | 0.05                   | 0.07                   | 0.13           | 0.20                        | 0.12              | 0.07                | 0.11             | 0.04                 | 0.05               | 0.06                    | 0.12             | 0.11                     | 0.08                | 0.21           |               |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 84  
**Q34. How worried are you, if at all, about each of the following?**  
**-The price of my house falling**  
**Base: All respondents**

|                        | Gender     |             |            | Age          |             |               |                |              |               | Social Grade        |             |            |           |             | Working Status          |                         |                 |                                 |                   |                     | Tenure           |                       |                     |                          |                    |                             |                      |                |               |   |
|------------------------|------------|-------------|------------|--------------|-------------|---------------|----------------|--------------|---------------|---------------------|-------------|------------|-----------|-------------|-------------------------|-------------------------|-----------------|---------------------------------|-------------------|---------------------|------------------|-----------------------|---------------------|--------------------------|--------------------|-----------------------------|----------------------|----------------|---------------|---|
|                        | Total      | Male (a)    | Female (b) | 18-29 (c)    | 30-49 (d)   | 50-64 (e)     | 65+ (f)        | 18-34 (g)    | 35-64 (h)     | 55+ Not Retired (i) | AB (j)      | C1 (k)     | C2 (l)    | DE (m)      | Full time employe d (n) | Part time employe d (o) | Unemploye d (p) | Not work- ing but seek- ing (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home- owners (u) | Owed out- right (v) | Owed with mort- gage (w) | NET: Rent- ers (x) | Rent- ed from coun- cil (y) | Rent- ed from HA (z) | Other Rent (A) | Rent free (B) |   |
| Unweighted base        | 1215       | 577         | 638        | 165          | 385         | 327           | 338            | 253          | 624           | 194                 | 381         | 326        | 192       | 316         | 390                     | 226                     | 83              | 45                              | 96                | 258                 | 117              | 809                   | 499                 | 310                      | 387                | 97                          | 112                  | 178            | 19            |   |
| Weighted base          | 1215       | 509         | 706        | 81           | 293         | 362           | 480            | 131          | 605           | 226                 | 430         | 317        | 165       | 304         | 414                     | 178                     | 46*             | 49*                             | 185*              | 299                 | 44*              | 878                   | 544                 | 334                      | 310                | 97*                         | 84*                  | 129            | 27**          |   |
| Base (excl NA for %)   | 924        | 400         | 523        | 49*          | 215         | 271           | 389            | 82           | 453           | 165                 | 371         | 243        | 135       | 175         | 314                     | 141                     | 24**            | 23**                            | 120*              | 274                 | 28*              | 855                   | 530                 | 325                      | 61*                | 14**                        | 19**                 | 29*            | 8**           |   |
| Very worried (4)       | 62<br>7%   | 22<br>6%    | 39<br>8%   | 8<br>16%efh  | 20<br>9%ef  | 17<br>6%      | 17<br>4%       | 12<br>15%efh | 33<br>7%      | 5<br>3%             | 18<br>5%    | 13<br>5%   | 12<br>9%  | 19<br>11%ei | 28<br>9%                | 11<br>8%                | 3<br>11%        | 1<br>6%                         | 5<br>4%           | 12<br>5%            | 1<br>4%          | 56<br>7%              | 17<br>3%            | 39<br>12%u               | 6<br>9%            | -                           | 3<br>16%             | 3<br>10%       | 3<br>-        | - |
| Fairly worried (3)     | 140<br>15% | 55<br>14%   | 85<br>16%  | 13<br>26%ef  | 43<br>20%ef | 35<br>13%     | 49<br>13%      | 20<br>25%efh | 71<br>16%     | 28<br>17%           | 56<br>15%   | 36<br>18%  | 24<br>13% | 24<br>13%   | 55<br>18%r              | 26<br>19%r              | 4<br>16%        | 3<br>11%                        | 15<br>13%         | 29<br>11%           | 8<br>29%mqr      | 132<br>15%            | 71<br>13%           | 61<br>19%                | 7<br>12%           | 3<br>23%                    | 1<br>3%              | 4<br>13%       | 1<br>7%       |   |
| Not very worried (2)   | 421<br>46% | 180<br>45%  | 241<br>46% | 16<br>32%    | 82<br>38%   | 126<br>46%c   | 198<br>51%cdg  | 31<br>37%    | 193<br>43%    | 82<br>50%           | 182<br>49%  | 99<br>41%  | 57<br>42% | 83<br>47%   | 130<br>41%              | 62<br>44%               | 10<br>42%       | 11<br>49%                       | 67<br>56%ms       | 132<br>48%st        | 8<br>30%         | 403<br>47%gw          | 266<br>50%z         | 137<br>42%               | 14<br>23%          | 3<br>25%                    | 3<br>14%             | 8<br>28%       | 4<br>52%      |   |
| Not at all worried (1) | 271<br>29% | 135<br>34%b | 136<br>26% | 10<br>21%    | 57<br>26%g  | 86<br>32%g    | 118<br>30%g    | 12<br>15%    | 140<br>31%g   | 43<br>26%           | 108<br>29%  | 89<br>36%l | 38<br>28% | 37<br>21%   | 89<br>28%               | 41<br>29%               | 5<br>21%        | 2<br>10%                        | 28<br>24%         | 97<br>36%           | 8<br>28%         | 244<br>29%            | 164<br>31%          | 80<br>25%                | 24<br>40%          | 2<br>16%                    | 10<br>55%            | 12<br>41%v     | 3<br>36%      |   |
| NET: Worried           | 202<br>22% | 77<br>19%   | 125<br>24% | 21<br>42%efh | 63<br>29%ef | 52<br>19%     | 66<br>17%      | 32<br>40%efh | 103<br>23%    | 34<br>20%           | 75<br>20%   | 48<br>20%  | 36<br>27% | 43<br>24%   | 84<br>27%r              | 37<br>26%r              | 6<br>27%        | 4<br>17%                        | 20<br>17%         | 41<br>15%           | 9<br>33%qr       | 188<br>22%            | 88<br>17%           | 99<br>31%u               | 13<br>21%          | 3<br>19%                    | 4<br>19%             | 6<br>22%       | 1<br>7%       |   |
| NET: Not worried       | 692<br>75% | 315<br>79%  | 377<br>72% | 26<br>52%    | 139<br>65%g | 212<br>78%cdg | 316<br>81%cdgh | 43<br>53%    | 333<br>74%cdg | 126<br>76%          | 290<br>78%l | 188<br>77% | 95<br>70% | 119<br>68%  | 220<br>70%              | 102<br>73%st            | 15<br>63%       | 14<br>59%                       | 96<br>80%st       | 229<br>84%mnst      | 16<br>58%        | 647<br>76%gw          | 430<br>81%v         | 217<br>67%               | 38<br>63%          | 6<br>40%                    | 13<br>69%            | 20<br>69%      | 7<br>88%      |   |
| Don't know             | 30<br>3%   | 8<br>2%     | 22<br>4%   | 3<br>6%      | 13<br>6%ef  | 7<br>3%       | 7<br>2%        | 6<br>8%ef    | 16<br>4%      | 6<br>4%             | 6<br>2%     | 7<br>3%    | 4<br>3%   | 13<br>8%ai  | 10<br>3%                | 2<br>1%                 | 2<br>10%        | 6<br>24%                        | 4<br>3%           | 3<br>1%             | 3<br>9%mnr       | 20<br>2%              | 11<br>2%            | 9<br>3%                  | 10<br>16%t         | 5<br>37%                    | 2<br>12%             | 2<br>9%u       | *<br>5%       |   |
| Not applicable         | 291        | 108         | 183a       | 31defh       | 78f         | 91f           | 91             | 49defh       | 152f          | 61                  | 59          | 74i        | 30        | 129ijk      | 100r                    | 37r                     | 22              | 26                              | 65mnr             | 26                  | 16mnr            | 23                    | 14                  | 9                        | 249t               | 83                          | 65                   | 101uv          | 19            |   |
| Mean                   | 1.99       | 1.91        | 2.06a      | 2.39efh      | 2.13ef      | 1.94          | 1.91           | 2.42def      | 1.99          | 1.97                | 1.96        | 1.88       | 2.08      | 2.15ij      | 2.08r                   | 2.05r                   | 2.19            | 2.17                            | 1.97              | 1.84                | 2.11r            | 2.00                  | 1.89                | 2.18u                    | 1.89               | 2.11                        | 1.78                 | 1.90           | 1.70          |   |
| Standard deviation     | 0.86       | 0.84        | 0.87       | 1.02         | 0.94        | 0.84          | 0.78           | 0.95         | 0.89          | 0.76                | 0.81        | 0.85       | 0.92      | 0.91        | 0.92                    | 0.89                    | 0.95            | 0.76                            | 0.74              | 0.79                | 0.92             | 0.85                  | 0.76                | 0.95                     | 1.04               | 0.82                        | 1.20                 | 1.02           | 0.64          |   |
| Standard error         | 0.03       | 0.04        | 0.04       | 0.11         | 0.06        | 0.05          | 0.05           | 0.08         | 0.04          | 0.07                | 0.05        | 0.06       | 0.08      | 0.07        | 0.06                    | 0.07                    | 0.16            | 0.21                            | 0.09              | 0.05                | 0.11             | 0.03                  | 0.03                | 0.06                     | 0.12               | 0.23                        | 0.30                 | 0.16           | 0.29          |   |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 85  
**Q34. How worried are you, if at all, about each of the following?**  
**-Having my home repossessed**  
Base: All respondents

|                        | Gender     |            | Age        |               |              |               |                | Social Grade  |               |                     |             | Working Status |           |            |                        |                        | Tenure         |                             |                   |                     |                  |                      |                    |                         |                  |                          |                     |                |               |
|------------------------|------------|------------|------------|---------------|--------------|---------------|----------------|---------------|---------------|---------------------|-------------|----------------|-----------|------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                        | Total      | Male (a)   | Female (b) | 18-29 (c)     | 30-49 (d)    | 50-64 (e)     | 65+ (f)        | 18-34 (g)     | 35-64 (h)     | 55+ Not Retired (i) | AB (j)      | C1 (k)         | C2 (l)    | DE (m)     | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base        | 1215       | 577        | 638        | 165           | 385          | 327           | 338            | 253           | 624           | 194                 | 381         | 326            | 192       | 316        | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base          | 1215       | 509        | 706        | 81            | 293          | 362           | 480            | 131           | 605           | 226                 | 430         | 317            | 165       | 304        | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Base (excl NA for %)   | 760        | 343        | 417        | 50*           | 216          | 246           | 248            | 86            | 426           | 152*                | 301         | 202            | 106**     | 151        | 317                    | 122*                   | 20**           | 25**                        | 72*               | 180                 | 24*              | 651                  | 329                | 322                     | 103*             | 31**                     | 38**                | 34**           | 6**           |
| Very worried (4)       | 32<br>4%   | 10<br>3%   | 22<br>5%   | 7<br>13%efh   | 15<br>7%f    | 6<br>3%       | 5<br>2%        | 8<br>10%efh   | 19<br>5%      | 4<br>3%             | 7<br>2%     | 10<br>5%       | 3<br>3%   | 13<br>8%i  | 15<br>5%r              | 7<br>6%r               | 2<br>11%       | 3<br>11%                    | 4<br>5%           | 1<br>1%             | 1<br>4%          | 23<br>4%             | 3<br>1%            | 20<br>6%u               | 9<br>8%          | 1<br>2%                  | 5<br>12%            | 3<br>10%       | 1<br>14%      |
| Fairly worried (3)     | 56<br>7%   | 22<br>6%   | 34<br>8%   | 13<br>26%defh | 23<br>11%f   | 15<br>6%      | 5<br>2%        | 19<br>21%defh | 32<br>8%f     | 11<br>7%            | 23<br>7%    | 14<br>7%       | 7<br>6%   | 12<br>8%   | 7<br>11%qr             | 4<br>6%                | 3<br>18%       | 3<br>11%                    | -<br>-            | 7<br>4%             | 2<br>7%q         | 43<br>7%             | 10<br>3%           | 32<br>10%u              | 13<br>12%        | 2<br>7%                  | 6<br>16%            | 4<br>13%       | 1<br>10%      |
| Not very worried (2)   | 190<br>25% | 86<br>25%  | 104<br>25% | 11<br>22%     | 77<br>36%cef | 62<br>25%f    | 40<br>16%      | 26<br>31%f    | 124<br>29%f   | 36<br>24%           | 68<br>23%   | 43<br>22%      | 33<br>31% | 45<br>30%  | 109<br>34%nr           | 25<br>20%              | 4<br>19%       | 8<br>34%                    | 15<br>21%         | 22<br>12%           | 7<br>28%r        | 155<br>24%           | 53<br>16%          | 102<br>32%u             | 34<br>33%        | 9<br>30%                 | 16<br>42%           | 9<br>25%       | 1<br>17%      |
| Not at all worried (1) | 468<br>62% | 218<br>64% | 250<br>60% | 17<br>34%     | 91<br>42%    | 161<br>65%cdg | 198<br>80%cdg  | 28<br>33%     | 241<br>57%cdg | 99<br>66%           | 202<br>67%l | 130<br>64%l    | 60<br>57% | 77<br>51%  | 154<br>49%             | 81<br>66%m             | 8<br>41%       | 7<br>29%                    | 53<br>74%am       | 150<br>83%ams       | 14<br>58%        | 427<br>66%w          | 263<br>80%v        | 164<br>51%              | 38<br>37%        | 15<br>47%                | 9<br>23%            | 14<br>42%      | 3<br>58%      |
| NET: Worried           | 88<br>12%  | 32<br>9%   | 56<br>13%  | 20<br>39%defh | 38<br>17%ef  | 21<br>9%      | 10<br>4%       | 27<br>31%defh | 52<br>12%f    | 15<br>10%           | 30<br>10%   | 24<br>12%      | 10<br>9%  | 25<br>17%  | 49<br>15%r             | 14<br>11%r             | 6<br>29%       | 5<br>22%                    | 4<br>5%           | 8<br>4%             | 3<br>11%         | 66<br>10%            | 13<br>4%           | 53<br>16%u              | 21<br>21%t       | 3<br>8%                  | 11<br>29%           | 8<br>23%       | 1<br>24%      |
| NET: Not worried       | 658<br>87% | 304<br>89% | 353<br>85% | 28<br>56%     | 168<br>78%cg | 223<br>91%cdg | 238<br>96%cdgh | 55<br>63%     | 365<br>86%cdg | 136<br>90%          | 270<br>90%l | 173<br>86%     | 93<br>88% | 122<br>81% | 263<br>83%             | 106<br>87%             | 12<br>60%      | 16<br>64%                   | 68<br>95%         | 172<br>96%ams       | 21<br>86%        | 581<br>89%w          | 316<br>96%v        | 266<br>83%              | 72<br>70%        | 24<br>77%                | 25<br>65%           | 23<br>68%      | 4<br>76%      |
| Don't know             | 14<br>2%   | 6<br>2%    | 8<br>2%    | 2<br>4%ef     | 10<br>5%ef   | 1<br>1%       | -              | 5<br>6%ef     | 9<br>2%       | *                   | 2<br>1%     | 5<br>2%        | 3<br>3%   | 4<br>3%    | 5<br>2%                | 2<br>12%               | 2<br>14%       | 4<br>14%                    | -                 | -                   | 1<br>4%r         | 4<br>1%              | *                  | 4<br>10%t               | 5<br>14%         | 2<br>6%                  | 3<br>9%             | -              |               |
| Not applicable         | 455        | 166        | 289a       | 31dh          | 77           | 116d          | 232cdegh       | 44d           | 179           | 75                  | 129         | 115i           | 59i       | 152ijk     | 98                     | 56m                    | 25             | 24                          | 113mnr            | 119mn               | 20mn             | 227                  | 215v               | 12                      | 207t             | 66                       | 46                  | 95             | 22            |
| Mean                   | 1.53       | 1.48       | 1.58       | 2.19def       | 1.81efh      | 1.45f         | 1.26           | 2.08def       | 1.59f         | 1.47                | 1.45        | 1.51           | 1.55      | 1.73i      | 1.71nqr                | 1.50r                  | 1.99           | 2.04                        | 1.37              | 1.22                | 1.54r            | 1.48                 | 1.25               | 1.71u                   | 1.91t            | 1.57                     | 2.19                | 1.89           | 1.80          |
| Standard deviation     | 0.81       | 0.75       | 0.86       | 1.08          | 0.90         | 0.72          | 0.59           | 0.99          | 0.82          | 0.75                | 0.74        | 0.83           | 0.76      | 0.94       | 0.84                   | 0.85                   | 1.11           | 1.01                        | 0.75              | 0.53                | 0.80             | 0.77                 | 0.55               | 0.89                    | 0.95             | 0.73                     | 0.96                | 1.04           | 1.21          |
| Standard error         | 0.03       | 0.04       | 0.05       | 0.12          | 0.06         | 0.05          | 0.04           | 0.08          | 0.04          | 0.07                | 0.05        | 0.06           | 0.07      | 0.08       | 0.05                   | 0.07                   | 0.20           | 0.24                        | 0.13              | 0.04                | 0.10             | 0.03                 | 0.03               | 0.05                    | 0.09             | 0.14                     | 0.15                | 0.15           | 0.54          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 86  
Q34. How worried are you, if at all, about each of the following?  
-The quality of public services  
Base: All respondents

|                        | Gender     |             |            | Age         |            |              |             |           |             |                     | Social Grade |            |           |            | Working Status         |                        |                |                             |                   |                     | Tenure           |                      |                    |                         |                  |                           |                     |                |               |
|------------------------|------------|-------------|------------|-------------|------------|--------------|-------------|-----------|-------------|---------------------|--------------|------------|-----------|------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|---------------------------|---------------------|----------------|---------------|
|                        | Total      | Male (a)    | Female (b) | 18-29 (c)   | 30-49 (d)  | 50-64 (e)    | 65+ (f)     | 18-34 (g) | 35-64 (h)   | 55+ Not Retired (i) | AB (j)       | C1 (k)     | C2 (l)    | DE (m)     | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from coun-cil (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base        | 1215       | 577         | 638        | 165         | 385        | 327          | 338         | 253       | 624         | 194                 | 381          | 326        | 192       | 316        | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                        | 112                 | 178            | 19            |
| Weighted base          | 1215       | 509         | 706        | 81          | 293        | 362          | 480         | 131       | 605         | 226                 | 430          | 317        | 165       | 304        | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                       | 84*                 | 129            | 27**          |
| Base (excl NA for %)   | 1202       | 505         | 697        | 79          | 284        | 362          | 477         | 128       | 597         | 226                 | 428          | 311        | 164       | 299        | 410                    | 176                    | 44*            | 48*                         | 182*              | 299                 | 42*              | 872                  | 542                | 329                     | 303              | 96*                       | 80*                 | 128            | 27**          |
| Very worried (4)       | 200<br>17% | 105<br>21%b | 96<br>14%  | 13<br>16%   | 47<br>17%  | 63<br>17%    | 77<br>16%   | 21<br>16% | 102<br>17%  | 52<br>23%           | 68<br>16%    | 53<br>17%  | 22<br>14% | 57<br>19%  | 71<br>17%              | 26<br>15%              | 9<br>20%       | 12<br>25%                   | 25<br>14%         | 49<br>16%           | 8<br>20%         | 140<br>16%           | 91<br>17%          | 49<br>15%               | 54<br>18%        | 18<br>19%                 | 17<br>21%           | 19<br>15%      | 7<br>25%      |
| Fairly worried (3)     | 508<br>42% | 210<br>42%  | 299<br>43% | 24<br>31%   | 112<br>40% | 162<br>45%c  | 210<br>44%c | 45<br>35% | 253<br>42%c | 96<br>43%           | 208<br>49%l  | 127<br>41% | 70<br>42% | 104<br>35% | 166<br>40%p            | 85<br>48%p             | 18<br>40%p     | 9<br>18%                    | 70<br>39%p        | 145<br>49%p         | 16<br>37%p       | 401<br>46%w          | 249<br>46%y        | 152<br>46%y             | 100<br>33%       | 31<br>33%                 | 22<br>27%           | 47<br>37%      | 7<br>26%      |
| Not very worried (2)   | 384<br>32% | 153<br>30%  | 230<br>33% | 32<br>40%dh | 83<br>29%  | 109<br>30%   | 160<br>34%  | 44<br>35% | 179<br>30%  | 70<br>31%           | 122<br>28%   | 102<br>33% | 55<br>33% | 105<br>35% | 142<br>35%e            | 48<br>27%              | 12<br>27%      | 12<br>26%                   | 73<br>40%e        | 86<br>29%           | 9<br>22%         | 265<br>30%           | 158<br>29%         | 107<br>32%              | 106<br>35%       | 33<br>35%                 | 23<br>29%           | 50<br>39%u     | 13<br>46%     |
| Not at all worried (1) | 57<br>5%   | 25<br>5%    | 32<br>5%   | 5<br>7%     | 23<br>8%ef | 10<br>3%     | 19<br>4%    | 8<br>6%   | 31<br>5%    | 3<br>1%             | 19<br>4%     | 14<br>4%   | 14<br>8%  | 12<br>4%   | 18<br>4%               | 10<br>6%               | 3<br>6%        | 4<br>8%                     | 8<br>4%           | 12<br>4%            | 2<br>5%          | 42<br>5%             | 28<br>4%           | 14<br>4%                | 14<br>5%         | 2<br>2%                   | 5<br>6%             | 7<br>6%        | 1<br>3%       |
| NET: Worried           | 709<br>59% | 315<br>62%  | 394<br>57% | 37<br>47%   | 160<br>56% | 225<br>62%cg | 287<br>60%c | 66<br>52% | 355<br>60%c | 148<br>65%          | 276<br>65%l  | 180<br>58% | 92<br>56% | 161<br>54% | 237<br>58%             | 111<br>63%p            | 26<br>59%      | 21<br>43%                   | 95<br>52%         | 194<br>65%pq        | 24<br>57%        | 541<br>62%w          | 340<br>63%yz       | 201<br>61%              | 154<br>51%       | 49<br>52%                 | 39<br>49%           | 66<br>51%      | 14<br>51%     |
| NET: Not worried       | 441<br>37% | 179<br>35%  | 262<br>38% | 37<br>47%eh | 106<br>37% | 118<br>33%   | 179<br>38%  | 52<br>41% | 210<br>35%  | 72<br>32%           | 140<br>33%   | 116<br>37% | 68<br>42% | 117<br>39% | 160<br>39%             | 58<br>33%              | 15<br>33%      | 17<br>35%                   | 81<br>44%e        | 98<br>33%           | 12<br>28%        | 307<br>35%           | 186<br>34%         | 121<br>37%              | 120<br>40%       | 35<br>37%                 | 28<br>35%           | 57<br>45%u     | 13<br>49%     |
| Don't know             | 52<br>4%   | 11<br>2%    | 41<br>6%a  | 5<br>6%f    | 18<br>6%f  | 18<br>5%     | 11<br>2%    | 10<br>8%f | 32<br>5%f   | 6<br>3%             | 12<br>3%     | 15<br>5%   | 4<br>2%   | 21<br>7%i  | 12<br>3%               | 7<br>4%                | 3<br>7%        | 11<br>22%mnqr               | 6<br>4%           | 6<br>2%             | 6<br>15%mnqr     | 23<br>3%             | 17<br>3%           | 7<br>2%                 | 29<br>10%t       | 11<br>12%uv               | 13<br>16%uvz        | 5<br>4%        | -             |
| Not applicable         | 13         | 4           | 9          | 2ef         | 9ef        | -            | 2           | 3e        | 8           | -                   | 1            | 6          | 1         | 5          | 5                      | 2                      | 1r             | 1r                          | 2                 | -                   | 2r               | 6                    | 1                  | 5                       | 7                | 1                         | 4u                  | 1              | -             |
| Mean                   | 2.74       | 2.80        | 2.70       | 2.60        | 2.69       | 2.81c        | 2.74        | 2.67      | 2.76        | 2.89                | 2.78         | 2.74       | 2.63      | 2.74       | 2.73                   | 2.75                   | 2.78           | 2.77                        | 2.64              | 2.79                | 2.85             | 2.75                 | 2.77               | 2.73                    | 2.77             | 2.76                      | 2.63                | 2.63           | 2.73          |
| Standard deviation     | 0.80       | 0.83        | 0.77       | 0.86        | 0.87       | 0.76         | 0.78        | 0.84      | 0.81        | 0.77                | 0.77         | 0.80       | 0.83      | 0.83       | 0.81                   | 0.79                   | 0.86           | 1.03                        | 0.78              | 0.76                | 0.86             | 0.79                 | 0.80               | 0.77                    | 0.84             | 0.81                      | 0.92                | 0.81           | 0.88          |
| Standard error         | 0.02       | 0.04        | 0.03       | 0.07        | 0.05       | 0.04         | 0.04        | 0.06      | 0.03        | 0.06                | 0.04         | 0.05       | 0.06      | 0.05       | 0.04                   | 0.05                   | 0.10           | 0.17                        | 0.08              | 0.05                | 0.09             | 0.03                 | 0.04               | 0.04                    | 0.05             | 0.09                      | 0.10                | 0.06           | 0.20          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 87  
**Q34. How worried are you, if at all, about each of the following?**  
**-Housing costs (e.g. rent or mortgage payments)**  
**Base: All respondents**

|                      | Gender     |             |             | Age          |               |               |               |               |               |                     | Social Grade |            |           |           | Working Status         |                        |                |                             |                   | Tenure              |                  |                      |                    |                         |                  |                          |                     |                |               |          |
|----------------------|------------|-------------|-------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------------|--------------|------------|-----------|-----------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|----------|
|                      | Total      | Male (a)    | Female (b)  | 18-29 (c)    | 30-49 (d)     | 50-64 (e)     | 65+ (f)       | 18-34 (g)     | 35-64 (h)     | 55+ Not Retired (i) | AB (j)       | C1 (k)     | C2 (l)    | DE (m)    | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |          |
| Unweighted base      | 1215       | 577         | 638         | 165          | 385           | 327           | 338           | 253           | 624           | 194                 | 381          | 326        | 192       | 316       | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |          |
| Weighted base        | 1215       | 509         | 706         | 81           | 293           | 362           | 480           | 131           | 605           | 226                 | 430          | 317        | 165       | 304       | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |          |
| Base (excl NA for %) | 819        | 365         | 454         | 75*          | 272           | 276           | 195           | 123           | 500           | 161*                | 292          | 235        | 104*      | 187       | 386                    | 137                    | 30*            | 29**                        | 76*               | 125*                | 34*              | 521                  | 189                | 332                     | 283              | 88*                      | 74*                 | 121            | 15**          |          |
| Very worried         | (4)<br>15% | 46<br>13%   | 81<br>18%   | 20<br>27%efh | 51<br>19%f    | 37<br>13%     | 18<br>9%      | 32<br>26%efh  | 76<br>15%     | 25<br>16%           | 37<br>13%    | 37<br>16%  | 16<br>15% | 37<br>20% | 63<br>16%              | 23<br>17%              | 9<br>31%mnqr   | 10<br>32%                   | 5<br>7%           | 12<br>9%            | 5<br>13%         | 72<br>14%            | 24<br>12%          | 48<br>15%               | 52<br>18%        | 11<br>12%                | 17<br>23%           | 25<br>21%      | 2<br>14%      |          |
| Fairly worried       | (3)<br>31% | 253<br>29%  | 106<br>32%  | 147<br>40%f  | 30<br>38%f    | 103<br>29%    | 81<br>20%     | 40<br>42%efh  | 162<br>32%f   | 41<br>25%           | 83<br>28%    | 84<br>36%  | 35<br>34% | 51<br>27% | 139<br>36%r            | 43<br>32%r             | 11<br>36%r     | 6<br>19%                    | 18<br>23%         | 21<br>17%           | 15<br>45%qqr     | 139<br>27%           | 26<br>14%          | 112<br>34%u             | 112<br>39%t      | 35<br>40%u               | 26<br>35%u          | 51<br>42%u     | 3<br>19%      |          |
| Not very worried     | (2)<br>34% | 277<br>34%  | 123<br>34%  | 154<br>34%   | 18<br>24%     | 78<br>29%     | 102<br>37%cg  | 79<br>40%cdg  | 28<br>23%     | 170<br>34%g         | 56<br>35%    | 103<br>35% | 73<br>31% | 35<br>34% | 67<br>36%              | 125<br>32%             | 40<br>29%      | 6<br>20%                    | 7<br>23%          | 41<br>53%mnos       | 47<br>38%o       | 11<br>32%            | 182<br>35%         | 48<br>40%u              | 134<br>32%       | 91<br>37%                | 32<br>29%           | 21<br>31%      | 37<br>34%     |          |
| Not at all worried   | (1)<br>18% | 145<br>23%b | 83<br>14%   | 63<br>14%    | 5<br>6%       | 33<br>12%     | 51<br>19%cg   | 56<br>29%cdg  | 9<br>7%       | 81<br>16%cg         | 35<br>22%    | 67<br>23%l | 36<br>15% | 17<br>16% | 26<br>14%              | 54<br>14%o             | 28<br>20%os    | 1<br>3%                     | 5<br>15%          | 10<br>14%           | 45<br>36%mnos    | 2<br>24%w            | 124<br>47%vxyz     | 89<br>11%               | 35<br>6%         | 17<br>3%                 | 2<br>11%            | 8<br>5%        | 7<br>5%       | 5<br>33% |
| NET: Worried         | 380<br>46% | 152<br>42%  | 228<br>50%a | 50<br>67%efh | 154<br>56%efh | 118<br>43%f   | 58<br>30%     | 84<br>68%defh | 238<br>48%f   | 66<br>41%           | 121<br>41%   | 121<br>51% | 51<br>49% | 87<br>47% | 202<br>52%qr           | 67<br>49%qr            | 20<br>67%mnqr  | 15<br>52%                   | 23<br>30%         | 33<br>26%           | 20<br>58%qqr     | 211<br>40%           | 50<br>26%          | 161<br>48%u             | 164<br>58%t      | 46<br>52%u               | 43<br>58%u          | 75<br>62%uv    | 5<br>33%      |          |
| NET: Not worried     | 423<br>52% | 206<br>57%b | 217<br>48%  | 23<br>31%    | 112<br>41%g   | 153<br>55%cdg | 135<br>69%cdg | 37<br>30%     | 251<br>50%cdg | 91<br>57%           | 169<br>58%j  | 109<br>47% | 52<br>50% | 92<br>49% | 179<br>46%o            | 68<br>50%o             | 7<br>23%       | 11<br>39%                   | 51<br>67%mos      | 93<br>74%mnos       | 13<br>38%        | 305<br>59%w          | 137<br>72%vxyz     | 169<br>51%z             | 108<br>38%       | 35<br>39%                | 29<br>39%           | 44<br>36%      | 10<br>67%     |          |
| Don't know           | 16<br>2%   | 7<br>2%     | 10<br>2%    | 1<br>2%      | 7<br>3%       | 5<br>2%       | 3<br>1%       | 3<br>2%       | 11<br>2%      | 4<br>3%             | 3<br>1%      | 5<br>2%    | 1<br>1%   | 8<br>4%i  | 5<br>1%                | 2<br>2%                | 3<br>10%mnr    | 3<br>10%                    | 3<br>3%           | -<br>-              | 1<br>4%r         | 5<br>1%              | 3<br>1%            | 2<br>1%                 | 12<br>4%t        | 8<br>9%uvz               | 2<br>3%             | 2<br>2%        | -<br>-        |          |
| Not applicable       | 396        | 144         | 252a        | 6            | 20            | 85cdgh        | 284degh       | 7             | 104cdg        | 65                  | 137j         | 81         | 61j       | 116ij     | 28                     | 41m                    | 16mns          | 20                          | 109mn             | 174mn               | 9m               | 357w                 | 354v               | 3                       | 27               | 9v                       | 10v                 | 8v             | 13            |          |
| Mean                 | 2.45       | 2.32        | 2.55a       | 2.90defh     | 2.65efh       | 2.38f         | 2.10          | 2.88defh      | 2.48f         | 2.35                | 2.31         | 2.53i      | 2.49      | 2.55i     | 2.55r                  | 2.46r                  | 3.05mnq        | 2.76                        | 2.24              | 1.99                | 2.67qr           | 2.31                 | 1.92               | 2.53u                   | 2.73t            | 2.67u                    | 2.72u               | 2.79uv         | 2.14          |          |
| Standard deviation   | 0.96       | 0.97        | 0.95        | 0.89         | 0.93          | 0.94          | 0.93          | 0.88          | 0.95          | 1.00                | 0.97         | 0.94       | 0.95      | 0.97      | 0.93                   | 1.01                   | 0.85           | 1.14                        | 0.78              | 0.95                | 0.81             | 0.99                 | 1.06               | 0.87                    | 0.84             | 0.74                     | 0.95                | 0.84           | 1.06          |          |
| Standard error       | 0.03       | 0.05        | 0.04        | 0.07         | 0.05          | 0.06          | 0.08          | 0.06          | 0.04          | 0.09                | 0.06         | 0.06       | 0.08      | 0.07      | 0.05                   | 0.07                   | 0.11           | 0.21                        | 0.12              | 0.09                | 0.09             | 0.04                 | 0.07               | 0.05                    | 0.05             | 0.08                     | 0.10                | 0.07           | 0.31          |          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 88  
Q34. How worried are you, if at all, about each of the following?  
-Brexit  
Base: All respondents

|                      | Gender |            |             | Age         |               |              |              |              |               |                     | Social Grade |              |            |            | Working Status         |                        |                |                             |                   |                     |                  | Tenure               |                    |                         |                  |                          |                     |                |               |           |
|----------------------|--------|------------|-------------|-------------|---------------|--------------|--------------|--------------|---------------|---------------------|--------------|--------------|------------|------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|-----------|
|                      | Total  | Male (a)   | Female (b)  | 18-29 (c)   | 30-49 (d)     | 50-64 (e)    | 65+ (f)      | 18-34 (g)    | 35-64 (h)     | 55+ Not Retired (i) | AB (j)       | C1 (k)       | C2 (l)     | DE (m)     | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (A) |           |
| Unweighted base      | 1215   | 577        | 638         | 165         | 385           | 327          | 338          | 253          | 624           | 194                 | 381          | 326          | 192        | 316        | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |           |
| Weighted base        | 1215   | 509        | 706         | 81          | 293           | 362          | 480          | 131          | 605           | 226                 | 430          | 317          | 165        | 304        | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |           |
| Base (excl NA for %) | 1209   | 505        | 704         | 81          | 292           | 358          | 478          | 130          | 601           | 221                 | 430          | 317          | 163        | 299        | 411                    | 176                    | 46*            | 48*                         | 185*              | 299                 | 44*              | 873                  | 542                | 331                     | 309              | 97*                      | 83*                 | 129            | 27**          |           |
| Very worried         | (4)    | 369<br>31% | 182<br>36%b | 187<br>27%  | 24<br>30%     | 84<br>29%    | 120<br>34%   | 142<br>30%   | 39<br>31%     | 189<br>33%          | 73<br>37%kl  | 161<br>32%l  | 103<br>24% | 39<br>22%  | 67<br>32%              | 131<br>29%             | 51<br>34%      | 16<br>26%                   | 12<br>28%         | 52<br>32%           | 96<br>27%        | 12<br>31%            | 271<br>28%         | 154<br>35%              | 117<br>29%       | 89<br>28%                | 27<br>30%           | 25<br>29%      | 37<br>34%     | 9         |
| Fairly worried       | (3)    | 336<br>28% | 140<br>28%  | 197<br>28%  | 32<br>40%defh | 74<br>25%    | 94<br>26%    | 136<br>28%   | 51<br>39%defh | 149<br>25%          | 56<br>25%    | 120<br>28%   | 78<br>25%  | 44<br>27%  | 94<br>31%              | 101<br>24%             | 53<br>30%      | 14<br>32%                   | 19<br>40%         | 53<br>29%           | 85<br>29%        | 11<br>25%            | 251<br>29%         | 170<br>31%              | 80<br>24%        | 76<br>25%                | 21<br>22%           | 19<br>24%      | 35<br>27%     | 9<br>34%  |
| Not very worried     | (2)    | 283<br>23% | 87<br>17%   | 196<br>28%a | 14<br>17%     | 80<br>28%cg  | 78<br>22%    | 110<br>23%   | 23<br>17%     | 150<br>25%g         | 47<br>21%    | 79<br>18%    | 74<br>23%  | 49<br>30%i | 81<br>27%i             | 99<br>24%              | 40<br>22%      | 8<br>17%                    | 10<br>22%         | 41<br>22%           | 76<br>25%        | 9<br>21%             | 215<br>25%         | 130<br>24%              | 85<br>26%        | 61<br>20%                | 14<br>14%           | 20<br>24%      | 28<br>22%     | 6<br>24%  |
| Not at all worried   | (1)    | 142<br>12% | 75<br>15%b  | 66<br>9%    | 5<br>6%       | 30<br>10%    | 48<br>13%cg  | 59<br>12%    | 9<br>7%       | 74<br>12%g          | 36<br>16%    | 58<br>13%l   | 42<br>13%l | 20<br>12%  | 22<br>7%               | 58<br>14%              | 21<br>12%      | 5<br>10%                    | 1<br>2%           | 16<br>9%            | 36<br>12%        | 4<br>10%             | 100<br>11%         | 70<br>13%               | 30<br>9%         | 39<br>13%                | 13<br>13%           | 10<br>12%      | 16<br>13%     | 2<br>9%   |
| NET: Worried         |        | 706<br>58% | 322<br>64%b | 384<br>55%  | 56<br>70%dfh  | 158<br>54%   | 214<br>60%   | 278<br>58%   | 89<br>69%dfh  | 338<br>56%          | 128<br>58%   | 281<br>65%kl | 181<br>57% | 83<br>51%  | 161<br>54%             | 231<br>56%             | 104<br>59%     | 30<br>66%                   | 31<br>65%         | 105<br>57%          | 181<br>60%       | 23<br>52%            | 522<br>60%         | 324<br>60%              | 198<br>60%       | 165<br>54%               | 48<br>50%           | 45<br>54%      | 72<br>56%     | 18<br>68% |
| NET: Not worried     |        | 424<br>35% | 162<br>32%  | 262<br>37%  | 19<br>23%     | 110<br>38%cg | 126<br>35%cg | 169<br>35%cg | 31<br>24%     | 224<br>37%cg        | 83<br>37%    | 136<br>32%   | 116<br>37% | 69<br>42%i | 103<br>34%             | 157<br>38%             | 61<br>35%      | 12<br>27%                   | 11<br>24%         | 57<br>31%           | 112<br>38%       | 14<br>31%            | 315<br>36%         | 200<br>37%              | 115<br>35%       | 101<br>33%               | 26<br>27%           | 30<br>36%      | 44<br>34%     | 9<br>32%  |
| Don't know           |        | 79<br>7%   | 20<br>4%    | 58<br>8%a   | 5<br>7%       | 24<br>8%     | 18<br>5%     | 31<br>7%     | 9<br>6%       | 38<br>5%            | 10<br>5%     | 12<br>3%     | 20<br>6%   | 11<br>7%   | 35<br>12%i             | 23<br>6%r              | 11<br>6%r      | 3<br>7%r                    | 5<br>11%r         | 23<br>12%mr         | 6<br>2%          | 7<br>17%mr           | 36<br>4%           | 18<br>3%                | 18<br>5%         | 43<br>14%t               | 23<br>23%uvyz       | 8<br>10%u      | 12<br>9%u     | -         |
| Not applicable       |        | 6          | 4           | 2           | *             | 1            | 3            | 2            | 1             | 4                   | 5            | *            | -          | 2          | 5i                     | 3                      | 2              | -                           | 1r                | -                   | -                | -                    | 5                  | 2                       | 3                | 1                        | -                   | 1              | *             | -         |
| Mean                 |        | 2.83       | 2.89        | 2.78        | 3.01          | 2.79         | 2.84         | 2.81         | 2.99d         | 2.81                | 2.78         | 2.92k        | 2.81       | 2.67       | 2.78                   | 2.81                   | 2.97           | 3.00                        | 2.87              | 2.82                | 2.83             | 2.83                 | 2.78               | 2.91                    | 2.81             | 2.84                     | 2.80                | 2.80           | 2.93          |           |
| Standard deviation   |        | 1.02       | 1.08        | 0.98        | 0.88          | 1.01         | 1.06         | 1.03         | 0.89          | 1.05                | 1.10         | 1.06         | 1.06       | 1.00       | 0.92                   | 1.07                   | 1.02           | 1.00                        | 0.80              | 0.98                | 1.03             | 1.03                 | 1.02               | 1.01                    | 1.01             | 1.06                     | 1.10                | 1.06           | 1.04          | 0.97      |
| Standard error       |        | 0.03       | 0.05        | 0.04        | 0.07          | 0.05         | 0.06         | 0.06         | 0.06          | 0.04                | 0.08         | 0.06         | 0.06       | 0.07       | 0.06                   | 0.07                   | 0.11           | 0.13                        | 0.11              | 0.06                | 0.10             | 0.04                 | 0.05               | 0.06                    | 0.06             | 0.13                     | 0.11                | 0.08           | 0.22          |           |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 89  
**Q34. How worried are you, if at all, about each of the following?**  
**-The extent of my legal rights and protections when buying goods and services**  
**Base: All respondents**

|                        | Gender     |            |            | Age           |             |               |                |               |              |                     | Social Grade |             |            |              | Working Status          |                         |                 |                                 |                         |                     | Tenure                  |                       |                      |                           |                    |                             |                        |                        |               |
|------------------------|------------|------------|------------|---------------|-------------|---------------|----------------|---------------|--------------|---------------------|--------------|-------------|------------|--------------|-------------------------|-------------------------|-----------------|---------------------------------|-------------------------|---------------------|-------------------------|-----------------------|----------------------|---------------------------|--------------------|-----------------------------|------------------------|------------------------|---------------|
|                        | Total      | Male (a)   | Female (b) | 18-29 (c)     | 30-49 (d)   | 50-64 (e)     | 65+ (f)        | 18-34 (g)     | 35-64 (h)    | 55+ Not Retired (i) | AB (j)       | C1 (k)      | C2 (l)     | DE (m)       | Full time employe d (n) | Part time employe d (o) | Unemploye d (p) | Not work- ing but seek- ing (q) | State pension (r)       | Private pension (s) | House person (t)        | NET: Home- owners (u) | Owned out- right (v) | Owned with mort- gage (w) | NET: Rent- ers (x) | Rent- ed from coun- cil (y) | Rent- ed from HA (z)   | Other Rent (A)         | Rent free (B) |
| Unweighted base        | 1215       | 577        | 638        | 165           | 385         | 327           | 338            | 253           | 624          | 194                 | 381          | 326         | 192        | 316          | 390                     | 226                     | 83              | 45                              | 96                      | 258                 | 117                     | 809                   | 499                  | 310                       | 387                | 97                          | 112                    | 178                    | 19            |
| Weighted base          | 1215       | 509        | 706        | 81            | 293         | 362           | 480            | 131           | 605          | 226                 | 430          | 317         | 165        | 304          | 414                     | 178                     | 46*             | 49*                             | 185*                    | 299                 | 44*                     | 878                   | 544                  | 334                       | 310                | 97*                         | 84*                    | 129                    | 27**          |
| Base (exl NA for %)    | 1203       | 505        | 698        | 79            | 290         | 357           | 477            | 128           | 597          | 223                 | 425          | 316         | 164        | 298          | 413                     | 173                     | 46*             | 46*                             | 182*                    | 299                 | 43*                     | 873                   | 543                  | 330                       | 303                | 96*                         | 82*                    | 126                    | 26**          |
| Very worried (4)       | 44<br>4%   | 21<br>4%   | 23<br>3%   | 10<br>13%defh | 10<br>4%    | 8<br>2%       | 16<br>3%       | 11<br>8%defh  | 17<br>3%     | 4<br>2%             | 11<br>3%     | 10<br>3%    | 7<br>4%    | 16<br>5%     | 19<br>5%r               | 6<br>3%                 | 3<br>7%r        | -                               | 12<br>7%r               | 2<br>1%             | 2<br>4%r                | 29<br>3%              | 18<br>3%             | 11<br>3%                  | 15<br>5%           | 3<br>4%                     | 5<br>6%                | 6<br>5%                | -             |
| Fairly worried (3)     | 190<br>16% | 73<br>14%  | 117<br>17% | 20<br>26%efh  | 54<br>19%e  | 41<br>12%     | 74<br>16%      | 32<br>25%efh  | 84<br>14%    | 28<br>13%           | 65<br>15%    | 52<br>16%   | 28<br>17%  | 46<br>15%    | 62<br>15%               | 39<br>22% <sup>s</sup>  | 5<br>11%        | 8<br>18%                        | 25<br>14%               | 46<br>15%           | 5<br>11%                | 137<br>16%            | 86<br>16%            | 51<br>15%                 | 46<br>15%          | 16<br>17%                   | 12<br>14%              | 18<br>14%              | 7<br>27%      |
| Not very worried (2)   | 684<br>57% | 300<br>59% | 384<br>55% | 29<br>37%     | 140<br>48%  | 212<br>59%cdg | 303<br>63%cdgh | 56<br>44%     | 325<br>54%cg | 141<br>63%          | 254<br>60%   | 175<br>55%  | 97<br>59%  | 158<br>53%   | 223<br>54%              | 90<br>52%               | 21<br>47%       | 23<br>49%                       | 98<br>54%               | 208<br>70%mnop      | 22<br>51%               | 518<br>59%w           | 334<br>62%x          | 184<br>56%x               | 150<br>49%         | 37<br>39%                   | 44<br>54%              | 68<br>54%              | 16<br>60%     |
| Not at all worried (1) | 186<br>15% | 82<br>16%  | 104<br>15% | 13<br>16%     | 53<br>18%f  | 67<br>19%f    | 53<br>11%      | 18<br>14%     | 114<br>19%f  | 37<br>17%           | 65<br>15%    | 61<br>19%l  | 25<br>15%  | 34<br>12%    | 75<br>18%r              | 33<br>19%r              | 10<br>23%r      | 6<br>13%                        | 22<br>12%               | 34<br>11%           | 5<br>12%                | 139<br>16%            | 76<br>14%            | 63<br>19%                 | 44<br>14%          | 15<br>16%                   | 9<br>11%               | 19<br>16%              | 3<br>13%      |
| NET: Worried           | 234<br>19% | 94<br>19%  | 140<br>20% | 31<br>39%defh | 64<br>22%e  | 49<br>14%     | 90<br>19%      | 43<br>33%defh | 101<br>17%   | 32<br>14%           | 76<br>18%    | 61<br>19%   | 35<br>21%  | 62<br>21%    | 81<br>20%               | 44<br>26%r              | 8<br>18%        | 8<br>18%                        | 37<br>20%               | 48<br>16%           | 6<br>15%                | 166<br>19%            | 104<br>19%           | 62<br>19%                 | 61<br>20%          | 20<br>21%                   | 17<br>20%              | 24<br>19%              | 7<br>27%      |
| NET: Not worried       | 870<br>72% | 382<br>76% | 488<br>70% | 42<br>53%     | 193<br>67%c | 279<br>78%cdg | 356<br>74%cdg  | 75<br>58%     | 440<br>74%cg | 178<br>80%          | 320<br>75%l  | 235<br>75%l | 122<br>75% | 193<br>65%   | 298<br>72%              | 123<br>71%              | 32<br>70%       | 29<br>62%                       | 120<br>66%              | 242<br>81%mpq       | 27<br>63%               | 657<br>75%w           | 410<br>76%x          | 247<br>75%x               | 193<br>64%         | 52<br>54%                   | 53<br>66%              | 88<br>70% <sup>x</sup> | 19<br>73%     |
| Don't know             | 99<br>8%   | 29<br>6%   | 70<br>10%a | 6<br>8%       | 32<br>11%   | 29<br>8%      | 32<br>7%       | 11<br>8%      | 57<br>9%     | 12<br>6%            | 30<br>7%     | 19<br>6%    | 7<br>4%    | 43<br>15%ijk | 34<br>8%r               | 6<br>4%                 | 6<br>12%nr      | 10<br>21% <sup>mnr</sup>        | 25<br>14% <sup>nr</sup> | 9<br>3%             | 9<br>22% <sup>mnr</sup> | 50<br>6%              | 29<br>5%             | 21<br>6%                  | 49<br>16%t         | 24<br>25% <sup>uvz</sup>    | 11<br>14% <sup>u</sup> | 13<br>11% <sup>u</sup> | -             |
| Not applicable         | 12         | 4          | 8          | 2             | 3           | 5             | 2              | 3             | 7            | 4                   | 4            | 1           | 1          | 6            | 2                       | 5mr                     | -               | 3mr                             | 2                       | -                   | 1r                      | 4                     | *                    | 4                         | 7t                 | 1                           | 2u                     | 4u                     | 1             |
| Mean                   | 2.08       | 2.07       | 2.09       | 2.39defh      | 2.08        | 1.97          | 2.12eh         | 2.30defh      | 2.01         | 1.99                | 2.06         | 2.04        | 2.10       | 2.17         | 2.07                    | 2.10                    | 2.03            | 2.06                            | 2.17                    | 2.06                | 2.09                    | 2.07                  | 2.09                 | 2.04                      | 2.13               | 2.12                        | 2.18                   | 2.10                   | 2.14          |
| Standard deviation     | 0.70       | 0.71       | 0.70       | 0.94          | 0.76        | 0.65          | 0.64           | 0.85          | 0.70         | 0.62                | 0.66         | 0.72        | 0.71       | 0.73         | 0.75                    | 0.75                    | 0.86            | 0.62                            | 0.76                    | 0.55                | 0.72                    | 0.69                  | 0.67                 | 0.72                      | 0.76               | 0.79                        | 0.75                   | 0.75                   | 0.63          |
| Standard error         | 0.02       | 0.03       | 0.03       | 0.08          | 0.04        | 0.04          | 0.04           | 0.06          | 0.03         | 0.05                | 0.04         | 0.04        | 0.05       | 0.05         | 0.04                    | 0.05                    | 0.10            | 0.11                            | 0.08                    | 0.03                | 0.07                    | 0.02                  | 0.03                 | 0.04                      | 0.04               | 0.09                        | 0.08                   | 0.06                   | 0.15          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 90  
**Q34. How worried are you, if at all, about each of the following?**  
**-Being able to travel around Europe easily**  
**Base: All respondents**

|                        | Gender |          |            | Age       |           |           |          |           |           |                     | Social Grade |        |        |        | Working Status          |                         |                 |                                 |                   | Tenure              |                  |                       |                       |                            |                    |                             |                      |                |               |
|------------------------|--------|----------|------------|-----------|-----------|-----------|----------|-----------|-----------|---------------------|--------------|--------|--------|--------|-------------------------|-------------------------|-----------------|---------------------------------|-------------------|---------------------|------------------|-----------------------|-----------------------|----------------------------|--------------------|-----------------------------|----------------------|----------------|---------------|
|                        | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f)  | 18-34 (g) | 35-64 (h) | 55+ Not Retired (i) | AB (j)       | C1 (k) | C2 (l) | DE (m) | Full time employe d (n) | Part time employe d (o) | Unemploye d (p) | Not work- ing but seek- ing (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home- owners (u) | Owne d out- right (v) | Owne d with mort- gage (w) | NET: Rent- ers (x) | Rent- ed from coun- cil (y) | Rent- ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base        | 1215   | 577      | 638        | 165       | 385       | 327       | 338      | 253       | 624       | 194                 | 381          | 326    | 192    | 316    | 390                     | 226                     | 83              | 45                              | 96                | 258                 | 117              | 809                   | 499                   | 310                        | 387                | 97                          | 112                  | 178            | 19            |
| Weighted base          | 1215   | 509      | 706        | 81        | 293       | 362       | 480      | 131       | 605       | 226                 | 430          | 317    | 165    | 304    | 414                     | 178                     | 46*             | 49*                             | 185*              | 299                 | 44*              | 878                   | 544                   | 334                        | 310                | 97*                         | 84*                  | 129            | 27**          |
| Base (excl NA for %)   | 1060   | 469      | 591        | 79        | 279       | 323       | 379      | 128       | 552       | 206                 | 404          | 292    | 131    | 233    | 399                     | 163                     | 39*             | 41**                            | 126*              | 254                 | 37*              | 778                   | 464                   | 315                        | 255                | 77*                         | 67*                  | 110            | 26**          |
| Very worried (4)       | 104    | 49       | 55         | 14        | 38        | 20        | 32       | 19        | 53        | 16                  | 54           | 23     | 9      | 18     | 46                      | 18                      | 4               | 1                               | 9                 | 20                  | 5                | 72                    | 27                    | 45                         | 31                 | 13                          | 6                    | 13             | 1             |
|                        | 10%    | 10%      | 9%         | 18%efh    | 13%e      | 6%        | 8%       | 15%ef     | 10%       | 8%                  | 13%          | 8%     | 7%     | 8%     | 12%                     | 11%                     | 10%             | 2%                              | 7%                | 8%                  | 15%              | 9%                    | 6%                    | 14%u                       | 12%                | 16%u                        | 9%                   | 12%u           | 2%            |
| Fairly worried (3)     | 189    | 87       | 102        | 23        | 66        | 45        | 55       | 42        | 92        | 22                  | 96           | 38     | 23     | 33     | 68                      | 39                      | 5               | 8                               | 24                | 41                  | 5                | 148                   | 77                    | 71                         | 35                 | 9                           | 9                    | 17             | 6             |
|                        | 18%    | 19%      | 17%        | 29%efh    | 24%efh    | 14%       | 15%      | 33%defh   | 17%       | 11%                 | 24%ajl       | 13%    | 18%    | 14%    | 17%                     | 24%                     | 14%             | 20%                             | 19%               | 16%                 | 14%              | 19%                   | 17%                   | 23%                        | 14%                | 12%                         | 13%                  | 16%            | 23%           |
| Not very worried (2)   | 446    | 180      | 265        | 26        | 92        | 155       | 173      | 39        | 234       | 89                  | 167          | 130    | 53     | 96     | 161                     | 64                      | 17              | 15                              | 57                | 120                 | 13               | 327                   | 199                   | 128                        | 104                | 31                          | 27                   | 46             | 15            |
|                        | 42%    | 38%      | 45%        | 33%       | 33%       | 48%cdg    | 46%cdg   | 30%       | 42%dg     | 43%                 | 41%          | 45%    | 40%    | 41%    | 40%                     | 39%                     | 43%             | 36%                             | 45%               | 47%                 | 34%              | 42%                   | 43%                   | 41%                        | 41%                | 40%                         | 41%                  | 42%            | 57%           |
| Not at all worried (1) | 272    | 138      | 135        | 12        | 58        | 97        | 105      | 21        | 146       | 77                  | 83           | 92     | 38     | 59     | 108                     | 38                      | 10              | 8                               | 27                | 70                  | 11               | 207                   | 144                   | 63                         | 61                 | 17                          | 15                   | 29             | 4             |
|                        | 26%    | 29%b     | 23%        | 15%       | 21%       | 30%cdg    | 28%cg    | 16%       | 27%cg     | 38%                 | 20%          | 32%i   | 29%    | 25%    | 27%                     | 23%                     | 27%             | 19%                             | 21%               | 28%                 | 29%              | 27%                   | 31%v                  | 20%                        | 24%                | 22%                         | 22%                  | 27%            | 14%           |
| NET: Worried           | 293    | 136      | 157        | 36        | 104       | 65        | 88       | 61        | 145       | 37                  | 150          | 61     | 32     | 51     | 114                     | 57                      | 9               | 9                               | 33                | 61                  | 11               | 220                   | 104                   | 116                        | 66                 | 22                          | 14                   | 30             | 7             |
|                        | 28%    | 29%      | 27%        | 46%efh    | 37%efh    | 20%       | 23%      | 47%defh   | 26%       | 18%                 | 37%gkjl      | 21%    | 24%    | 22%    | 29%                     | 35%r                    | 24%             | 21%                             | 26%               | 24%                 | 29%              | 28%                   | 22%                   | 37%uy                      | 26%                | 28%                         | 22%                  | 27%            | 26%           |
| NET: Not worried       | 718    | 318      | 400        | 38        | 150       | 252       | 278      | 60        | 381       | 166                 | 250          | 222    | 91     | 155    | 269                     | 102                     | 27              | 23                              | 84                | 190                 | 23               | 534                   | 343                   | 191                        | 165                | 48                          | 42                   | 75             | 19            |
|                        | 68%    | 68%      | 68%        | 48%       | 54%       | 78%cdgh   | 73%cdg   | 46%       | 69%cdg    | 81%                 | 62%          | 76%ill | 70%    | 67%    | 67%                     | 62%                     | 70%             | 56%                             | 66%               | 75%n                | 63%              | 69%                   | 74%v                  | 61%                        | 65%                | 61%                         | 63%                  | 68%            | 71%           |
| Don't know             | 48     | 14       | 34         | 4         | 25        | 6         | 13       | 8         | 27        | 2                   | 5            | 9      | 8      | 27     | 16                      | 4                       | 3               | 10                              | 10                | 3                   | 3                | 24                    | 17                    | 8                          | 23                 | 8                           | 10                   | 5              | 1             |
|                        | 5%     | 3%       | 6%         | 5%e       | 9%efh     | 2%        | 4%       | 6%e       | 5%        | 1%                  | 1%           | 3%     | 6%i    | 11%ij  | 4%                      | 3%                      | 6%r             | 23%                             | 8%r               | 1%                  | 8%r              | 3%                    | 4%                    | 2%                         | 9%t                | 10%uv                       | 15%uvz               | 4%             | 3%            |
| Not applicable         | 155    | 40       | 116a       | 2         | 14        | 39cdg     | 101cdegh | 2         | 52cdg     | 20                  | 26           | 25     | 34ij   | 71ij   | 15                      | 15m                     | 7m              | 8                               | 59mnors           | 45mn                | 7mn              | 99                    | 80v                   | 20                         | 55t                | 20v                         | 17v                  | 19v            | 1             |
| Mean                   | 2.12   | 2.10     | 2.14       | 2.51efh   | 2.33efh   | 1.96      | 2.04     | 2.49efh   | 2.10      | 1.88                | 2.30jkl      | 1.97   | 2.02   | 2.05   | 2.14                    | 2.23                    | 2.08            | 2.04                            | 2.13              | 2.04                | 2.16             | 2.11                  | 1.97                  | 2.32u                      | 2.16               | 2.25u                       | 2.09                 | 2.13           | 2.14          |
| Standard deviation     | 0.92   | 0.96     | 0.89       | 0.98      | 0.99      | 0.84      | 0.89     | 0.95      | 0.92      | 0.88                | 0.95         | 0.88   | 0.89   | 0.90   | 0.96                    | 0.95                    | 0.94            | 0.78                            | 0.86              | 0.87                | 1.06             | 0.92                  | 0.86                  | 0.96                       | 0.97               | 1.03                        | 0.92                 | 0.96           | 0.69          |
| Standard error         | 0.03   | 0.04     | 0.04       | 0.08      | 0.05      | 0.05      | 0.05     | 0.06      | 0.04      | 0.07                | 0.05         | 0.05   | 0.07   | 0.06   | 0.05                    | 0.07                    | 0.11            | 0.14                            | 0.11              | 0.06                | 0.11             | 0.03                  | 0.04                  | 0.06                       | 0.06               | 0.12                        | 0.10                 | 0.08           | 0.17          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 91  
**Q34. How worried are you, if at all, about each of the following?**  
**-Immigration from the EU**  
**Base: All respondents**

|                        | Gender     |             | Age        |           |            |              |                |           |             | Social Grade        |              |              |             | Working Status |                        |                        |                |                             |                   | Tenure              |                  |                      |                    |                         |                  |                           |                     |                |               |
|------------------------|------------|-------------|------------|-----------|------------|--------------|----------------|-----------|-------------|---------------------|--------------|--------------|-------------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|---------------------------|---------------------|----------------|---------------|
|                        | Total      | Male (a)    | Female (b) | 18-29 (c) | 30-49 (d)  | 50-64 (e)    | 65+ (f)        | 18-34 (g) | 35-64 (h)   | 55+ Not Retired (i) | AB (l)       | C1 (j)       | C2 (k)      | DE (l)         | Full time employed (m) | Part time employed (n) | Unemployed (o) | Not working but seeking (p) | State pension (q) | Private pension (r) | House person (s) | NET: Home-owners (t) | Owned outright (u) | Owned with mortgage (v) | NET: Renters (w) | Rent-ed from coun-cil (x) | Rent-ed from HA (y) | Other Rent (z) | Rent free (A) |
| Unweighted base        | 1215       | 577         | 638        | 165       | 385        | 327          | 338            | 253       | 624         | 194                 | 381          | 326          | 192         | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                        | 112                 | 178            | 19            |
| Weighted base          | 1215       | 509         | 706        | 81        | 293        | 362          | 480            | 131       | 605         | 226                 | 430          | 317          | 165         | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                       | 84*                 | 129            | 27**          |
| Base (exl NA for %)    | 1199       | 501         | 698        | 77        | 289        | 357          | 475            | 127       | 597         | 226                 | 426          | 312          | 164         | 296            | 409                    | 175                    | 44*            | 48*                         | 183*              | 297                 | 43*              | 872                  | 539                | 333                     | 299              | 93*                       | 81*                 | 125            | 27**          |
| Very worried (4)       | 250<br>21% | 100<br>20%  | 150<br>22% | 11<br>14% | 45<br>16%  | 79<br>22%g   | 115<br>24%cdg  | 15<br>12% | 121<br>20%g | 64<br>28%           | 69<br>16%    | 49<br>28%ij  | 46<br>29%ij | 85<br>29%ij    | 96<br>24%n             | 25<br>14%              | 8<br>17%       | 8<br>17%                    | 55<br>30%nr       | 50<br>17%           | 7<br>17%         | 183<br>21%           | 113<br>21%         | 70<br>21%               | 65<br>22%        | 16<br>17%                 | 22<br>27%           | 27<br>22%      | 2<br>6%       |
| Fairly worried (3)     | 338<br>28% | 131<br>26%  | 207<br>30% | 21<br>28% | 72<br>25%  | 98<br>27%    | 147<br>31%     | 34<br>27% | 157<br>26%  | 56<br>25%           | 115<br>27%   | 78<br>25%    | 52<br>32%   | 93<br>32%      | 105<br>26%             | 54<br>31%              | 9<br>20%       | 10<br>21%                   | 73<br>40%mor      | 72<br>24%           | 15<br>36%r       | 246<br>28%           | 150<br>28%         | 96<br>29%               | 83<br>28%        | 25<br>26%                 | 21<br>25%           | 38<br>30%      | 9<br>35%      |
| Not very worried (2)   | 375<br>31% | 155<br>31%  | 220<br>31% | 27<br>35% | 93<br>32%  | 117<br>33%   | 138<br>29%     | 44<br>34% | 193<br>32%  | 69<br>30%           | 150<br>35%l  | 105<br>34%   | 45<br>27%   | 75<br>25%      | 128<br>31%as           | 56<br>32%as            | 18<br>42%qs    | 13<br>27%                   | 38<br>21%         | 113<br>38%qs        | 8<br>19%         | 282<br>32%           | 178<br>33%         | 104<br>31%              | 85<br>28%        | 27<br>29%                 | 25<br>30%           | 34<br>27%      | 8<br>28%      |
| Not at all worried (1) | 178<br>15% | 96<br>19%b  | 82<br>12%  | 12<br>16% | 52<br>18%  | 45<br>13%    | 69<br>15%      | 23<br>18% | 87<br>15%   | 27<br>12%           | 83<br>19%kl  | 62<br>20%kl  | 14<br>9%    | 19<br>6%       | 58<br>14%              | 32<br>18%q             | 5<br>12%       | 6<br>12%                    | 13<br>7%          | 57<br>19%q          | 7<br>16%q        | 138<br>16%           | 84<br>16%y         | 54<br>16%y              | 34<br>11%        | 12<br>13%                 | 5<br>6%             | 17<br>14%      | 5<br>20%      |
| NET: Worried           | 588<br>49% | 231<br>46%  | 357<br>51% | 32<br>42% | 117<br>41% | 177<br>50%dg | 262<br>55%cdgh | 49<br>39% | 277<br>46%  | 120<br>53%          | 184<br>43%   | 127<br>41%   | 98<br>60%ij | 179<br>60%ij   | 201<br>49%             | 79<br>45%              | 16<br>37%      | 18<br>38%                   | 128<br>70%mnop    | 122<br>41%          | 23<br>52%        | 429<br>49%           | 263<br>49%         | 166<br>50%              | 148<br>50%       | 41<br>44%                 | 43<br>53%           | 65<br>52%      | 11<br>40%     |
| NET: Not worried       | 553<br>46% | 252<br>50%b | 301<br>43% | 39<br>51% | 145<br>50% | 162<br>45%   | 207<br>44%     | 66<br>52% | 280<br>47%  | 96<br>43%           | 233<br>55%kl | 168<br>54%kl | 59<br>36%   | 94<br>32%      | 185<br>45%q            | 89<br>51%qs            | 24<br>54%qs    | 19<br>39%                   | 51<br>28%         | 171<br>57%mq        | 15<br>35%        | 421<br>48%aw         | 263<br>49%         | 158<br>48%              | 119<br>40%       | 39<br>42%                 | 29<br>36%           | 51<br>41%      | 13<br>48%     |
| Don't know             | 58<br>5%   | 18<br>4%    | 39<br>6%   | 6<br>8%f  | 27<br>9%f  | 18<br>5%f    | 7<br>1%        | 11<br>9%f | 40<br>7%f   | 9<br>4%             | 9<br>2%      | 18<br>6%i    | 7<br>4%     | 24<br>8%i      | 22<br>5%r              | 7<br>4%                | 4<br>9%qr      | 11<br>23%mnqr               | 3<br>2%           | 4<br>2%             | 6<br>13%mnqr     | 23<br>3%             | 14<br>3%           | 9<br>3%                 | 32<br>11%t       | 14<br>15%uv               | 9<br>11%uv          | 9<br>7%u       | 3<br>12%      |
| Not applicable         | 16         | 7           | 9          | 4defh     | 4          | 5            | 4              | 4f        | 8           | 1                   | 3            | 5            | 1           | 8              | 3                      | 1                      | 1              | 2                           | 2                 | 1                   | 6                | 4                    | 1                  | 11t                     | 4uv              | 2                         | 5uv                 | -              |               |
| Mean                   | 2.58       | 2.49        | 2.65a      | 2.43      | 2.42       | 2.62dg       | 2.66dg         | 2.36      | 2.56g       | 2.73                | 2.41         | 2.39         | 2.83ij      | 2.90ij         | 2.62r                  | 2.43                   | 2.47           | 2.56                        | 2.95mno           | 2.39                | 2.61             | 2.56                 | 2.56               | 2.56                    | 2.67             | 2.56                      | 2.83                | 2.64           | 2.29          |
| Standard deviation     | 1.00       | 1.03        | 0.97       | 0.96      | 0.99       | 0.99         | 1.01           | 0.94      | 1.00        | 1.02                | 0.99         | 1.00         | 0.96        | 0.93           | 1.02                   | 0.97                   | 0.96           | 1.02                        | 0.90              | 0.99                | 1.01             | 1.00                 | 1.00               | 1.01                    | 0.98             | 0.99                      | 0.95                | 1.00           | 0.91          |
| Standard error         | 0.03       | 0.04        | 0.04       | 0.08      | 0.05       | 0.06         | 0.06           | 0.06      | 0.04        | 0.08                | 0.05         | 0.06         | 0.07        | 0.06           | 0.05                   | 0.07                   | 0.11           | 0.18                        | 0.09              | 0.06                | 0.10             | 0.04                 | 0.05               | 0.06                    | 0.05             | 0.11                      | 0.10                | 0.08           | 0.22          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 92  
**Q34. How worried are you, if at all, about each of the following?**  
**-Clothing prices**  
**Base: All respondents**

|                        | Gender     |             |             | Age         |              |               |                |              |               |                     | Social Grade |             |             |             | Working Status         |                        |                |                             |                   |                     |                  | Tenure               |                    |                         |                  |                          |                     |                |               |
|------------------------|------------|-------------|-------------|-------------|--------------|---------------|----------------|--------------|---------------|---------------------|--------------|-------------|-------------|-------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                        | Total      | Male (a)    | Female (b)  | 18-29 (c)   | 30-49 (d)    | 50-64 (e)     | 65+ (f)        | 18-34 (g)    | 35-64 (h)     | 55+ Not Retired (i) | AB (j)       | C1 (k)      | C2 (l)      | DE (m)      | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base        | 1215       | 577         | 638         | 165         | 385          | 327           | 338            | 253          | 624           | 194                 | 381          | 326         | 192         | 316         | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base          | 1215       | 509         | 706         | 81          | 293          | 362           | 480            | 131          | 605           | 226                 | 430          | 317         | 165         | 304         | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Base (excl NA for %)   | 1206       | 504         | 702         | 79          | 290          | 362           | 476            | 129          | 601           | 226                 | 429          | 317         | 162         | 300         | 413                    | 176                    | 46*            | 48*                         | 181*              | 299                 | 43*              | 872                  | 540                | 332                     | 307              | 96*                      | 83*                 | 128            | 27**          |
| Very worried (4)       | 40<br>3%   | 20<br>4%    | 21<br>3%    | 7<br>9%efh  | 20<br>7%ef   | 7<br>2%       | 6<br>1%        | 11<br>8%efh  | 23<br>4%ef    | 4<br>2%             | 9<br>2%      | 6<br>2%     | 3<br>2%     | 22<br>7%ijk | 15<br>4%r              | 6<br>3%                | 3<br>7%r       | 7<br>14%mnqr                | 5<br>3%           | 2<br>1%             | 3<br>7%r         | 22<br>3%             | 8<br>2%            | 14<br>4%                | 14<br>5%         | 7<br>7%u                 | 4<br>4%             | 4<br>3%        | 4<br>14%      |
| Fairly worried (3)     | 204<br>17% | 66<br>13%   | 138<br>20%a | 16<br>21%   | 64<br>22%ef  | 55<br>15%     | 69<br>14%      | 31<br>24%ef  | 104<br>17%    | 38<br>17%           | 71<br>17%    | 48<br>15%   | 27<br>17%   | 57<br>19%   | 84<br>20%r             | 32<br>18%r             | 8<br>17%       | 10<br>20%                   | 33<br>18%         | 30<br>10%           | 7<br>17%         | 123<br>14%           | 65<br>12%          | 58<br>18%               | 77<br>25%t       | 24<br>25%u               | 22<br>27%u          | 30<br>24%u     | 4<br>14%      |
| Not very worried (2)   | 715<br>59% | 303<br>60%  | 411<br>59%  | 36<br>46%   | 147<br>51%   | 218<br>60%cdg | 313<br>66%cdgh | 62<br>48%    | 340<br>57%g   | 131<br>58%          | 254<br>59%   | 191<br>60%  | 102<br>63%  | 168<br>56%  | 224<br>54%             | 100<br>57%             | 24<br>53%      | 18<br>38%                   | 115<br>63%p       | 211<br>70%mnop      | 23<br>53%        | 549<br>63%w          | 349<br>65%xyz      | 200<br>60%              | 153<br>50%       | 46<br>48%                | 42<br>50%           | 66<br>51%      | 13<br>46%     |
| Not at all worried (1) | 213<br>18% | 105<br>21%b | 107<br>15%  | 15<br>19%   | 44<br>15%    | 71<br>20%     | 82<br>17%      | 20<br>15%    | 111<br>18%    | 44<br>20%           | 89<br>21%l   | 64<br>20%l  | 26<br>16%   | 35<br>12%   | 80<br>20%              | 32<br>18%              | 8<br>17%       | 5<br>11%                    | 27<br>15%         | 53<br>18%           | 7<br>16%         | 162<br>19%           | 108<br>16%         | 54<br>16%               | 45<br>15%        | 10<br>11%                | 12<br>14%           | 23<br>18%      | 6<br>22%      |
| NET: Worried           | 244<br>20% | 86<br>17%   | 159<br>23%a | 24<br>30%ef | 84<br>29%efh | 62<br>17%     | 75<br>16%      | 42<br>32%efh | 128<br>21%    | 42<br>18%           | 80<br>19%    | 55<br>17%   | 30<br>19%   | 79<br>26%ij | 99<br>24%r             | 38<br>22%r             | 11<br>24%r     | 16<br>33%r                  | 38<br>21%r        | 32<br>11%           | 10<br>24%r       | 145<br>17%           | 73<br>14%          | 72<br>22%u              | 91<br>30%t       | 31<br>32%u               | 26<br>31%u          | 34<br>27%u     | 8<br>29%      |
| NET: Not worried       | 927<br>77% | 409<br>81%b | 519<br>74%  | 52<br>65%   | 191<br>66%   | 290<br>80%cdg | 395<br>83%cdgh | 81<br>63%    | 451<br>75%cdg | 175<br>77%          | 343<br>80%l  | 255<br>80%l | 128<br>79%l | 202<br>68%  | 305<br>74%p            | 132<br>75%p            | 32<br>70%      | 24<br>49%                   | 142<br>78%p       | 264<br>88%mnop      | 30<br>69%        | 711<br>82%w          | 457<br>85%vxyz     | 254<br>77%x             | 198<br>64%       | 56<br>58%                | 53<br>65%           | 88<br>69%      | 19<br>68%     |
| Don't know             | 35<br>3%   | 10<br>2%    | 25<br>4%    | 4<br>5%f    | 15<br>5%f    | 10<br>3%      | 6<br>1%        | 6<br>5%f     | 23<br>4%      | 9<br>4%             | 6<br>1%      | 7<br>2%     | 4<br>2%     | 18<br>6%i   | 9<br>2%                | 6<br>3%                | 3<br>6%qr      | 9<br>18%mnqr                | 2<br>1%           | 3<br>1%             | 3<br>7%mqr       | 16<br>2%             | 10<br>2%           | 6<br>2%                 | 18<br>6%t        | 9<br>9%uv                | 4<br>5%             | 5<br>4%        | 1<br>3%       |
| Not applicable         | 9          | 4           | 4           | 2e          | 3            | -             | 4              | 2e           | 3             | -                   | 1            | -           | 3j          | 4           | 2                      | 2                      | -              | 1                           | 4                 | -                   | 1r               | 5                    | 3                  | 2                       | 3                | 1                        | 1                   | 1              | -             |
| Mean                   | 2.06       | 2.00        | 2.11a       | 2.21ef      | 2.21efh      | 1.99          | 2.00           | 2.26efh      | 2.07          | 2.01                | 2.00         | 1.99        | 2.05        | 2.24ijk     | 2.08r                  | 2.07                   | 2.15r          | 2.44mnqr                    | 2.09              | 1.94                | 2.15r            | 2.01                 | 1.95               | 2.10u                   | 2.21t            | 2.32uv                   | 2.22u               | 2.13u          | 2.21          |
| Standard deviation     | 0.70       | 0.71        | 0.69        | 0.88        | 0.80         | 0.66          | 0.61           | 0.83         | 0.73          | 0.67                | 0.68         | 0.67        | 0.64        | 0.76        | 0.74                   | 0.72                   | 0.80           | 0.93                        | 0.66              | 0.56                | 0.80             | 0.66                 | 0.62               | 0.71                    | 0.76             | 0.79                     | 0.75                | 0.74           | 0.98          |
| Standard error         | 0.02       | 0.03        | 0.03        | 0.07        | 0.04         | 0.04          | 0.03           | 0.05         | 0.03          | 0.05                | 0.04         | 0.04        | 0.05        | 0.04        | 0.04                   | 0.05                   | 0.09           | 0.15                        | 0.07              | 0.03                | 0.08             | 0.02                 | 0.03               | 0.04                    | 0.04             | 0.09                     | 0.07                | 0.06           | 0.23          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 93  
**Q34. How worried are you, if at all, about each of the following?**  
**-Prices of electrical goods**  
**Base: All respondents**

|                        | Gender     |             |             | Age                  |                       |               |                |                      |               |                     | Social Grade |             |             |                       | Working Status         |                        |                      |                             |                         |                     |                        | Tenure               |                    |                         |                       |                          |                     |                      |               |
|------------------------|------------|-------------|-------------|----------------------|-----------------------|---------------|----------------|----------------------|---------------|---------------------|--------------|-------------|-------------|-----------------------|------------------------|------------------------|----------------------|-----------------------------|-------------------------|---------------------|------------------------|----------------------|--------------------|-------------------------|-----------------------|--------------------------|---------------------|----------------------|---------------|
|                        | Total      | Male (a)    | Female (b)  | 18-29 (c)            | 30-49 (d)             | 50-64 (e)     | 65+ (f)        | 18-34 (g)            | 35-64 (h)     | 55+ Not Retired (i) | AB (i)       | C1 (l)      | C2 (k)      | DE (l)                | Full time employed (m) | Part time employed (n) | Unemployed (o)       | Not working but seeking (p) | State pension (q)       | Private pension (r) | House person (s)       | NET: Home-owners (t) | Owned outright (u) | Owned with mortgage (v) | NET: Renters (w)      | Rent-ed from council (x) | Rent-ed from HA (y) | Other Rent (z)       | Rent free (A) |
| Unweighted base        | 1215       | 577         | 638         | 165                  | 385                   | 327           | 338            | 253                  | 624           | 194                 | 381          | 326         | 192         | 316                   | 390                    | 226                    | 83                   | 45                          | 96                      | 258                 | 117                    | 809                  | 499                | 310                     | 387                   | 97                       | 112                 | 178                  | 19            |
| Weighted base          | 1215       | 509         | 706         | 81                   | 293                   | 362           | 480            | 131                  | 605           | 226                 | 430          | 317         | 165         | 304                   | 414                    | 178                    | 46*                  | 49*                         | 185*                    | 299                 | 44*                    | 878                  | 544                | 334                     | 310                   | 97*                      | 84*                 | 129                  | 27**          |
| Base (excl NA for %)   | 1205       | 504         | 700         | 79                   | 292                   | 360           | 473            | 129                  | 602           | 225                 | 426          | 316         | 165         | 298                   | 412                    | 177                    | 46*                  | 48*                         | 181*                    | 298                 | 44*                    | 874                  | 539                | 334                     | 304                   | 97*                      | 83*                 | 125                  | 27**          |
| Very worried (4)       | 44<br>4%   | 22<br>4%    | 22<br>3%    | 7<br>9%efh           | 24<br>8%efh           | 5<br>1%       | 7<br>2%        | 13<br>10%efh         | 24<br>4%      | 2<br>1%             | 14<br>3%     | 9<br>3%     | 6<br>3%     | 15<br>5%              | 21<br>5%               | 6<br>3%                | 3<br>7%r             | 2<br>5%                     | 3<br>2%                 | 6<br>2%             | 3<br>6%r               | 29<br>3%             | 12<br>2%           | 17<br>5%                | 14<br>4%              | 7<br>7%u                 | 3<br>3%             | 4<br>3%              | 1<br>3%       |
| Fairly worried (3)     | 238<br>20% | 80<br>16%   | 158<br>23%a | 18<br>23%            | 69<br>23%             | 65<br>18%     | 86<br>18%      | 32<br>25%            | 120<br>20%    | 47<br>21%           | 81<br>19%    | 57<br>18%   | 28<br>17%   | 73<br>24%             | 85<br>21%              | 39<br>22%r             | 13<br>28%r           | 11<br>23%                   | 38<br>21%               | 41<br>14%           | 10<br>23%r             | 154<br>18%           | 91<br>17%          | 62<br>19%               | 78<br>26%t            | 27<br>27%                | 18<br>21%           | 34<br>27%u           | 6<br>24%      |
| Not very worried (2)   | 733<br>61% | 305<br>60%  | 428<br>61%  | 40<br>50%            | 147<br>50%            | 229<br>64%cdg | 317<br>67%cdgh | 64<br>49%            | 352<br>58%cdg | 134<br>59%          | 264<br>62%   | 201<br>64%  | 94<br>57%   | 174<br>58%            | 228<br>55%             | 101<br>57%             | 23<br>50%            | 27<br>57%                   | 119<br>66% <sub>s</sub> | 212<br>71%mnos      | 22<br>49%              | 556<br>64%w          | 350<br>65%xz       | 207<br>62%              | 161<br>53%            | 47<br>49%                | 50<br>60%           | 64<br>51%            | 15<br>57%     |
| Not at all worried (1) | 155<br>13% | 87<br>17%b  | 68<br>10%   | 10<br>13%            | 40<br>14%             | 48<br>13%     | 56<br>12%      | 15<br>11%            | 84<br>14%     | 34<br>15%           | 62<br>15%l   | 42<br>13%l  | 31<br>19%l  | 20<br>7%              | 65<br>16%              | 25<br>14%              | 4<br>8%              | 3<br>6%                     | 16<br>9%                | 36<br>12%           | 5<br>12%               | 119<br>14%           | 79<br>15%          | 40<br>12%               | 32<br>11%             | 7<br>7%                  | 9<br>11%            | 16<br>13%            | 4<br>13%      |
| NET: Worried           | 282<br>23% | 102<br>20%  | 180<br>26%  | 25<br>32%ef          | 92<br>32%efh          | 71<br>20%     | 93<br>20%      | 45<br>35%efh         | 144<br>24%    | 49<br>22%           | 94<br>22%    | 66<br>21%   | 33<br>20%   | 88<br>30%j            | 107<br>26%r            | 44<br>25%r             | 16<br>35%r           | 13<br>28%                   | 41<br>23%               | 47<br>16%           | 13<br>29%r             | 183<br>21%           | 103<br>19%         | 80<br>24%               | 91<br>30%t            | 34<br>35%u               | 20<br>24%           | 37<br>30%u           | 7<br>27%      |
| NET: Not worried       | 888<br>74% | 392<br>78%b | 496<br>71%  | 50<br>63%            | 187<br>64%            | 277<br>77%cdg | 374<br>79%cdgh | 79<br>61%            | 435<br>72%cdg | 167<br>74%          | 326<br>77%l  | 242<br>77%l | 125<br>76%l | 194<br>65%            | 294<br>71%o            | 126<br>71%             | 26<br>58%            | 30<br>63%                   | 136<br>75%o             | 249<br>83%mnop      | 27<br>62%              | 675<br>77%w          | 429<br>79%xz       | 247<br>74% <sub>x</sub> | 193<br>64%            | 54<br>56%                | 59<br>72%           | 80<br>64%            | 19<br>70%     |
| Don't know             | 35<br>3%   | 11<br>2%    | 25<br>4%    | 4<br>5% <sub>f</sub> | 13<br>4% <sub>f</sub> | 12<br>3%      | 7<br>1%        | 6<br>4% <sub>f</sub> | 23<br>4%      | 10<br>4%            | 5<br>1%      | 8<br>3%     | 6<br>4%     | 16<br>5% <sub>i</sub> | 11<br>3%               | 6<br>3%                | 3<br>7% <sub>r</sub> | 4<br>9% <sub>r</sub>        | 4<br>2%                 | 2<br>1%             | 4<br>9% <sub>mqr</sub> | 15<br>2%             | 8<br>1%            | 8<br>2%                 | 19<br>6% <sub>t</sub> | 9<br>9% <sub>uv</sub>    | 3<br>4%             | 7<br>6% <sub>u</sub> | 1<br>3%       |
| Not applicable         | 10         | 4           | 6           | 1                    | 1                     | 2             | 6              | 1                    | 3             | 1                   | 4            | 1           | *           | 6                     | 3                      | 1                      | -                    | 1                           | 4                       | 1                   | *                      | 4                    | 4                  | -                       | 6 <sub>t</sub>        | *                        | 1                   | 5 <sub>uv</sub>      | -             |
| Mean                   | 2.15       | 2.08        | 2.20a       | 2.30ef               | 2.27efh               | 2.08          | 2.09           | 2.34efh              | 2.14          | 2.08                | 2.11         | 2.11        | 2.05        | 2.29ijk               | 2.16                   | 2.15                   | 2.36r                | 2.29r                       | 2.16                    | 2.05                | 2.26r                  | 2.11                 | 2.07               | 2.17                    | 2.25t                 | 2.39u                    | 2.17                | 2.21u                | 2.18          |
| Standard deviation     | 0.68       | 0.71        | 0.65        | 0.83                 | 0.81                  | 0.62          | 0.60           | 0.82                 | 0.70          | 0.63                | 0.68         | 0.65        | 0.72        | 0.68                  | 0.75                   | 0.70                   | 0.75                 | 0.67                        | 0.59                    | 0.58                | 0.78                   | 0.67                 | 0.64               | 0.71                    | 0.72                  | 0.75                     | 0.67                | 0.71                 | 0.71          |
| Standard error         | 0.02       | 0.03        | 0.03        | 0.07                 | 0.04                  | 0.03          | 0.03           | 0.05                 | 0.03          | 0.05                | 0.04         | 0.04        | 0.05        | 0.04                  | 0.05                   | 0.05                   | 0.09                 | 0.11                        | 0.06                    | 0.04                | 0.08                   | 0.02                 | 0.03               | 0.04                    | 0.04                  | 0.08                     | 0.07                | 0.06                 | 0.17          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 94  
Q34. How worried are you, if at all, about each of the following?  
-Prices of holidays abroad  
Base: All respondents

|                        | Gender     |            | Age        |              |               |               |               |              |               | Social Grade    |             |             |            | Working Status |                        |                        |                |                             | Tenure            |                     |                  |                      |                    |                         |                  |                          |                     |                |               |
|------------------------|------------|------------|------------|--------------|---------------|---------------|---------------|--------------|---------------|-----------------|-------------|-------------|------------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                        | Total      | Male (a)   | Female (b) | 18-29 (c)    | 30-49 (d)     | 50-64 (e)     | 65+ (f)       | 18-34 (g)    | 35-64 (h)     | 55+ Not Retired | AB (i)      | C1 (j)      | C2 (k)     | DE (l)         | Full time employed (m) | Part time employed (n) | Unemployed (o) | Not working but seeking (p) | State pension (q) | Private pension (r) | House person (s) | NET: Home-owners (t) | Owned outright (u) | Owned with mortgage (v) | NET: Renters (w) | Rent-ed from council (x) | Rent-ed from HA (y) | Other Rent (z) | Rent free (A) |
| Unweighted base        | 1215       | 577        | 638        | 165          | 385           | 327           | 338           | 253          | 624           | 194             | 381         | 326         | 192        | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base          | 1215       | 509        | 706        | 81           | 293           | 362           | 480           | 131          | 605           | 226             | 430         | 317         | 165        | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Base (excl NA for %)   | 1008       | 454        | 554        | 79           | 271           | 310           | 348           | 128          | 532           | 202             | 394         | 273         | 129        | 212            | 400                    | 154                    | 34*            | 44**                        | 104*              | 241                 | 32*              | 744                  | 433                | 311                     | 240              | 72*                      | 59*                 | 108            | 24**          |
| Very worried (4)       | 93<br>9%   | 44<br>10%  | 49<br>9%   | 10<br>12%    | 37<br>14%ef   | 23<br>7%      | 24<br>7%      | 18<br>14%ef  | 51<br>10%     | 19<br>9%        | 35<br>9%    | 23<br>8%    | 16<br>12%  | 19<br>9%       | 49<br>12%r             | 12<br>8%               | 2<br>7%        | 5<br>10%                    | 12<br>11%         | 11<br>4%            | 2<br>6%          | 59<br>8%             | 22<br>5%           | 38<br>12%u              | 32<br>13%t       | 17<br>23%uy              | 3<br>5%             | 12<br>11%u     | 2<br>6%       |
| Fairly worried (3)     | 249<br>25% | 101<br>22% | 148<br>27% | 30<br>37%efh | 78<br>29%     | 66<br>21%     | 75<br>22%     | 47<br>37%efh | 126<br>24%    | 37<br>19%       | 112<br>28%j | 54<br>20%   | 30<br>23%  | 54<br>25%      | 106<br>27%             | 38<br>25%              | 11<br>31%      | 9<br>21%                    | 29<br>28%         | 47<br>20%           | 9<br>29%         | 190<br>26%           | 108<br>25%         | 82<br>26%               | 53<br>22%        | 11<br>16%                | 13<br>21%           | 29<br>27%      | 6<br>24%      |
| Not very worried (2)   | 440<br>44% | 203<br>45% | 237<br>43% | 29<br>37%    | 96<br>35%     | 142<br>46%dg  | 172<br>50%cdg | 45<br>35%    | 222<br>42%    | 85<br>42%       | 180<br>46%  | 131<br>48%  | 49<br>38%  | 81<br>38%      | 146<br>37%             | 75<br>49%mo            | 10<br>29%      | 22<br>50%                   | 42<br>40%         | 133<br>55%mos       | 13<br>40%        | 330<br>44%           | 209<br>48%v        | 121<br>39%              | 96<br>40%        | 31<br>43%                | 24<br>40%           | 41<br>38%      | 13<br>55%     |
| Not at all worried (1) | 189<br>19% | 96<br>21%  | 93<br>17%  | 7<br>9%      | 47<br>17%cg   | 69<br>22%cg   | 66<br>19%cg   | 11<br>9%     | 112<br>21%cg  | 52<br>26%       | 60<br>15%   | 57<br>21%   | 32<br>25%i | 40<br>19%      | 85<br>21%              | 24<br>16%              | 7<br>22%       | 6<br>14%                    | 15<br>15%         | 45<br>19%           | 6<br>18%         | 151<br>20%           | 88<br>20%          | 63<br>20%               | 36<br>15%        | 7<br>9%                  | 12<br>20%           | 17<br>16%      | 3<br>11%      |
| NET: Worried           | 342<br>34% | 145<br>32% | 197<br>36% | 40<br>50%efh | 115<br>42%efh | 89<br>29%     | 99<br>28%     | 65<br>51%efh | 178<br>33%    | 56<br>28%       | 147<br>37%j | 77<br>28%   | 46<br>36%  | 73<br>34%      | 155<br>39%r            | 50<br>33%              | 13<br>38%      | 14<br>31%                   | 41<br>39%r        | 58<br>24%           | 11<br>35%        | 250<br>34%           | 130<br>30%         | 120<br>38%              | 85<br>35%        | 28<br>39%                | 16<br>27%           | 41<br>38%      | 7<br>30%      |
| NET: Not worried       | 629<br>62% | 299<br>66% | 330<br>60% | 36<br>46%    | 143<br>53%    | 211<br>68%cdg | 238<br>68%cdg | 56<br>44%    | 334<br>63%cdg | 137<br>68%      | 240<br>61%  | 188<br>69%l | 80<br>62%  | 120<br>57%     | 231<br>58%             | 99<br>64%              | 17<br>50%      | 28<br>63%                   | 57<br>55%         | 179<br>74%moqs      | 18<br>57%        | 481<br>65%w          | 297<br>69%vxz      | 184<br>59%              | 132<br>55%       | 38<br>52%                | 36<br>61%           | 58<br>54%      | 16<br>66%     |
| Don't know             | 37<br>4%   | 10<br>2%   | 27<br>5%   | 4<br>5%      | 13<br>5%      | 10<br>3%      | 11<br>3%      | 6<br>5%      | 20<br>4%      | 9<br>4%         | 7<br>2%     | 8<br>3%     | 3<br>2%    | 19<br>9%ijkl   | 4<br>3%                | 4<br>11%mnr            | 2<br>5%        | 2<br>6%                     | 4<br>2%           | 2<br>8%r            | 13<br>2%         | 6<br>1%              | 7<br>2%            | 23<br>9%t               | 6<br>9%uv        | 8<br>13%uv               | 9<br>8%uv           | 1<br>3%        |               |
| Not applicable         | 207        | 55         | 153a       | 1            | 22cg          | 52cdg         | 132cdg        | 3            | 73cdg         | 25              | 36          | 44i         | 36ij       | 92ijk          | 15                     | 24m                    | 11mn           | 5                           | 81mnors           | 58m                 | 12mnr            | 133                  | 110v               | 23                      | 70t              | 25v                      | 24uvz               | 21v            | 3             |
| Mean                   | 2.25       | 2.21       | 2.29       | 2.55efh      | 2.41efh       | 2.14          | 2.17          | 2.59defh     | 2.23          | 2.11            | 2.31        | 2.16        | 2.24       | 2.27           | 2.31r                  | 2.26                   | 2.27           | 2.29                        | 2.38r             | 2.10                | 2.25             | 2.22                 | 2.15               | 2.31u                   | 2.37t            | 2.58uy                   | 2.13                | 2.36u          | 2.27          |
| Standard deviation     | 0.88       | 0.89       | 0.86       | 0.84         | 0.95          | 0.86          | 0.82          | 0.85         | 0.90          | 0.92            | 0.84        | 0.86        | 0.97       | 0.90           | 0.95                   | 0.83                   | 0.94           | 0.86                        | 0.89              | 0.75                | 0.86             | 0.86                 | 0.80               | 0.94                    | 0.93             | 0.99                     | 0.85                | 0.91           | 0.76          |
| Standard error         | 0.03       | 0.04       | 0.04       | 0.07         | 0.05          | 0.05          | 0.05          | 0.06         | 0.04          | 0.07            | 0.05        | 0.08        | 0.08       | 0.06           | 0.05                   | 0.06                   | 0.12           | 0.14                        | 0.12              | 0.05                | 0.09             | 0.03                 | 0.04               | 0.06                    | 0.06             | 0.12                     | 0.10                | 0.08           | 0.18          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 95  
**Q34. How worried are you, if at all, about each of the following?**  
**-Mobile phone roaming charges**  
**Base: All respondents**

|                        | Gender     |             |            | Age           |             |              |              |               |              |                     | Social Grade |             |            |             | Working Status         |                        |                |                             |                   | Tenure              |                  |                      |                    |                         |                  |                          |                     |                |               |
|------------------------|------------|-------------|------------|---------------|-------------|--------------|--------------|---------------|--------------|---------------------|--------------|-------------|------------|-------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                        | Total      | Male (a)    | Female (b) | 18-29 (c)     | 30-49 (d)   | 50-64 (e)    | 65+ (f)      | 18-34 (g)     | 35-64 (h)    | 55+ Not Retired (i) | AB (j)       | C1 (k)      | C2 (l)     | DE (m)      | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base        | 1215       | 577         | 638        | 165           | 385         | 327          | 338          | 253           | 624          | 194                 | 381          | 326         | 192        | 316         | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base          | 1215       | 509         | 706        | 81            | 293         | 362          | 480          | 131           | 605          | 226                 | 430          | 317         | 165        | 304         | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Base (excl NA for %)   | 1014       | 446         | 569        | 79            | 271         | 310          | 354          | 127           | 533          | 196                 | 383          | 271         | 134        | 226         | 390                    | 160                    | 36*            | 42**                        | 112*              | 239                 | 35*              | 744                  | 435                | 309                     | 247              | 70*                      | 62*                 | 114*           | 24**          |
| Very worried (4)       | 57<br>6%   | 29<br>6%    | 28<br>5%   | 9<br>11%efh   | 17<br>6%    | 14<br>4%     | 18<br>5%     | 13<br>10%efh  | 26<br>5%     | 9<br>5%             | 24<br>6%     | 14<br>5%    | 4<br>3%    | 15<br>7%    | 22<br>6%               | 8<br>5%                | 3<br>8%        | 1<br>3%                     | 10<br>9%          | 10<br>4%            | 2<br>5%          | 36<br>5%             | 18<br>4%           | 18<br>6%                | 18<br>7%         | 4<br>6%                  | 3<br>5%             | 11<br>10%u     | 3<br>11%      |
| Fairly worried (3)     | 186<br>18% | 74<br>17%   | 112<br>20% | 23<br>30%defh | 55<br>20%   | 50<br>16%    | 58<br>16%    | 33<br>26%efh  | 95<br>18%    | 41<br>21%           | 73<br>19%    | 47<br>17%   | 25<br>19%  | 41<br>18%   | 73<br>19%              | 41<br>26%lor           | 4<br>10%       | 14<br>34%                   | 18<br>16%         | 32<br>13%           | 5<br>14%         | 127<br>17%           | 63<br>14%          | 65<br>21%               | 50<br>20%        | 15<br>21%                | 11<br>17%           | 25<br>22%      | 9<br>36%      |
| Not very worried (2)   | 459<br>45% | 193<br>43%  | 266<br>47% | 31<br>40%     | 125<br>46%  | 144<br>46%   | 158<br>45%   | 56<br>44%     | 244<br>46%   | 77<br>39%           | 178<br>47%   | 124<br>46%  | 53<br>40%  | 103<br>45%  | 172<br>44%o            | 80<br>50%o             | 9<br>26%       | 16<br>38%                   | 48<br>43%         | 116<br>49%o         | 17<br>48%o       | 351<br>47%           | 205<br>47%         | 146<br>47%              | 98<br>40%        | 29<br>41%                | 26<br>42%           | 43<br>38%      | 9<br>38%      |
| Not at all worried (1) | 258<br>25% | 131<br>29%b | 126<br>22% | 12<br>15%     | 60<br>22%   | 87<br>28%cg  | 99<br>28%cg  | 19<br>15%     | 140<br>26%cg | 59<br>30%           | 93<br>24%    | 79<br>29%l  | 43<br>32%l | 43<br>19%   | 102<br>26%n            | 27<br>17%              | 16<br>43%mnq   | 9<br>22%                    | 22<br>20%         | 72<br>30%n          | 10<br>29%n       | 195<br>26%           | 129<br>30%v        | 66<br>21%               | 60<br>24%        | 17<br>24%                | 16<br>26%           | 27<br>24%      | 3<br>11%      |
| NET: Worried           | 243<br>24% | 102<br>23%  | 140<br>25% | 32<br>41%defh | 72<br>26%   | 64<br>21%    | 75<br>21%    | 46<br>37%defh | 121<br>23%   | 50<br>26%           | 97<br>25%    | 60<br>22%   | 29<br>22%  | 57<br>25%   | 96<br>24%              | 49<br>31%r             | 7<br>18%       | 16<br>37%                   | 28<br>25%         | 42<br>17%           | 7<br>19%         | 163<br>22%           | 80<br>18%          | 83<br>27%u              | 68<br>28%        | 19<br>27%                | 14<br>22%           | 36<br>32%u     | 11<br>47%     |
| NET: Not worried       | 716<br>71% | 324<br>73%  | 392<br>69% | 43<br>55%     | 185<br>68%c | 231<br>74%cg | 257<br>73%cg | 75<br>59%     | 384<br>72%cg | 135<br>69%          | 271<br>71%   | 203<br>75%l | 96<br>72%  | 146<br>65%  | 274<br>70%             | 107<br>67%             | 25<br>69%      | 25<br>60%                   | 70<br>63%         | 188<br>79%mnq       | 27<br>77%        | 546<br>73%w          | 334<br>77%vz       | 212<br>69%              | 158<br>64%       | 45<br>64%                | 43<br>68%           | 71<br>62%      | 12<br>49%     |
| Don't know             | 55<br>5%   | 19<br>4%    | 36<br>6%   | 3<br>4%       | 15<br>5%    | 15<br>5%     | 22<br>6%     | 5<br>4%       | 28<br>5%     | 10<br>5%            | 15<br>4%     | 8<br>3%     | 9<br>7%    | 23<br>10%ij | 21<br>5%               | 4<br>2%                | 5<br>13%nr     | 1<br>3%                     | 14<br>12%nr       | 9<br>4%             | 1<br>4%          | 34<br>5%             | 21<br>5%           | 14<br>4%                | 20<br>8%         | 6<br>9%                  | 6<br>10%            | 7<br>6%        | 1<br>3%       |
| Not applicable         | 201        | 63          | 138a       | 2             | 21g         | 51cdg        | 126cdg       | 4             | 71cdg        | 30                  | 46           | 46          | 30i        | 78ijk       | 24                     | 18                     | 10mn           | 7                           | 73mnors           | 60mn                | 9mn              | 134                  | 109vz              | 25                      | 63t              | 27vz                     | 21vz                | 15             | 3             |
| Mean                   | 2.04       | 2.00        | 2.08       | 2.39defh      | 2.11        | 1.97         | 1.98         | 2.33defh      | 2.01         | 2.00                | 2.08         | 1.98        | 1.92       | 2.14k       | 2.04                   | 2.20ors                | 1.81           | 2.19                        | 2.16              | 1.91                | 1.95             | 2.01                 | 1.92               | 2.12u                   | 2.12             | 2.09                     | 2.02                | 2.18u          | 2.49          |
| Standard deviation     | 0.84       | 0.87        | 0.81       | 0.89          | 0.84        | 0.81         | 0.83         | 0.87          | 0.82         | 0.86                | 0.84         | 0.83        | 0.82       | 0.84        | 0.85                   | 0.79                   | 0.99           | 0.83                        | 0.89              | 0.79                | 0.83             | 0.81                 | 0.79               | 0.82                    | 0.90             | 0.86                     | 0.85                | 0.94           | 0.86          |
| Standard error         | 0.03       | 0.04        | 0.04       | 0.07          | 0.05        | 0.05         | 0.05         | 0.06          | 0.04         | 0.07                | 0.05         | 0.05        | 0.07       | 0.06        | 0.05                   | 0.06                   | 0.13           | 0.14                        | 0.13              | 0.06                | 0.09             | 0.03                 | 0.04               | 0.05                    | 0.05             | 0.11                     | 0.10                | 0.08           | 0.21          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 96  
Q34. How worried are you, if at all, about each of the following?  
-Food safety standards  
Base: All respondents

|                        | Gender |                  |                   | Age                 |                    |                    |                    |                    |                    |                     | Social Grade |                  |                  |                   | Working Status         |                        |                |                             |                   |                     | Tenure             |                      |                    |                         |                  |                          |                     |                  |               |
|------------------------|--------|------------------|-------------------|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------|--------------|------------------|------------------|-------------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|--------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|------------------|---------------|
|                        | Total  | Male (a)         | Female (b)        | 18-29 (c)           | 30-49 (d)          | 50-64 (e)          | 65+ (f)            | 18-34 (g)          | 35-64 (h)          | 55+ Not Retired (i) | AB (j)       | C1 (k)           | C2 (l)           | DE (m)            | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t)   | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A)   | Rent free (A) |
| Unweighted base        | 1215   | 577              | 638               | 165                 | 385                | 327                | 338                | 253                | 624                | 194                 | 381          | 326              | 192              | 316               | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117                | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178              | 19            |
| Weighted base          | 1215   | 509              | 706               | 81                  | 293                | 362                | 480                | 131                | 605                | 226                 | 430          | 317              | 165              | 304               | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*                | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129              | 27**          |
| Base (excl NA for %)   | 1212   | 506              | 706               | 79                  | 292                | 361                | 480                | 129                | 603                | 226                 | 429          | 316              | 165              | 302               | 413                    | 178                    | 46*            | 48*                         | 185*              | 299                 | 44*                | 877                  | 544                | 333                     | 309              | 97*                      | 84*                 | 129              | 26**          |
| Very worried (4)       | 119    | 47               | 71                | 12                  | 33                 | 35                 | 39                 | 15                 | 65                 | 25                  | 41           | 42               | 8                | 28                | 45                     | 23                     | 4              | 2                           | 20                | 19                  | 7                  | 79                   | 40                 | 39                      | 36               | 10                       | 8                   | 17               | 4             |
|                        | 10%    | 9%               | 10%               | 15% <sup>f</sup>    | 11%                | 10%                | 8%                 | 11%                | 11%                | 11%                 | 10%          | 13% <sup>k</sup> | 5%               | 9%                | 11%                    | 13% <sup>r</sup>       | 8%             | 5%                          | 11%               | 6%                  | 15% <sup>r</sup>   | 9%                   | 7%                 | 12%                     | 12%              | 11%                      | 9%                  | 13% <sup>u</sup> | 15%           |
| Fairly worried (3)     | 270    | 87               | 183               | 22                  | 85                 | 56                 | 107                | 38                 | 124                | 43                  | 92           | 52               | 42               | 83                | 86                     | 41                     | 12             | 16                          | 46                | 58                  | 11                 | 207                  | 132                | 75                      | 55               | 25                       | 14                  | 15               | 8             |
|                        | 22%    | 17%              | 26% <sup>a</sup>  | 27% <sup>e</sup>    | 29% <sup>eh</sup>  | 16%                | 22%                | 29% <sup>eh</sup>  | 21%                | 19%                 | 22%          | 16%              | 26% <sup>j</sup> | 27% <sup>aj</sup> | 21%                    | 23%                    | 26%            | 32%                         | 25%               | 19%                 | 26%                | 24%                  | 24% <sup>z</sup>   | 23% <sup>z</sup>        | 18%              | 26% <sup>z</sup>         | 17%                 | 12%              | 29%           |
| Not very worried (2)   | 611    | 257              | 354               | 33                  | 117                | 196                | 266                | 53                 | 292                | 115                 | 220          | 164              | 79               | 147               | 197                    | 79                     | 21             | 22                          | 98                | 175                 | 19                 | 441                  | 282                | 159                     | 158              | 48                       | 38                  | 72               | 11            |
|                        | 50%    | 51%              | 50%               | 41%                 | 40%                | 54% <sup>cdg</sup> | 55% <sup>cdg</sup> | 41%                | 48% <sup>d</sup>   | 51%                 | 51%          | 52%              | 48%              | 49%               | 48%                    | 45%                    | 45%            | 47%                         | 53%               | 59% <sup>mns</sup>  | 43%                | 50%                  | 52%                | 48%                     | 51%              | 50%                      | 46%                 | 56%              | 43%           |
| Not at all worried (1) | 178    | 107              | 71                | 9                   | 47                 | 60                 | 62                 | 16                 | 100                | 37                  | 70           | 46               | 31               | 31                | 71                     | 29                     | 8              | 5                           | 18                | 43                  | 4                  | 134                  | 81                 | 53                      | 42               | 7                        | 15                  | 20               | 3             |
|                        | 15%    | 21% <sup>b</sup> | 10%               | 12%                 | 16%                | 16%                | 13%                | 13%                | 17%                | 16%                 | 16%          | 15%              | 19% <sup>l</sup> | 10%               | 17%                    | 17%                    | 17%            | 11%                         | 10%               | 14%                 | 9%                 | 15%                  | 15%                | 16%                     | 13%              | 7%                       | 17%                 | 16%              | 10%           |
| NET: Worried           | 388    | 134              | 254               | 33                  | 118                | 91                 | 146                | 53                 | 189                | 68                  | 133          | 94               | 51               | 110               | 131                    | 63                     | 15             | 18                          | 66                | 77                  | 18                 | 286                  | 172                | 114                     | 90               | 35                       | 22                  | 33               | 12            |
|                        | 32%    | 26%              | 36% <sup>a</sup>  | 42% <sup>efh</sup>  | 40% <sup>efh</sup> | 25%                | 30%                | 41% <sup>efh</sup> | 31%                | 30%                 | 31%          | 30%              | 31%              | 37%               | 32%                    | 36% <sup>r</sup>       | 34%            | 38%                         | 36%               | 26%                 | 41% <sup>r</sup>   | 33%                  | 32%                | 34%                     | 29%              | 37%                      | 27%                 | 25%              | 44%           |
| NET: Not worried       | 789    | 364              | 425               | 42                  | 164                | 255                | 328                | 69                 | 392                | 151                 | 291          | 211              | 110              | 178               | 268                    | 109                    | 28             | 28                          | 116               | 218                 | 23                 | 575                  | 363                | 212                     | 200              | 55                       | 53                  | 92               | 14            |
|                        | 65%    | 72% <sup>b</sup> | 60%               | 53%                 | 56%                | 71% <sup>cdg</sup> | 68% <sup>cdg</sup> | 54%                | 65% <sup>cdg</sup> | 67%                 | 68%          | 67%              | 67%              | 59%               | 65% <sup>s</sup>       | 61%                    | 62%            | 58%                         | 63%               | 73% <sup>ns</sup>   | 52%                | 66%                  | 67%                | 64%                     | 65%              | 57%                      | 63%                 | 72%              | 53%           |
| Don't know             | 35     | 8                | 27                | 4                   | 11                 | 15                 | 6                  | 7                  | 22                 | 7                   | 6            | 11               | 4                | 14                | 6                      | 2                      | 2              | 3                           | 4                 | 3                   | 15                 | 9                    | 7                  | 19                      | 6                | 9                        | 4                   | 1                |               |
|                        | 3%     | 2%               | 4%                | 5% <sup>f</sup>     | 4% <sup>f</sup>    | 4% <sup>f</sup>    | 1%                 | 6% <sup>f</sup>    | 4% <sup>f</sup>    | 3%                  | 1%           | 4%               | 3%               | 5% <sup>i</sup>   | 3%                     | 3%                     | 4%             | 5%                          | 2%                | 1%                  | 7% <sup>qr</sup>   | 2%                   | 2%                 | 2%                      | 6% <sup>t</sup>  | 6% <sup>u</sup>          | 10% <sup>uvz</sup>  | 3%               | 3%            |
| Not applicable         | 3      | 2                | 1                 | 1 <sup>efh</sup>    | 1                  | *                  | -                  | 1 <sup>f</sup>     | 1                  | -                   | *            | 1                | -                | 2                 | 1                      | *                      | -              | 1 <sup>r</sup>              | -                 | -                   | *                  | 1                    | -                  | 1                       | *                | -                        | *                   | 1                |               |
| Mean                   | 2.28   | 2.15             | 2.37 <sup>a</sup> | 2.47 <sup>efh</sup> | 2.37 <sup>e</sup>  | 2.19               | 2.26               | 2.42 <sup>ef</sup> | 2.27               | 2.26                | 2.24         | 2.29             | 2.18             | 2.37 <sup>k</sup> | 2.26                   | 2.33                   | 2.26           | 2.33                        | 2.37 <sup>r</sup> | 2.18                | 2.51 <sup>mr</sup> | 2.27                 | 2.25               | 2.31                    | 2.29             | 2.43                     | 2.21                | 2.24             | 2.50          |
| Standard deviation     | 0.84   | 0.86             | 0.81              | 0.90                | 0.90               | 0.84               | 0.79               | 0.87               | 0.87               | 0.87                | 0.84         | 0.89             | 0.79             | 0.80              | 0.88                   | 0.91                   | 0.85           | 0.76                        | 0.81              | 0.75                | 0.89               | 0.83                 | 0.80               | 0.88                    | 0.86             | 0.80                     | 0.88                | 0.89             | 0.89          |
| Standard error         | 0.02   | 0.04             | 0.03              | 0.07                | 0.05               | 0.05               | 0.04               | 0.06               | 0.04               | 0.06                | 0.04         | 0.05             | 0.06             | 0.05              | 0.06                   | 0.10                   | 0.12           | 0.08                        | 0.05              | 0.09                | 0.03               | 0.04                 | 0.05               | 0.05                    | 0.09             | 0.09                     | 0.07                | 0.22             |               |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 97  
**Q34. How worried are you, if at all, about each of the following?**  
**-Prices of cars**  
**Base: All respondents**

|                        | Gender     |             |            | Age          |            |               |               |              |              |                     | Social Grade |              |            |            | Working Status         |                        |                |                             |                   | Tenure              |                  |                      |                    |                         |                  |                          |                     |                |               |
|------------------------|------------|-------------|------------|--------------|------------|---------------|---------------|--------------|--------------|---------------------|--------------|--------------|------------|------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                        | Total      | Male (a)    | Female (b) | 18-29 (c)    | 30-49 (d)  | 50-64 (e)     | 65+ (f)       | 18-34 (g)    | 35-64 (h)    | 55+ Not Retired (i) | AB (j)       | C1 (k)       | C2 (l)     | DE (m)     | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base        | 1215       | 577         | 638        | 165          | 385        | 327           | 338           | 253          | 624          | 194                 | 381          | 326          | 192        | 316        | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base          | 1215       | 509         | 706        | 81           | 293        | 362           | 480           | 131          | 605          | 226                 | 430          | 317          | 165        | 304        | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Base (excl NA for %)   | 1041       | 466         | 575        | 76           | 263        | 321           | 382           | 119          | 541          | 198                 | 401          | 275          | 156        | 208        | 392                    | 156                    | 31*            | 38**                        | 121*              | 265                 | 37*              | 801                  | 476                | 325                     | 214              | 67*                      | 55*                 | 93*            | 26**          |
| Very worried (4)       | 50<br>5%   | 20<br>4%    | 30<br>5%   | 6<br>8%e     | 19<br>7%e  | 9<br>3%       | 16<br>4%      | 8<br>7%e     | 26<br>5%     | 10<br>5%            | 17<br>4%     | 10<br>4%     | 6<br>4%    | 17<br>8%   | 22<br>6%               | 5<br>3%                | 3<br>9%        | 4<br>10%                    | 4<br>4%           | 10<br>4%            | 2<br>5%          | 33<br>4%             | 22<br>5%           | 11<br>3%                | 16<br>7%         | 4<br>5%                  | 5<br>10%v           | 7<br>7%        | 1<br>4%       |
| Fairly worried (3)     | 201<br>19% | 89<br>19%   | 112<br>19% | 25<br>32%efh | 61<br>23%f | 63<br>20%     | 52<br>14%     | 33<br>28%f   | 115<br>21%f  | 40<br>20%           | 92<br>23%j   | 38<br>14%    | 26<br>17%  | 44<br>21%  | 81<br>21%q             | 41<br>26%qr            | 7<br>23%q      | 12<br>33%                   | 9<br>8%           | 43<br>16%           | 7<br>20%q        | 150<br>19%           | 74<br>16%          | 76<br>23%u              | 45<br>21%        | 17<br>23%                | 6<br>10%            | 23<br>25%uy    | 5<br>19%      |
| Not very worried (2)   | 518<br>50% | 228<br>49%  | 290<br>50% | 31<br>41%    | 121<br>46% | 170<br>53%    | 196<br>51%    | 55<br>46%    | 266<br>49%   | 98<br>49%           | 200<br>50%   | 147<br>53%   | 73<br>47%  | 98<br>47%  | 194<br>49%             | 80<br>51%              | 13<br>40%      | 14<br>38%                   | 66<br>55%         | 136<br>51%          | 15<br>40%        | 410<br>51%           | 237<br>50%         | 173<br>53%z             | 93<br>43%        | 33<br>50%                | 22<br>40%           | 38<br>41%      | 15<br>57%     |
| Not at all worried (1) | 231<br>22% | 122<br>26%b | 109<br>19% | 12<br>15%    | 50<br>19%  | 70<br>22%     | 99<br>26%cg   | 17<br>15%    | 114<br>21%   | 44<br>22%           | 83<br>21%    | 73<br>26%l   | 41<br>26%l | 34<br>16%  | 84<br>21%              | 27<br>17%              | 5<br>17%       | 7<br>18%                    | 30<br>25%         | 71<br>27%n          | 7<br>19%         | 182<br>23%           | 125<br>26%vx       | 57<br>17%               | 45<br>21%        | 6<br>9%                  | 18<br>34%vx         | 20<br>21%      | 4<br>17%      |
| NET: Worried           | 250<br>24% | 109<br>23%  | 142<br>25% | 31<br>40%efh | 80<br>30%f | 72<br>22%     | 68<br>18%     | 42<br>35%efh | 141<br>26%f  | 50<br>25%           | 108<br>27%j  | 49<br>18%    | 33<br>21%  | 61<br>29%j | 103<br>26%q            | 46<br>29%q             | 10<br>31%q     | 16<br>42%                   | 14<br>11%         | 53<br>20%           | 9<br>25%q        | 184<br>23%           | 97<br>20%          | 87<br>27%               | 61<br>28%        | 20<br>30%                | 11<br>20%           | 30<br>32%u     | 6<br>23%      |
| NET: Not worried       | 749<br>72% | 350<br>75%  | 398<br>69% | 43<br>56%    | 171<br>65% | 239<br>75%cdg | 296<br>78%cdg | 72<br>61%    | 380<br>70%cg | 141<br>71%          | 283<br>70%   | 220<br>80%il | 114<br>73% | 132<br>63% | 278<br>71%             | 107<br>68%             | 18<br>57%      | 21<br>56%                   | 96<br>79%os       | 207<br>78%nos       | 22<br>59%        | 592<br>74%w          | 362<br>76%xz       | 230<br>71%              | 137<br>64%       | 39<br>59%                | 41<br>74%           | 58<br>62%      | 19<br>74%     |
| Don't know             | 42<br>4%   | 7<br>1%     | 35<br>6%a  | 3<br>3%      | 12<br>5%   | 10<br>3%      | 18<br>5%      | 5<br>4%      | 19<br>4%     | 7<br>3%             | 10<br>3%     | 7<br>2%      | 9<br>6%    | 16<br>8%ij | 12<br>3%               | 4<br>3%                | 4<br>11%mnr    | 1<br>2%                     | 11<br>9%mr        | 5<br>2%             | 6<br>16%mnr      | 25<br>3%             | 17<br>4%           | 8<br>2%                 | 16<br>7%t        | 7<br>11%uv               | 3<br>6%             | 5<br>6%        | 1<br>3%       |
| Not applicable         | 174        | 42          | 132a       | 5            | 30         | 41            | 98cdegh       | 12           | 64           | 28                  | 28           | 41ik         | 9          | 95ijk      | 22                     | 22m                    | 14mnrs         | 11                          | 64mnrs            | 35m                 | 7m               | 77                   | 68v                | 9                       | 96t              | 30uv                     | 29uv                | 36uv           | 1             |
| Mean                   | 2.07       | 2.01        | 2.12       | 2.34efh      | 2.20ef     | 2.03          | 1.96          | 2.29efh      | 2.10f        | 2.08                | 2.11ij       | 1.95         | 1.98       | 2.23jk     | 2.11                   | 2.16qr                 | 2.26q          | 2.34                        | 1.89              | 1.97                | 2.14             | 2.04                 | 1.99               | 2.13u                   | 2.16             | 2.29u                    | 1.96                | 2.19u          | 2.10          |
| Standard deviation     | 0.79       | 0.80        | 0.79       | 0.85         | 0.84       | 0.74          | 0.77          | 0.81         | 0.79         | 0.80                | 0.78         | 0.75         | 0.79       | 0.84       | 0.81                   | 0.74                   | 0.89           | 0.90                        | 0.71              | 0.77                | 0.84             | 0.77                 | 0.79               | 0.73                    | 0.86             | 0.74                     | 0.95                | 0.88           | 0.73          |
| Standard error         | 0.02       | 0.04        | 0.04       | 0.07         | 0.05       | 0.04          | 0.05          | 0.06         | 0.03         | 0.06                | 0.04         | 0.05         | 0.06       | 0.06       | 0.04                   | 0.05                   | 0.12           | 0.16                        | 0.09              | 0.05                | 0.09             | 0.03                 | 0.04               | 0.04                    | 0.05             | 0.09                     | 0.11                | 0.08           | 0.18          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 98  
**Q34. How worried are you, if at all, about each of the following?**  
**-Quality of the food I buy**  
**Base: All respondents**

|                        | Gender     |             |             | Age          |               |               |                |              | Social Grade  |                     |            |            |            | Working Status |                        |                        |                |                             | Tenure            |                     |                  |                      |                    |                         |                  |                          |                     |                |               |
|------------------------|------------|-------------|-------------|--------------|---------------|---------------|----------------|--------------|---------------|---------------------|------------|------------|------------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                        | Total      | Male (a)    | Female (b)  | 18-29 (c)    | 30-49 (d)     | 50-64 (e)     | 65+ (f)        | 18-34 (g)    | 35-64 (h)     | 55+ Not Retired (i) | AB (i)     | C1 (j)     | C2 (k)     | DE (l)         | Full time employed (m) | Part time employed (n) | Unemployed (o) | Not working but seeking (p) | State pension (q) | Private pension (r) | House person (s) | NET: Home-owners (t) | Owned outright (u) | Owned with mortgage (v) | NET: Renters (w) | Rent-ed from council (x) | Rent-ed from HA (y) | Other Rent (z) | Rent free (A) |
| Unweighted base        | 1215       | 577         | 638         | 165          | 385           | 327           | 338            | 253          | 624           | 194                 | 381        | 326        | 192        | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base          | 1215       | 509         | 706         | 81           | 293           | 362           | 480            | 131          | 605           | 226                 | 430        | 317        | 165        | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Base (excl NA for %)   | 1213       | 507         | 706         | 80           | 292           | 361           | 480            | 130          | 603           | 226                 | 429        | 317        | 165        | 302            | 413                    | 178                    | 46*            | 48*                         | 185*              | 299                 | 44*              | 877                  | 543                | 334                     | 310              | 97*                      | 84*                 | 129            | 26**          |
| Very worried (4)       | 99<br>8%   | 40<br>8%    | 59<br>8%    | 13<br>17%efh | 34<br>12%ef   | 29<br>8%      | 23<br>5%       | 19<br>14%ef  | 57<br>10%ef   | 18<br>8%            | 27<br>6%   | 28<br>9%   | 13<br>8%   | 32<br>10%      | 43<br>10%er            | 18<br>11%er            | 5<br>6%        | 3<br>7%                     | 13<br>4%          | 12<br>12%r          | 5<br>8%          | 69<br>6%             | 31<br>12%u         | 38<br>9%                | 27<br>11%        | 11<br>8%                 | 6<br>8%             | 10<br>3%       | 3<br>11%      |
| Fairly worried (3)     | 304<br>25% | 102<br>20%  | 202<br>29%a | 25<br>31%ef  | 101<br>35%efh | 77<br>21%     | 102<br>21%     | 44<br>34%ef  | 159<br>26%    | 62<br>27%           | 109<br>25% | 71<br>22%  | 43<br>26%  | 81<br>27%      | 112<br>27%er           | 54<br>31%er            | 12<br>26%      | 17<br>35%r                  | 42<br>23%         | 55<br>18%           | 13<br>29%r       | 213<br>24%           | 125<br>23%         | 88<br>26%               | 81<br>26%        | 26<br>27%                | 21<br>26%           | 34<br>26%      | 10<br>39%     |
| Not very worried (2)   | 581<br>48% | 248<br>49%  | 333<br>47%  | 33<br>41%    | 106<br>36%    | 182<br>51%dg  | 260<br>54%cdgh | 51<br>39%    | 271<br>45%cd  | 104<br>46%          | 217<br>51% | 160<br>51% | 76<br>46%  | 128<br>42%     | 177<br>43%             | 74<br>42%              | 21<br>47%      | 20<br>41%                   | 93<br>50%         | 175<br>58%mn        | 21<br>49%        | 425<br>48%           | 273<br>50%         | 151<br>45%              | 148<br>48%       | 46<br>47%                | 43<br>51%           | 59<br>46%      | 9<br>34%      |
| Not at all worried (1) | 210<br>17% | 112<br>22%b | 98<br>14%   | 5<br>7%      | 45<br>15%cg   | 67<br>19%cg   | 92<br>19%cg    | 11<br>9%     | 106<br>18%cg  | 37<br>16%           | 73<br>17%  | 54<br>18%  | 30<br>17%  | 52<br>17%      | 73<br>18%es            | 29<br>16%              | 6<br>13%       | 6<br>12%                    | 35<br>19%         | 57<br>19%ss         | 4<br>8%          | 158<br>18%           | 109<br>20%         | 50<br>15%               | 48<br>16%        | 12<br>13%                | 11<br>14%           | 24<br>19%      | 3<br>13%      |
| NET: Worried           | 404<br>33% | 143<br>28%  | 261<br>37%a | 38<br>48%efh | 135<br>46%efh | 106<br>29%    | 125<br>26%     | 63<br>48%efh | 216<br>36%ef  | 79<br>35%           | 136<br>32% | 99<br>31%  | 56<br>34%  | 113<br>37%     | 155<br>38%er           | 72<br>41%er            | 17<br>37%er    | 20<br>41%er                 | 55<br>30%         | 67<br>22%           | 18<br>41%r       | 282<br>32%           | 156<br>29%         | 126<br>38%u             | 109<br>35%       | 37<br>38%                | 28<br>33%           | 44<br>34%      | 13<br>50%     |
| NET: Not worried       | 791<br>65% | 360<br>71%b | 431<br>61%  | 38<br>48%    | 151<br>52%    | 250<br>69%cdg | 352<br>73%cdgh | 62<br>48%    | 377<br>62%cdg | 141<br>62%          | 291<br>68% | 214<br>67% | 107<br>65% | 180<br>60%     | 250<br>60%             | 104<br>58%             | 27<br>59%      | 26<br>53%                   | 128<br>69%        | 231<br>77%mnop      | 25<br>57%        | 583<br>66%           | 382<br>70%v        | 201<br>60%              | 196<br>63%       | 58<br>60%                | 54<br>65%           | 83<br>64%      | 12<br>47%     |
| Don't know             | 18<br>1%   | 4<br>1%     | 14<br>2%    | 3<br>4%f     | 6<br>2%       | 6<br>2%       | 3<br>1%        | 5<br>4%f     | 10<br>2%      | 6<br>3%             | 2<br>1%    | 4<br>1%    | 2<br>1%    | 9<br>3%ai      | 8<br>2%                | 2<br>1%                | 2<br>3%r       | 3<br>6%r                    | 2<br>1%           | 1<br>*              | 1<br>2%          | 12<br>1%             | 5<br>1%            | 7<br>2%                 | 5<br>2%          | 2<br>2%                  | 2<br>2%             | 2<br>1%        | 1<br>3%       |
| Not applicable         | 2          | 2           | *           | 1f           | 1             | *             | -              | 1            | 1             | -                   | 1          | -          | -          | 2              | 1                      | -                      | -              | 1r                          | -                 | -                   | *                | 1                    | 1                  | *                       | *                | *                        | -                   | -              | 1             |
| Mean                   | 2.25       | 2.14        | 2.32a       | 2.61efh      | 2.43efh       | 2.19          | 2.12           | 2.56efh      | 2.28f         | 2.27                | 2.21       | 2.23       | 2.24       | 2.32           | 2.31r                  | 2.35r                  | 2.37r          | 2.37r                       | 2.18              | 2.07                | 2.46qr           | 2.22                 | 2.15               | 2.35u                   | 2.29             | 2.37                     | 2.28                | 2.24           | 2.50          |
| Standard deviation     | 0.84       | 0.85        | 0.82        | 0.86         | 0.89          | 0.84          | 0.77           | 0.86         | 0.87          | 0.84                | 0.80       | 0.84       | 0.85       | 0.89           | 0.89                   | 0.88                   | 0.86           | 0.80                        | 0.82              | 0.73                | 0.82             | 0.84                 | 0.80               | 0.88                    | 0.84             | 0.85                     | 0.80                | 0.85           | 0.88          |
| Standard error         | 0.02       | 0.04        | 0.03        | 0.07         | 0.05          | 0.05          | 0.04           | 0.06         | 0.04          | 0.06                | 0.04       | 0.05       | 0.06       | 0.05           | 0.05                   | 0.06                   | 0.10           | 0.12                        | 0.08              | 0.05                | 0.08             | 0.03                 | 0.04               | 0.05                    | 0.04             | 0.09                     | 0.08                | 0.07           | 0.21          |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 99  
**Q34. How worried are you, if at all, about each of the following?**  
**-The efficiency of public transport**  
**Base: All respondents**

|                        | Gender     |            |                 | Age       |                         |           |                 |           |            | Social Grade    |            |           |           |                   | Working Status         |                        |                |                             |                   |                        | Tenure                 |                      |                         |                         |                  |                          |                     |                |               |
|------------------------|------------|------------|-----------------|-----------|-------------------------|-----------|-----------------|-----------|------------|-----------------|------------|-----------|-----------|-------------------|------------------------|------------------------|----------------|-----------------------------|-------------------|------------------------|------------------------|----------------------|-------------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                        | Total      | Male (a)   | Female (b)      | 18-29 (c) | 30-49 (d)               | 50-64 (e) | 65+ (f)         | 18-34 (g) | 35-64 (h)  | 55+ Not Retired | AB (i)     | C1 (j)    | C2 (k)    | DE (l)            | Full time employed (m) | Part time employed (n) | Unemployed (o) | Not working but seeking (p) | State pension (q) | Private pension (r)    | House person (s)       | NET: Home-owners (t) | Owned outright (u)      | Owned with mortgage (v) | NET: Renters (w) | Rent-ed from council (x) | Rent-ed from HA (y) | Other Rent (z) | Rent free (A) |
| Unweighted base        | 593        | 297        | 296             | 81        | 201                     | 160       | 151             | 125       | 317        | 85              | 193        | 164       | 92        | 144               | 204                    | 111                    | 45             | 17                          | 47                | 118                    | 51                     | 400                  | 248                     | 152                     | 185              | 48                       | 47                  | 90             | 8             |
| Weighted base          | 583        | 265        | 319             | 41*       | 160                     | 169       | 213             | 66*       | 304        | 95*             | 212        | 152       | 79*       | 141*              | 211                    | 85*                    | 24*            | 20**                        | 89*               | 135*                   | 20*                    | 426                  | 266                     | 161                     | 146              | 48*                      | 35**                | 63*            | 11**          |
| Base (excl NA for %)   | 531        | 248        | 283             | 40*       | 149                     | 152       | 189             | 64*       | 278        | 83*             | 200        | 140       | 75*       | 115*              | 199                    | 78*                    | 21**           | 17**                        | 73*               | 127*                   | 17*                    | 397                  | 244                     | 153                     | 127              | 43**                     | 28**                | 55*            | 7**           |
| Very worried (4)       | 55<br>10%  | 21<br>8%   | 34<br>12%       | 6<br>14%  | 13<br>9%                | 21<br>14% | 16<br>8%        | 9<br>14%  | 31<br>11%  | 17<br>21%       | 20<br>10%  | 10<br>7%  | 15<br>14% | 18<br>13%         | 10<br>9%               | 2<br>13%               | 5<br>12%       | 8<br>28%                    | 9<br>10%          | 3<br>7%                | 3<br>20% <sub>r</sub>  | 40<br>10%            | 22<br>9%                | 18<br>12%               | 16<br>11%        | 5<br>16%                 | 5<br>11%            | 6<br>-         | -             |
| Fairly worried (3)     | 181<br>34% | 89<br>36%  | 91<br>32%       | 11<br>29% | 48<br>32%               | 48<br>31% | 73<br>39%       | 18<br>28% | 90<br>32%  | 30<br>36%       | 70<br>35%  | 59<br>42% | 20<br>27% | 32<br>28%         | 68<br>34% <sub>s</sub> | 33<br>43% <sub>s</sub> | 5<br>25%       | 1<br>5%                     | 24<br>33%         | 47<br>37% <sub>s</sub> | 2<br>15%               | 138<br>35%           | 78<br>32%               | 61<br>40%               | 39<br>31%        | 16<br>37%                | 5<br>19%            | 17<br>31%      | 4<br>50%      |
| Not very worried (2)   | 202<br>38% | 103<br>41% | 99<br>35%       | 14<br>34% | 50<br>33%               | 60<br>39% | 78<br>41%       | 22<br>35% | 102<br>37% | 23<br>27%       | 82<br>41%  | 45<br>32% | 27<br>36% | 48<br>42%         | 70<br>35%              | 21<br>27%              | 10<br>48%      | 4<br>22%                    | 31<br>42%         | 59<br>47% <sub>n</sub> | 7<br>42%               | 148<br>37%           | 103<br>42% <sub>v</sub> | 45<br>29%               | 51<br>40%        | 16<br>36%                | 14<br>49%           | 21<br>38%      | 3<br>39%      |
| Not at all worried (1) | 65<br>12%  | 27<br>11%  | 38<br>13%       | 6<br>15%  | 23<br>15%               | 19<br>12% | 17<br>9%        | 10<br>16% | 38<br>14%  | 12<br>15%       | 21<br>11%  | 19<br>14% | 12<br>15% | 13<br>11%         | 32<br>16% <sub>r</sub> | 8<br>11%               | 1<br>3%        | 4<br>24%                    | 11<br>15%         | 6<br>4%                | 3<br>20% <sub>r</sub>  | 51<br>13%            | 31<br>13%               | 20<br>13%               | 13<br>11%        | 2<br>6%                  | 3<br>11%            | 8<br>14%       | -             |
| NET: Worried           | 236<br>44% | 110<br>44% | 126<br>45%      | 17<br>43% | 61<br>41%               | 69<br>45% | 89<br>47%       | 27<br>41% | 120<br>43% | 47<br>57%       | 90<br>45%  | 69<br>49% | 30<br>40% | 48<br>41%         | 87<br>44%              | 43<br>56% <sub>s</sub> | 8<br>37%       | 5<br>33%                    | 32<br>43%         | 56<br>44%              | 6<br>34%               | 178<br>45%           | 99<br>41%               | 79<br>51%               | 54<br>43%        | 21<br>48%                | 10<br>35%           | 23<br>43%      | 4<br>50%      |
| NET: Not worried       | 267<br>50% | 130<br>52% | 137<br>48%      | 20<br>50% | 73<br>49%               | 79<br>52% | 95<br>50%       | 32<br>50% | 139<br>50% | 35<br>42%       | 103<br>51% | 64<br>46% | 38<br>51% | 61<br>53%         | 102<br>51%             | 29<br>38%              | 10<br>51%      | 8<br>47%                    | 42<br>57%         | 65<br>51%              | 10<br>62% <sub>n</sub> | 200<br>50%           | 134<br>55% <sub>v</sub> | 65<br>43%               | 64<br>51%        | 18<br>42%                | 17<br>60%           | 29<br>53%      | 3<br>39%      |
| Don't know             | 28<br>5%   | 8<br>3%    | 20<br>7%        | 3<br>8%   | 15<br>10% <sub>ef</sub> | 5<br>3%   | 5<br>3%         | 5<br>8%   | 18<br>6%   | 1<br>1%         | 8<br>4%    | 7<br>5%   | 6<br>9%   | 6<br>6%           | 10<br>5%               | 5<br>6%                | 3<br>12%       | 3<br>21%                    | -                 | 6<br>5%                | 1<br>4%                | 19<br>5%             | 10<br>4%                | 9<br>6%                 | 8<br>6%          | 4<br>10%                 | 1<br>5%             | 3<br>5%        | 1<br>11%      |
| Not applicable         | 52         | 16         | 36 <sub>a</sub> | 1         | 11                      | 16        | 24 <sub>g</sub> | 2         | 26         | 11              | 12         | 11        | 4         | 25 <sub>ijk</sub> | 12                     | 8                      | 3              | 3                           | 15 <sub>mr</sub>  | 8                      | 3 <sub>mr</sub>        | 30                   | 22                      | 8                       | 19 <sub>t</sub>  | 4                        | 7                   | 8 <sub>v</sub> | 3             |
| Mean                   | 2.45       | 2.43       | 2.47            | 2.45      | 2.39                    | 2.48      | 2.48            | 2.43      | 2.44       | 2.64            | 2.46       | 2.45      | 2.42      | 2.46              | 2.39                   | 2.62                   | 2.52           | 2.46                        | 2.39              | 2.49                   | 2.36                   | 2.44                 | 2.39                    | 2.53                    | 2.48             | 2.59                     | 2.43                | 2.42           | 2.56          |
| Standard deviation     | 0.85       | 0.80       | 0.90            | 0.95      | 0.89                    | 0.89      | 0.78            | 0.95      | 0.88       | 0.98            | 0.82       | 0.83      | 0.94      | 0.88              | 0.88                   | 0.87                   | 0.78           | 0.88                        | 0.87              | 1.06                   | 0.86                   | 0.86                 | 0.83                    | 0.89                    | 0.86             | 0.80                     | 0.92                | 0.89           | 0.54          |
| Standard error         | 0.04       | 0.05       | 0.06            | 0.11      | 0.07                    | 0.08      | 0.07            | 0.09      | 0.05       | 0.11            | 0.06       | 0.07      | 0.11      | 0.08              | 0.07                   | 0.09                   | 0.13           | 0.35                        | 0.14              | 0.07                   | 0.17                   | 0.05                 | 0.06                    | 0.08                    | 0.07             | 0.13                     | 0.15                | 0.10           | 0.22          |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 100  
**Q.C1 Thinking about the price of goods / services over the last 12 months? Do you think they have?**  
Base: All respondents

|                    | Gender |          | Age        |           |           |           |         |           |           | Social Grade        |        |        |        |        | Working Status          |                         |                 |                             |                   |                     | Tenure           |                      |                    |                         |                  |                          |                     |                |               |
|--------------------|--------|----------|------------|-----------|-----------|-----------|---------|-----------|-----------|---------------------|--------|--------|--------|--------|-------------------------|-------------------------|-----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                    | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g) | 35-64 (h) | 55+ Not Retired (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | Full time employe d (n) | Part time employe d (o) | Unemploye d (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base    | 1215   | 577      | 638        | 165       | 385       | 327       | 338     | 253       | 624       | 194                 | 381    | 326    | 192    | 316    | 390                     | 226                     | 83              | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base      | 1215   | 509      | 706        | 81        | 293       | 362       | 480     | 131       | 605       | 226                 | 430    | 317    | 165    | 304    | 414                     | 178                     | 46*             | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| NET: Increased     | 1022   | 429      | 594        | 55        | 217       | 315       | 436     | 91        | 496       | 201                 | 367    | 262    | 137    | 256    | 318                     | 146                     | 39              | 39                          | 168               | 273                 | 39               | 748                  | 477                | 271                     | 252              | 83                       | 65                  | 104            | 22            |
|                    | 84%    | 84%      | 84%        | 68%       | 74%       | 87%cdg    | 91%cdgh | 69%       | 82%cdg    | 89%                 | 85%    | 83%    | 83%    | 84%    | 77%                     | 82%                     | 87%             | 79%                         | 91%mn             | 91%mp               | 89%mp            | 85%                  | 88%vy              | 81%                     | 85%              | 78%                      | 81%                 | 81%            | 81%           |
| Increased a lot    | 187    | 77       | 110        | 9         | 52        | 59        | 67      | 14        | 107       | 41                  | 58     | 52     | 19     | 58     | 68                      | 22                      | 7               | 12                          | 25                | 42                  | 11               | 111                  | 61                 | 50                      | 74               | 27                       | 22                  | 25             | 2             |
|                    | 15%    | 15%      | 16%        | 11%       | 18%g      | 16%       | 14%     | 10%       | 18%g      | 18%                 | 13%    | 16%    | 11%    | 19%    | 16%                     | 12%                     | 15%             | 25%                         | 13%               | 14%                 | 25%nqr           | 13%                  | 11%                | 15%                     | 24%t             | 27%uv                    | 27%uv               | 20%u           | 6%            |
| Increased a little | 836    | 351      | 484        | 46        | 165       | 256       | 369     | 77        | 389       | 160                 | 309    | 210    | 118    | 198    | 250                     | 124                     | 33              | 26                          | 144               | 231                 | 28               | 637                  | 416                | 221                     | 178              | 56                       | 43                  | 79             | 20            |
|                    | 69%    | 69%      | 69%        | 57%       | 56%       | 71%cdg    | 77%cdgh | 59%       | 64%cd     | 71%                 | 72%    | 66%    | 72%    | 65%    | 60%                     | 70%                     | 72%             | 54%                         | 78%mp             | 77%mps              | 64%              | 73%w                 | 77%vxyz            | 66%y                    | 57%              | 58%                      | 51%                 | 61%            | 74%           |
| Stayed the same    | 151    | 70       | 80         | 20        | 62        | 35        | 33      | 30        | 88        | 15                  | 52     | 43     | 21     | 35     | 78                      | 23                      | 3               | 10                          | 9                 | 24                  | 3                | 106                  | 60                 | 46                      | 40               | 10                       | 13                  | 18             | 4             |
|                    | 12%    | 14%      | 11%        | 25%efh    | 21%efh    | 10%       | 7%      | 23%efh    | 15%f      | 6%                  | 12%    | 14%    | 12%    | 11%    | 19%oqrs                 | 13%q                    | 7%              | 21%qr                       | 5%                | 8%                  | 8%               | 12%                  | 11%                | 14%                     | 13%              | 10%                      | 15%                 | 14%            | 15%           |
| Decreased a little | 13     | 5        | 8          | 1         | 4         | 2         | 6       | 1         | 5         | 3                   | 3      | 1      | 5      | 4      | 6                       | 1                       | 1               | -                           | 2                 | 2                   | *                | 7                    | 2                  | 5                       | 6                | 3                        | 2                   | 1              | -             |
|                    | 1%     | 1%       | 1%         | 1%        | 1%        | 1%        | 1%      | 1%        | 2%        | 1%                  | *      | 3%ij   | 1%     | 1%     | 2%                      | 1%                      | 1%              | -                           | 1%                | 1%                  | 1%               | 1%                   | *                  | 2%                      | 2%               | 3%u                      | 2%u                 | 1%             | -             |
| Decreased a lot    | 6      | *        | 5          | -         | *         | 2         | 3       | -         | 3         | 2                   | -      | -      | 5      | 3      | -                       | -                       | -               | -                           | 3                 | -                   | -                | 6                    | 3                  | 2                       | -                | -                        | -                   | -              | -             |
|                    | *      | *        | 1%         | -         | *         | 1%        | 1%      | -         | *         | 1%                  | -      | -      | 2%i    | 1%     | -                       | -                       | -               | -                           | 1%                | -                   | -                | 1%                   | 1%                 | 1%                      | -                | -                        | -                   | -              | -             |
| NET: Decreased     | 18     | 5        | 13         | 1         | 4         | 4         | 9       | 1         | 8         | 6                   | 3      | 1      | 5      | 9      | 9                       | 1                       | 1               | -                           | 5                 | 2                   | *                | 12                   | 5                  | 7                       | 6                | 3                        | 2                   | 1              | -             |
|                    | 2%     | 1%       | 2%         | 1%        | 2%        | 1%        | 2%      | 1%        | 1%        | 3%                  | 1%     | *      | 3%ij   | 3%j    | 2%                      | 1%                      | 1%              | -                           | 3%                | 1%                  | 1%               | 1%                   | 2%                 | 2%                      | 3%               | 2%                       | 1%                  | -              | -             |
| Don't know         | 24     | 5        | 19         | 5         | 9         | 7         | 2       | 9         | 13        | 4                   | 8      | 10     | 2      | 4      | 9                       | 8                       | 2               | -                           | 2                 | 1                   | 1                | 11                   | 2                  | 9                       | 11               | 2                        | 4                   | 6              | 1             |
|                    | 2%     | 1%       | 3%         | 7%efh     | 3%f       | 2%        | *       | 7%efh     | 2%        | 2%                  | 2%     | 3%     | 1%     | 1%     | 2%                      | 5%r                     | 5%r             | -                           | 1%                | *                   | 2%r              | 1%                   | *                  | 3%u                     | 4%t              | 2%                       | 4%u                 | 5%u            | 4%            |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



**Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern**  
**ONLINE Fieldwork : January to December 2018**

Table 101  
**Q.C2 Do you think each of the following will increase, decrease or stay the same over the coming year?**  
**SUMMARY TABLE**  
**Base: All respondents**

|                   | Prices of goods<br>and services<br>(a) | Unemployment<br>(b)     |
|-------------------|--|-------------------------|
| Unweighted base   | 1215                                   | 1215                    |
| Weighted base     | 1215                                   | 1215                    |
| NET: Increase     | 1027<br>84% <sup>b</sup>               | 482<br>40%              |
| Increase a lot    | 157<br>13%                             | 137<br>11%              |
| Increase a little | 869<br>72% <sup>b</sup>                | 345<br>28%              |
| Stay the same     | 130<br>11%                             | 393<br>32% <sup>a</sup> |
| Decrease a little | 14<br>1%                               | 175<br>14% <sup>a</sup> |
| Decrease a lot    | 1<br>*                                 | 8<br>1%                 |
| NET: Decrease     | 15<br>1%                               | 183<br>15% <sup>a</sup> |
| Don't know        | 43<br>4%                               | 157<br>13% <sup>a</sup> |

**Proportions/Mean: All Columns Tested (5% risk level)**  
**Overlap formulae used.**

## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 102  
**Q.C2 Do you think each of the following will increase, decrease or stay the same over the coming year?**  
**Prices of goods and services**  
**Base: All respondents**

|                   | Gender      |            | Age        |              |             |               |                |              |               | Social Grade        |            |            |            |            | Working Status         |                        |                |                             |                   | Tenure              |                  |                      |                    |                         |                  |                          |                     |                |               |
|-------------------|-------------|------------|------------|--------------|-------------|---------------|----------------|--------------|---------------|---------------------|------------|------------|------------|------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                   | Total       | Male (a)   | Female (b) | 18-29 (c)    | 30-49 (d)   | 50-64 (e)     | 65+ (f)        | 18-34 (g)    | 35-64 (h)     | 55+ Not Retired (i) | AB (j)     | C1 (k)     | C2 (l)     | DE (m)     | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (A) |
| Unweighted base   | 1215        | 577        | 638        | 165          | 385         | 327           | 338            | 253          | 624           | 194                 | 381        | 326        | 192        | 316        | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base     | 1215        | 509        | 706        | 81           | 293         | 362           | 480            | 131          | 605           | 226                 | 430        | 317        | 165        | 304        | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| NET: Increase     | 1027<br>84% | 428<br>84% | 599<br>85% | 55<br>69%    | 226<br>77%  | 315<br>87%cdg | 430<br>90%cdgh | 94<br>72%    | 503<br>83%cdg | 201<br>89%          | 377<br>88% | 259<br>82% | 134<br>81% | 257<br>85% | 317<br>76%             | 150<br>84%             | 40<br>87%      | 42<br>87%                   | 168<br>91%mn      | 273<br>91%mn        | 37<br>84%        | 754<br>86%           | 478<br>88%yz       | 277<br>83%              | 251<br>81%       | 85<br>88%                | 63<br>76%           | 102<br>79%     | 22<br>79%     |
| Increase a lot    | 157<br>13%  | 79<br>16%b | 78<br>11%  | 8<br>10%     | 48<br>16%f  | 57<br>16%f    | 44<br>9%       | 15<br>12%    | 98<br>16%f    | 38<br>17%           | 70<br>16%k | 34<br>11%  | 12<br>7%   | 41<br>14%  | 57<br>14%              | 28<br>15%q             | 8<br>18%q      | 5<br>10%                    | 13<br>7%          | 38<br>13%           | 8<br>19%q        | 105<br>12%           | 51<br>9%           | 54<br>16%u              | 51<br>17%        | 15<br>16%                | 10<br>12%           | 26<br>20%u     | 1<br>3%       |
| Increase a little | 869<br>72%  | 349<br>69% | 521<br>74% | 47<br>59%    | 178<br>61%  | 259<br>72%cdg | 386<br>80%cdg  | 79<br>60%    | 405<br>67%    | 162<br>72%          | 308<br>72% | 224<br>71% | 122<br>74% | 216<br>71% | 259<br>63%             | 123<br>69%             | 31<br>69%      | 37<br>76%                   | 155<br>84%mnos    | 235<br>79%mnos      | 29<br>65%        | 650<br>74%w          | 427<br>79%vxyz     | 223<br>67%              | 199<br>64%       | 70<br>72%                | 53<br>64%           | 76<br>59%      | 21<br>76%     |
| Stay the same     | 130<br>11%  | 65<br>13%  | 66<br>9%   | 17<br>21%efh | 47<br>16%ef | 30<br>8%      | 37<br>8%       | 25<br>19%efh | 68<br>11%     | 19<br>8%            | 38<br>9%   | 35<br>11%  | 25<br>15%  | 32<br>11%  | 65<br>16%qr            | 24<br>13%qr            | 3<br>5%        | 5<br>11%                    | 10<br>5%          | 20<br>7%            | 4<br>8%          | 88<br>10%            | 49<br>9%           | 39<br>12%               | 38<br>12%        | 7<br>8%                  | 12<br>15%           | 18<br>14%      | 4<br>14%      |
| Decrease a little | 14<br>1%    | 3<br>1%    | 11<br>2%   | 2<br>2%f     | 2<br>1%     | 9<br>3%f      | 1<br>*         | 2<br>1%      | 11<br>2%      | 4<br>2%             | 5<br>1%    | 5<br>2%    | *<br>*     | 3<br>1%    | 11<br>3%               | 1<br>*                 | 1<br>1%        | -<br>-                      | -<br>-            | 1<br>*              | *<br>1%          | 8<br>1%              | 2<br>*             | 6<br>2%                 | 5<br>2%          | *<br>1%                  | 4<br>4%u            | 1<br>1%        | -<br>-        |
| Decrease a lot    | 1<br>*      | 1<br>*     | -<br>-     | *<br>*       | 1<br>*      | -<br>-        | -<br>-         | *<br>*       | 1<br>*        | -<br>-              | *<br>*     | *<br>1     | 1<br>-     | 1<br>-     | -<br>-                 | -<br>-                 | *<br>1%        | -<br>-                      | -<br>-            | -<br>-              | -<br>-           | *<br>*               | *<br>-             | -<br>-                  | 1<br>-           | -<br>-                   | -<br>-              | 1<br>1%        | -<br>-        |
| NET: Decrease     | 15<br>1%    | 5<br>1%    | 11<br>2%   | 2<br>2%f     | 3<br>1%     | 9<br>3%f      | 1<br>*         | 2<br>1%      | 12<br>2%f     | 4<br>2%             | 5<br>1%    | 6<br>2%    | 1<br>*     | 3<br>1%    | 12<br>3%r              | 1<br>*                 | 1<br>2%        | -<br>-                      | -<br>-            | 1<br>*              | *<br>1%          | 9<br>1%              | 3<br>1%            | 6<br>2%                 | 6<br>2%          | *<br>1%                  | 4<br>4%u            | 2<br>2%        | -<br>-        |
| Don't know        | 43<br>4%    | 12<br>2%   | 31<br>4%   | 6<br>8%ef    | 17<br>6%ef  | 8<br>2%       | 12<br>2%       | 10<br>7%efh  | 22<br>4%      | 3<br>1%             | 9<br>2%    | 18<br>6%   | 6<br>3%    | 11<br>4%   | 20<br>5%               | 4<br>2%                | 2<br>5%        | 1<br>2%                     | 7<br>4%           | 5<br>2%             | 3<br>7%nr        | 26<br>3%             | 14<br>3%           | 12<br>4%                | 15<br>5%         | 4<br>4%                  | 4<br>5%             | 7<br>5%        | 2<br>7%       |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 103  
**Q.C2 Do you think each of the following will increase, decrease or stay the same over the coming year?**  
**Unemployment**  
Base: All respondents

|                   | Gender     |                        | Age                     |           |            |                         |                          |                        |                         | Social Grade        |            |            |           | Working Status         |                         |                        |                       |                             |                          | Tenure                    |                        |                         |                          |                          |                         |                           |                        |                        |               |
|-------------------|------------|------------------------|-------------------------|-----------|------------|-------------------------|--------------------------|------------------------|-------------------------|---------------------|------------|------------|-----------|------------------------|-------------------------|------------------------|-----------------------|-----------------------------|--------------------------|---------------------------|------------------------|-------------------------|--------------------------|--------------------------|-------------------------|---------------------------|------------------------|------------------------|---------------|
|                   | Total      | Male (a)               | Female (b)              | 18-29 (c) | 30-49 (d)  | 50-64 (e)               | 65+ (f)                  | 18-34 (g)              | 35-64 (h)               | 55+ Not Retired (i) | AB (j)     | C1 (k)     | C2 (l)    | DE (m)                 | Full time employed (n)  | Part time employed (o) | Unemployed (p)        | Not working but seeking (q) | State pension (r)        | Private pension (s)       | House person (t)       | NET: Home-owners (u)    | Owned outright (v)       | Owned with mortgage (w)  | NET: Renters (x)        | Rent-ed from council (y)  | Rent-ed from HA (z)    | Other Rent (A)         | Rent free (B) |
| Unweighted base   | 1215       | 577                    | 638                     | 165       | 385        | 327                     | 338                      | 253                    | 624                     | 194                 | 381        | 326        | 192       | 316                    | 390                     | 226                    | 83                    | 45                          | 96                       | 258                       | 117                    | 809                     | 499                      | 310                      | 387                     | 97                        | 112                    | 178                    | 19            |
| Weighted base     | 1215       | 509                    | 706                     | 81        | 293        | 362                     | 480                      | 131                    | 605                     | 226                 | 430        | 317        | 165       | 304                    | 414                     | 178                    | 46*                   | 49*                         | 185*                     | 299                       | 44*                    | 878                     | 544                      | 334                      | 310                     | 97*                       | 84*                    | 129                    | 27**          |
| NET: Increase     | 482<br>40% | 198<br>39%             | 284<br>40%              | 33<br>41% | 120<br>41% | 166<br>46% <sup>f</sup> | 163<br>34%               | 56<br>43% <sup>f</sup> | 263<br>43% <sup>f</sup> | 103<br>46%          | 164<br>38% | 136<br>43% | 57<br>34% | 125<br>41%             | 177<br>43% <sup>r</sup> | 78<br>44% <sup>r</sup> | 18<br>41%             | 25<br>51% <sup>r</sup>      | 69<br>37%                | 95<br>32%                 | 18<br>42%              | 325<br>37%              | 189<br>35%               | 136<br>41%               | 143<br>46% <sup>t</sup> | 41<br>42%                 | 41<br>48% <sup>u</sup> | 61<br>47% <sup>u</sup> | 14<br>51%     |
| Increase a lot    | 137<br>11% | 53<br>10%              | 84<br>12%               | 10<br>13% | 42<br>14%  | 40<br>11%               | 44<br>9%                 | 17<br>13%              | 76<br>13%               | 31<br>14%           | 43<br>10%  | 36<br>12%  | 11<br>7%  | 46<br>15% <sup>k</sup> | 44<br>11%               | 28<br>16% <sup>r</sup> | 8<br>18% <sup>r</sup> | 9<br>12%                    | 22<br>6%                 | 19<br>7%                  | 7<br>17% <sup>r</sup>  | 82<br>9%                | 50<br>9%                 | 32<br>10%                | 54<br>17% <sup>t</sup>  | 17<br>12%                 | 10<br>21% <sup>u</sup> | 27<br>16% <sup>u</sup> | 1<br>5%       |
| Increase a little | 345<br>28% | 145<br>29%             | 200<br>28%              | 23<br>28% | 78<br>27%  | 125<br>35% <sup>f</sup> | 119<br>25%               | 39<br>30%              | 187<br>31%              | 72<br>32%           | 121<br>28% | 99<br>31%  | 45<br>27% | 79<br>26%              | 134<br>32%              | 50<br>28%              | 10<br>23%             | 16<br>33%                   | 47<br>25%                | 77<br>26%                 | 11<br>25%              | 243<br>28%              | 139<br>26%               | 104<br>31%               | 89<br>29%               | 24<br>25%                 | 31<br>37%              | 34<br>27%              | 13<br>46%     |
| Stay the same     | 393<br>32% | 170<br>33%             | 223<br>32%              | 25<br>32% | 100<br>34% | 107<br>30%              | 161<br>34%               | 43<br>33%              | 189<br>31%              | 60<br>26%           | 143<br>33% | 96<br>30%  | 65<br>39% | 89<br>29%              | 139<br>33% <sup>p</sup> | 57<br>32% <sup>p</sup> | 12<br>26%             | 7<br>15%                    | 54<br>29%                | 111<br>37% <sup>p</sup>   | 14<br>31%              | 309<br>35% <sup>w</sup> | 179<br>33%               | 130<br>39% <sup>xz</sup> | 78<br>25%               | 22<br>23%                 | 25<br>30%              | 31<br>24%              | 6<br>22%      |
| Decrease a little | 175<br>14% | 95<br>19% <sup>b</sup> | 80<br>11%               | 11<br>13% | 31<br>11%  | 46<br>13%               | 87<br>18% <sup>dgh</sup> | 14<br>11%              | 74<br>12%               | 39<br>17%           | 73<br>17%  | 40<br>13%  | 20<br>12% | 42<br>14%              | 52<br>13%               | 22<br>12%              | 7<br>15%              | 9<br>18%                    | 17<br>9%                 | 65<br>22% <sup>mnqs</sup> | 3<br>7%                | 134<br>15%              | 104<br>19% <sup>vx</sup> | 30<br>9%                 | 38<br>12%               | 8<br>8%                   | 10<br>12%              | 20<br>16%              | 3<br>10%      |
| Decrease a lot    | 8<br>1%    | 4<br>1%                | 4<br>1%                 | 1<br>1%   | 1<br>*     | -<br>1%                 | 6<br>1%                  | 1<br>1%                | 1<br>*                  | -<br>*              | 1<br>*     | 2<br>*     | 3<br>2%   | 3<br>1%                | 1<br>*                  | 1<br>*                 | -<br>-                | -<br>-                      | 3<br>2%                  | 3<br>1%                   | *<br>*                 | 4<br>*                  | 4<br>1%                  | -<br>-                   | 4<br>1%                 | -<br>-                    | 1<br>1%                | 3<br>2% <sup>v</sup>   | -<br>-        |
| NET: Decrease     | 183<br>15% | 99<br>20% <sup>b</sup> | 84<br>12%               | 11<br>14% | 32<br>11%  | 46<br>13%               | 93<br>19% <sup>dgh</sup> | 15<br>11%              | 75<br>12%               | 39<br>17%           | 74<br>17%  | 41<br>13%  | 23<br>14% | 45<br>15%              | 53<br>13%               | 23<br>13%              | 7<br>15%              | 9<br>18%                    | 21<br>11%                | 67<br>23% <sup>mnqs</sup> | 3<br>8%                | 139<br>16%              | 108<br>20% <sup>vx</sup> | 30<br>9%                 | 42<br>13%               | 8<br>8%                   | 11<br>13%              | 23<br>18% <sup>v</sup> | 3<br>10%      |
| Don't know        | 157<br>13% | 42<br>8%               | 115<br>16% <sup>a</sup> | 11<br>14% | 40<br>14%  | 43<br>12%               | 63<br>13%                | 17<br>13%              | 77<br>13%               | 24<br>10%           | 48<br>11%  | 43<br>14%  | 20<br>12% | 45<br>15%              | 45<br>11%               | 20<br>11%              | 9<br>19% <sup>r</sup> | 8<br>16%                    | 41<br>22% <sup>mnr</sup> | 25<br>8%                  | 9<br>20% <sup>mr</sup> | 105<br>12%              | 67<br>12%                | 38<br>11%                | 48<br>15%               | 26<br>27% <sup>uvyz</sup> | 7<br>9%                | 14<br>11%              | 4<br>16%      |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 104

**Q.C3 Do you think now is a good time or a bad time for people to make major household purchases (such as furniture, electrical devices etc)?**

**Base: All respondents**

|  | Gender |          | Age        |           |           |           |         |           | Social Grade |                  |        |        | Working Status |        |                         |                         |                 |                                 | Tenure            |                       |                  |                       |                      |                           |                    |                             |                      |                |               |
|--|--------|----------|------------|-----------|-----------|-----------|---------|-----------|--------------|------------------|--------|--------|----------------|--------|-------------------------|-------------------------|-----------------|---------------------------------|-------------------|-----------------------|------------------|-----------------------|----------------------|---------------------------|--------------------|-----------------------------|----------------------|----------------|---------------|
|  | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g) | 35-64 (h)    | 55+ Not Ret-ired | AB (i) | C1 (j) | C2 (k)         | DE (l) | Full time employe d (m) | Part time employe d (n) | Unemploye d (o) | Not work- ing but seek- ing (p) | State pension (q) | Priv- ate pension (r) | House person (s) | NET: Home- owners (t) | Owned out- right (u) | Owned with mort- gage (v) | NET: Rent- ers (w) | Rent- ed from coun- cil (x) | Rent- ed from HA (y) | Other Rent (z) | Rent free (A) |
| Unweighted base                          | 1215   | 577      | 638        | 165       | 385       | 327       | 338     | 253       | 624          | 194              | 381    | 326    | 192            | 316    | 390                     | 226                     | 83              | 45                              | 96                | 258                   | 117              | 809                   | 499                  | 310                       | 387                | 97                          | 112                  | 178            | 19            |
| Weighted base                            | 1215   | 509      | 706        | 81        | 293       | 362       | 480     | 131       | 605          | 226              | 430    | 317    | 165            | 304    | 414                     | 178                     | 46*             | 49*                             | 185*              | 299                   | 44*              | 878                   | 544                  | 334                       | 310                | 97*                         | 84*                  | 129            | 27**          |
| Now is a good time                       | 169    | 93       | 77         | 13        | 30        | 53        | 74      | 17        | 78           | 44               | 62     | 47     | 24             | 37     | 61                      | 18                      | 5               | 8                               | 20                | 49                    | 8                | 122                   | 81                   | 42                        | 39                 | 15                          | 10                   | 14             | 8             |
|  | 14%    | 18%b     | 11%        | 16%       | 10%       | 15%       | 15%     | 13%       | 13%          | 19%              | 14%    | 15%    | 14%            | 12%    | 15%                     | 10%                     | 11%             | 16%                             | 11%               | 17%                   | 17%              | 14%                   | 15%                  | 13%                       | 13%                | 15%                         | 12%                  | 11%            | 29%           |
| It is neither a good time nor a bad time | 775    | 305      | 470        | 49        | 180       | 228       | 318     | 78        | 379          | 135              | 279    | 199    | 108            | 190    | 250                     | 124                     | 29              | 22                              | 124               | 200                   | 26               | 584                   | 361                  | 223                       | 177                | 44                          | 51                   | 81             | 15            |
|  | 64%    | 60%      | 67%a       | 60%       | 62%       | 63%       | 66%     | 60%       | 63%          | 60%              | 65%    | 63%    | 65%            | 62%    | 60%                     | 70%p                    | 63%             | 46%                             | 67%p              | 67%p                  | 58%              | 66%w                  | 66%x                 | 67%x                      | 57%                | 46%                         | 61%                  | 63%x           | 55%           |
| Now is a bad time                        | 120    | 58       | 62         | 8         | 44        | 40        | 28      | 15        | 76           | 29               | 44     | 29     | 14             | 33     | 53                      | 21                      | 6               | 10                              | 12                | 14                    | 3                | 75                    | 33                   | 42                        | 40                 | 11                          | 10                   | 19             | 5             |
|  | 10%    | 11%      | 9%         | 10%       | 15%f      | 11%f      | 6%      | 11%f      | 13%f         | 13%              | 10%    | 9%     | 9%             | 11%    | 13%r                    | 12%r                    | 12%r            | 20%qr                           | 6%                | 5%                    | 8%               | 9%                    | 6%                   | 13%u                      | 13%                | 11%                         | 11%                  | 15%u           | 17%           |
| Don't know                               | 151    | 53       | 98         | 12        | 39        | 40        | 59      | 20        | 71           | 19               | 45     | 42     | 19             | 44     | 49                      | 16                      | 6               | 9                               | 29                | 35                    | 7                | 96                    | 69                   | 27                        | 54                 | 27                          | 12                   | 15             | -             |
|  | 12%    | 10%      | 14%        | 14%       | 13%       | 11%       | 12%     | 15%       | 12%          | 8%               | 10%    | 13%    | 12%            | 15%    | 12%                     | 9%                      | 13%             | 18%                             | 16%               | 12%                   | 16%              | 11%                   | 13%                  | 8%                        | 18%t               | 28%LVz                      | 15%                  | 11%            | -             |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 105  
**Q.C4 In the next 12 months, do you think you will save more money, less money or about the same as you are at the moment?**  
Base: All respondents

|                 | Gender |          | Age        |           |           |           |         | Social Grade |           |                     |        |        | Working Status |        |                        |                        |                | Tenure                      |                   |                     |                  |                      |                     |                         |                  |                          |                     |                |               |
|-----------------|--------|----------|------------|-----------|-----------|-----------|---------|--------------|-----------|---------------------|--------|--------|----------------|--------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|---------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                 | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g)    | 35-64 (h) | 55+ Not Retired (i) | AB (j) | C1 (k) | C2 (l)         | DE (m) | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned out-right (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (A) |
| Unweighted base | 1215   | 577      | 638        | 165       | 385       | 327       | 338     | 253          | 624       | 194                 | 381    | 326    | 192            | 316    | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                 | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base   | 1215   | 509      | 706        | 81        | 293       | 362       | 480     | 131          | 605       | 226                 | 430    | 317    | 165            | 304    | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                 | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| More money      | 108    | 46       | 62         | 22        | 39        | 36        | 11      | 34           | 62        | 22                  | 46     | 27     | 19             | 16     | 57                     | 26                     | 4              | 4                           | 7                 | 9                   | 1                | 80                   | 33                  | 46                      | 22               | 2                        | 3                   | 17             | 6             |
|                 | 9%     | 9%       | 9%         | 27%defh   | 13%f      | 10%f      | 2%      | 26%defh      | 10%f      | 10%                 | 11%l   | 8%     | 12%l           | 5%     | 14%qrs                 | 15%qrs                 | 9%r            | 8%                          | 4%                | 3%                  | 2%               | 9%                   | 6%                  | 14%luxy                 | 7%               | 2%                       | 4%                  | 13%lux         | 23%           |
| About the same  | 743    | 329      | 415        | 37        | 156       | 213       | 337     | 63           | 343       | 135                 | 269    | 203    | 101            | 171    | 250                    | 99                     | 19             | 17                          | 114               | 219                 | 25               | 554                  | 361                 | 193                     | 174              | 51                       | 51                  | 71             | 16            |
|                 | 61%    | 65%      | 59%        | 46%       | 53%       | 59%cg     | 70%cd   | 49%          | 57%c      | 60%                 | 63%    | 64%    | 61%            | 56%    | 60%op                  | 55%p                   | 42%            | 36%                         | 62%op             | 73%mnop             | 58%p             | 63%                  | 66%vxz              | 58%                     | 56%              | 53%                      | 61%                 | 55%            | 59%           |
| Less money      | 294    | 101      | 193        | 20        | 71        | 86        | 117     | 28           | 149       | 59                  | 101    | 70     | 38             | 86     | 81                     | 44                     | 17             | 22                          | 50                | 66                  | 15               | 207                  | 133                 | 75                      | 83               | 28                       | 25                  | 30             | 4             |
|                 | 24%    | 20%      | 27%a       | 24%       | 24%       | 24%       | 24%     | 21%          | 25%       | 26%                 | 23%    | 22%    | 23%            | 28%    | 20%                    | 25%                    | 36%mr          | 44%mnr                      | 27%               | 22%                 | 33%mr            | 24%                  | 24%                 | 22%                     | 27%              | 29%                      | 23%                 | 14%            |               |
| Don't know      | 69     | 33       | 36         | 2         | 26        | 26        | 14      | 5            | 50        | 10                  | 15     | 17     | 6              | 31     | 26                     | 9                      | 6              | 6                           | 14                | 6                   | 3                | 37                   | 16                  | 21                      | 31               | 16                       | 4                   | 11             | 1             |
|                 | 6%     | 6%       | 5%         | 3%        | 9%cfg     | 7%f       | 3%      | 4%           | 8%f       | 4%                  | 3%     | 6%     | 4%             | 10%ik  | 6%r                    | 5%                     | 12%r           | 12%r                        | 8%r               | 2%                  | 7%r              | 4%                   | 3%                  | 6%                      | 10%t             | 16%uv                    | 5%                  | 9%u            | 3%            |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 106  
**Gender**  
 Base: All respondents

|                 | Gender |          | Age        |           |           |           |         |           |           | Social Grade        |        |        |        | Working Status |                        |                        |                |                             |                   | Tenure              |                  |                      |                    |                         |                  |                          |                     |                |               |
|-----------------|--------|----------|------------|-----------|-----------|-----------|---------|-----------|-----------|---------------------|--------|--------|--------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                 | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g) | 35-64 (h) | 55+ Not Retired (i) | AB (j) | C1 (k) | C2 (l) | DE (m)         | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base | 1215   | 577      | 638        | 165       | 385       | 327       | 338     | 253       | 624       | 194                 | 381    | 326    | 192    | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base   | 1215   | 509      | 706        | 81        | 293       | 362       | 480     | 131       | 605       | 226                 | 430    | 317    | 165    | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Male            | 509    | 509      | -          | 28        | 129       | 176       | 176     | 50        | 282       | 104                 | 223    | 117    | 64     | 105            | 242                    | 36                     | 15             | 23                          | 33                | 152                 | 7                | 377                  | 226                | 152                     | 118              | 28                       | 31                  | 59             | 13            |
|                 | 42%    | 100%b    | -          | 34%       | 44%       | 49%cfg    | 37%     | 38%       | 47%cf     | 46%                 | 52%jkl | 37%    | 39%    | 34%            | 58%noqs                | 20%                    | 34%nqs         | 46%nqs                      | 18%               | 51%noqs             | 16%              | 43%                  | 42%                | 45%x                    | 38%              | 29%                      | 37%                 | 46%x           | 49%           |
| Female          | 706    | -        | 706        | 53        | 164       | 186       | 304     | 80        | 322       | 122                 | 206    | 200    | 101    | 199            | 173                    | 142                    | 30             | 26                          | 152               | 147                 | 37               | 500                  | 318                | 183                     | 192              | 69                       | 53                  | 70             | 14            |
|                 | 58%    | -        | 100%a      | 66%eh     | 56%       | 51%       | 63%eh   | 62%e      | 53%       | 54%                 | 48%    | 63%i   | 61%i   | 66%i           | 42%                    | 80%mpr                 | 66%mr          | 54%                         | 82%mpr            | 49%                 | 84%mpr           | 57%                  | 58%                | 55%                     | 62%              | 71%vz                    | 63%                 | 54%            | 51%           |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 107  
**Age**  
Base: All respondents

|                 | Gender |          |            | Age       |           |           |             |           |           |                 | Social Grade |        |        |        |                        | Working Status         |                |                             |                   |                     |                  | Tenure               |                    |                         |                  |                          |                     |                |               |
|-----------------|--------|----------|------------|-----------|-----------|-----------|-------------|-----------|-----------|-----------------|--------------|--------|--------|--------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                 | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f)     | 18-34 (g) | 35-64 (h) | 55+ Not Retired | AB (i)       | C1 (j) | C2 (k) | DE (l) | Full time employed (m) | Part time employed (n) | Unemployed (o) | Not working but seeking (p) | State pension (q) | Private pension (r) | House person (s) | NET: Home-owners (t) | Owned outright (u) | Owned with mortgage (v) | NET: Renters (w) | Rent-ed from council (x) | Rent-ed from HA (y) | Other Rent (z) | Rent free (A) |
| Unweighted base | 1215   | 577      | 638        | 165       | 385       | 327       | 338         | 253       | 624       | 194             | 381          | 326    | 192    | 316    | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base   | 1215   | 509      | 706        | 81        | 293       | 362       | 480         | 131       | 605       | 226             | 430          | 317    | 165    | 304    | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| 18-24           | 38     | 12       | 26         | 38        | -         | -         | -           | 38        | -         | -               | 13           | 17     | 4      | 3      | 20                     | 5                      | 9              | 4                           | -                 | -                   | *                | 22                   | 11                 | 11                      | 9                | 1                        | 2                   | 5              | 7             |
|                 | 3%     | 2%       | 4%         | 47%defgh  | -         | -         | -           | 29%defh   | -         | -               | 3%           | 5%l    | 2%     | 1%     | 5%qr                   | 3%r                    | 20%mnqrs8%qr   | -                           | -                 | 1%r                 | 2%               | 2%                   | 2%                 | 3%                      | 3%               | 1%                       | 3%                  | 4%             | 27%           |
| 25-34           | 93     | 38       | 55         | 43        | 50        | -         | -           | 93        | -         | -               | 34           | 26     | 12     | 21     | 62                     | 18                     | 4              | 4                           | -                 | -                   | 6                | 52                   | 15                 | 37                      | 38               | 11                       | 9                   | 18             | 3             |
|                 | 8%     | 7%       | 8%         | 53%defh   | 17%efh    | -         | -           | 71%cdefh  | -         | -               | 8%           | 8%     | 7%     | 7%     | 15%qr                  | 10%qr                  | 8%qr           | 9%qr                        | -                 | -                   | 13%qr            | 6%                   | 3%                 | 11%u                    | 12%t             | 11%u                     | 11%u                | 14%u           | 10%           |
| 35-44           | 139    | 58       | 81         | -         | 139       | -         | -           | -         | 139       | -               | 44           | 40     | 25     | 29     | 85                     | 26                     | 7              | 13                          | -                 | -                   | 8                | 85                   | 15                 | 70                      | 53               | 18                       | 12                  | 23             | 1             |
|                 | 11%    | 11%      | 11%        | -         | 47%cefg   | -         | -           | -         | 23%cefg   | -               | 10%          | 13%    | 15%    | 10%    | 21%qr                  | 15%qr                  | 15%qr          | 26%qr                       | -                 | -                   | 17%qr            | 10%                  | 3%                 | 21%u                    | 17%t             | 18%u                     | 15%u                | 18%u           | 3%            |
| 45-54           | 237    | 113      | 124        | -         | 104       | 133       | -           | -         | 237       | -               | 88           | 73     | 26     | 50     | 141                    | 54                     | 11             | 15                          | -                 | 2                   | 15               | 160                  | 56                 | 104                     | 71               | 24                       | 23                  | 24             | 6             |
|                 | 20%    | 22%b     | 18%        | -         | 36%cfg    | 37%cfg    | -           | -         | 39%cfg    | -               | 21%          | 23%    | 16%    | 17%    | 34%qr                  | 30%qr                  | 24%qr          | 31%qr                       | -                 | 1%                  | 33%qr            | 18%                  | 10%                | 31%uz                   | 23%              | 24%u                     | 27%u                | 19%u           | 21%           |
| 55-64           | 229    | 112      | 117        | -         | -         | 229       | -           | -         | 229       | 182             | 76           | 66     | 20     | 67     | 94                     | 46                     | 15             | 13                          | 7                 | 40                  | 14               | 168                  | 96                 | 72                      | 56               | 20                       | 16                  | 20             | 5             |
|                 | 19%    | 22%b     | 17%        | -         | -         | 63%cdfgh  | -           | -         | 38%cdfg   | 80%             | 18%          | 21%k   | 12%    | 22%k   | 23%qr                  | 26%qr                  | 33%qr          | 26%q                        | 4%                | 13%q                | 33%qr            | 19%                  | 18%                | 21%                     | 18%              | 20%                      | 20%                 | 16%            | 19%           |
| 65+             | 480    | 176      | 304        | -         | -         | -         | 480         | -         | -         | 45              | 174          | 95     | 78     | 133    | 13                     | 30                     | -              | -                           | 178               | 258                 | 1                | 391                  | 350                | 41                      | 84               | 24                       | 21                  | 39             | 5             |
|                 | 39%    | 35%      | 43%a       | -         | -         | -         | 100%cdegh   | -         | -         | 20%             | 40%j         | 30%    | 47%j   | 44%j   | 3%                     | 17%mps                 | -              | -                           | 96%mnoprs         | 86%mnoprs           | 3%               | 45%w                 | 64%vxyz            | 12%                     | 27%              | 25%v                     | 25%v                | 30%v           | 20%           |
| Average age     | 56.60  | 56.44    | 56.71      | 24.42     | 40.82cg   | 56.82cdgh | 71.49cd egh | 27.36c    | 51.10cdg  | 61.35           | 56.80j       | 53.75  | 57.27j | 58.92j | 46.06p                 | 51.55mo                | 44.05          | 44.66                       | 71.50mn oprs      | 69.95mn ops         | 49.12mo          | 58.37w               | 64.22vxyz          | 48.85                   | 52.51            | 53.16v                   | 53.09v              | 51.65          | 46.15         |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 108  
Social Grade  
Base: All respondents

|                 | Gender     |             |             | Age        |            |             |              |            |             | Social Grade    |                 |                |                | Working Status |                        |                        |                |                             | Tenure            |                     |                  |                      |                    |                         |                  |                          |                     |                |               |
|-----------------|------------|-------------|-------------|------------|------------|-------------|--------------|------------|-------------|-----------------|-----------------|----------------|----------------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                 | Total      | Male (a)    | Female (b)  | 18-29 (c)  | 30-49 (d)  | 50-64 (e)   | 65+ (f)      | 18-34 (g)  | 35-64 (h)   | 55+ Not Retired | AB (i)          | C1 (j)         | C2 (k)         | DE (l)         | Full time employed (m) | Part time employed (n) | Unemployed (o) | Not working but seeking (p) | State pension (q) | Private pension (r) | House person (s) | NET: Home-owners (t) | Owned outright (u) | Owned with mortgage (v) | NET: Renters (w) | Rent-ed from council (x) | Rent-ed from HA (y) | Other Rent (z) | Rent free (A) |
| Unweighted base | 1215       | 577         | 638         | 165        | 385        | 327         | 338          | 253        | 624         | 194             | 381             | 326            | 192            | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base   | 1215       | 509         | 706         | 81         | 293        | 362         | 480          | 131        | 605         | 226             | 430             | 317            | 165            | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| AB              | 430<br>35% | 223<br>44%b | 206<br>29%  | 27<br>33%  | 102<br>35% | 127<br>35%  | 174<br>36%   | 47<br>36%  | 209<br>35%  | 73<br>32%       | 430<br>100%ijkl | -              | -              | -              | 169<br>41%opq          | 58<br>33%pq            | 10<br>22%p     | 1<br>2%                     | 22<br>12%         | 156<br>52%mnop      | 13<br>30%pq      | 362<br>41%w          | 207<br>38%xyz      | 155<br>46%xyz           | 64<br>21%        | 22<br>23%y               | 6<br>7%             | 36<br>28%y     | 4<br>14%      |
| C1              | 317<br>26% | 117<br>23%  | 200<br>28%  | 30<br>37%f | 83<br>28%f | 109<br>30%f | 95<br>20%    | 43<br>33%f | 179<br>30%f | 63<br>28%       | -               | 317<br>100%ikl | -              | -              | 131<br>32%q            | 60<br>34%pq            | 9<br>21%q      | 8<br>16%                    | 15<br>8%          | 83<br>28%q          | 10<br>23%q       | 218<br>25%           | 125<br>23%         | 94<br>28%               | 90<br>29%        | 26<br>27%                | 24<br>29%           | 40<br>31%      | 8<br>30%      |
| C2              | 165<br>14% | 64<br>13%   | 101<br>14%  | 7<br>9%    | 48<br>16%e | 32<br>9%    | 78<br>16%e   | 16<br>12%  | 71<br>12%   | 30<br>13%       | -               | -              | 165<br>100%ijl | -              | 58<br>14%op            | 31<br>17%op            | 1<br>1%        | 1<br>2%                     | 32<br>17%op       | 36<br>12%o          | 7<br>15%op       | 133<br>15%w          | 83<br>15%x         | 50<br>15%x              | 26<br>8%         | 4<br>4%                  | 10<br>12%           | 12<br>9%       | 6<br>24%      |
| DE              | 304<br>25% | 105<br>21%  | 199<br>28%a | 17<br>21%  | 60<br>20%  | 94<br>26%   | 133<br>28%dg | 24<br>19%  | 146<br>24%  | 60<br>27%       | -               | -              | -              | 304<br>100%ijk | 56<br>13%              | 29<br>16%r             | 25<br>56%mnrs  | 39<br>80%mnors              | 115<br>62%mnrs    | 25<br>8%            | 14<br>33%mnr     | 165<br>19%           | 129<br>24%v        | 36<br>11%               | 130<br>42%t      | 45<br>46%uv              | 44<br>52%uvz        | 41<br>32%v     | 9<br>32%      |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 109  
GO Region  
Base: All respondents

|                        | Gender |          | Age        |           |           |           |         |           |           | Social Grade        |        |        |        | Working Status |                        |                        |                |                             | Tenure            |                     |                  |                      |                     |                         |                   |                          |                     |                |               |
|------------------------|--------|----------|------------|-----------|-----------|-----------|---------|-----------|-----------|---------------------|--------|--------|--------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|---------------------|-------------------------|-------------------|--------------------------|---------------------|----------------|---------------|
|                        | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g) | 35-64 (h) | 55+ Not Retired (i) | AB (j) | C1 (k) | C2 (l) | DE (m)         | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned out-right (v) | Owned with mortgage (w) | NET: Rent-ers (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base        | 1215   | 577      | 638        | 165       | 385       | 327       | 338     | 253       | 624       | 194                 | 381    | 326    | 192    | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                 | 310                     | 387               | 97                       | 112                 | 178            | 19            |
| Weighted base          | 1215   | 509      | 706        | 81        | 293       | 362       | 480     | 131       | 605       | 226                 | 430    | 317    | 165    | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                 | 334                     | 310               | 97*                      | 84*                 | 129            | 27**          |
| Scotland               | -      | -        | -          | -         | -         | -         | -       | -         | -         | -                   | -      | -      | -      | -              | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                   | -                       | -                 | -                        | -                   | -              | -             |
| North East             | -      | -        | -          | -         | -         | -         | -       | -         | -         | -                   | -      | -      | -      | -              | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                   | -                       | -                 | -                        | -                   | -              | -             |
| North West             | -      | -        | -          | -         | -         | -         | -       | -         | -         | -                   | -      | -      | -      | -              | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                   | -                       | -                 | -                        | -                   | -              | -             |
| Yorkshire & Humberside | -      | -        | -          | -         | -         | -         | -       | -         | -         | -                   | -      | -      | -      | -              | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                   | -                       | -                 | -                        | -                   | -              | -             |
| West Midlands          | -      | -        | -          | -         | -         | -         | -       | -         | -         | -                   | -      | -      | -      | -              | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                   | -                       | -                 | -                        | -                   | -              | -             |
| East Midlands          | -      | -        | -          | -         | -         | -         | -       | -         | -         | -                   | -      | -      | -      | -              | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                   | -                       | -                 | -                        | -                   | -              | -             |
| Wales                  | -      | -        | -          | -         | -         | -         | -       | -         | -         | -                   | -      | -      | -      | -              | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                   | -                       | -                 | -                        | -                   | -              | -             |
| Eastern                | 1215   | 509      | 706        | 81        | 293       | 362       | 480     | 131       | 605       | 226                 | 430    | 317    | 165    | 304            | 414                    | 178                    | 46             | 49                          | 185               | 299                 | 44               | 878                  | 544                 | 334                     | 310               | 97                       | 84                  | 129            | 27            |
| London                 | -      | -        | -          | -         | -         | -         | -       | -         | -         | -                   | -      | -      | -      | -              | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                   | -                       | -                 | -                        | -                   | -              | -             |
| South East             | -      | -        | -          | -         | -         | -         | -       | -         | -         | -                   | -      | -      | -      | -              | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                   | -                       | -                 | -                        | -                   | -              | -             |
| South West             | -      | -        | -          | -         | -         | -         | -       | -         | -         | -                   | -      | -      | -      | -              | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                   | -                       | -                 | -                        | -                   | -              | -             |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 110  
Have you taken a foreign holiday in the last 3 years?  
Base: All respondents

|                 | Gender     |            | Age        |                        |                  |                  |                  | Social Grade       |                  |                  |                    | Working Status  |                |                   |                         |                         | Tenure           |                                 |                   |                       |                  |                       |                      |                           |                    |                             |                      |                |               |
|-----------------|------------|------------|------------|------------------------|------------------|------------------|------------------|--------------------|------------------|------------------|--------------------|-----------------|----------------|-------------------|-------------------------|-------------------------|------------------|---------------------------------|-------------------|-----------------------|------------------|-----------------------|----------------------|---------------------------|--------------------|-----------------------------|----------------------|----------------|---------------|
|                 | Total      | Male (a)   | Female (b) | 18-29 (c)              | 30-49 (d)        | 50-64 (e)        | 65+ (f)          | 18-34 (g)          | 35-64 (h)        | 55+ Not Ret-ired | AB (i)             | C1 (j)          | C2 (k)         | DE (l)            | Full time employe d (m) | Part time employe d (n) | Unemploye d (o)  | Not work- ing but seek- ing (p) | State pension (q) | Pri- vate pension (r) | House person (s) | NET: Home- owners (t) | Owned out- right (u) | Owned with mort- gage (v) | NET: Rent- ers (w) | Rent- ed from coun- cil (x) | Rent- ed from HA (y) | Other Rent (z) | Rent free (A) |
| Unweighted base | 1215       | 577        | 638        | 165                    | 385              | 327              | 338              | 253                | 624              | 194              | 381                | 326             | 192            | 316               | 390                     | 226                     | 83               | 45                              | 96                | 258                   | 117              | 809                   | 499                  | 310                       | 387                | 97                          | 112                  | 178            | 19            |
| Weighted base   | 1215       | 509        | 706        | 81                     | 293              | 362              | 480              | 131                | 605              | 226              | 430                | 317             | 165            | 304               | 414                     | 178                     | 46*              | 49*                             | 185*              | 299                   | 44*              | 878                   | 544                  | 334                       | 310                | 97*                         | 84*                  | 129            | 27**          |
| Yes             | 729<br>60% | 310<br>61% | 419<br>59% | 70<br>87%<br>defg<br>h | 167<br>57%       | 215<br>60%       | 276<br>58%       | 100<br>77%<br>defh | 352<br>58%       | 137<br>60%       | 316<br>74%<br>ijkl | 192<br>61%<br>l | 92<br>56%<br>l | 128<br>42%        | 276<br>67%<br>opqs      | 117<br>66%<br>opqs      | 22<br>48%        | 17<br>35%                       | 84<br>45%         | 194<br>65%<br>opqs    | 18<br>41%        | 571<br>65%<br>w       | 333<br>61%<br>xy     | 238<br>71%<br>uxyz        | 135<br>43%         | 38<br>40%                   | 28<br>34%            | 68<br>53%<br>y | 23<br>85%     |
| No              | 486<br>40% | 199<br>39% | 288<br>41% | 10<br>13%              | 126<br>43%<br>cg | 146<br>40%<br>cg | 203<br>42%<br>cg | 30<br>23%<br>c     | 253<br>42%<br>cg | 90<br>40%        | 114<br>26%         | 125<br>39%<br>i | 73<br>44%<br>i | 176<br>58%<br>ijk | 139<br>33%              | 61<br>34%               | 24<br>52%<br>mnr | 32<br>65%<br>mnr                | 101<br>55%<br>mnr | 105<br>35%            | 26<br>59%<br>mnr | 307<br>35%            | 211<br>39%<br>v      | 96<br>29%                 | 175<br>57%<br>t    | 59<br>60%<br>uv             | 56<br>66%<br>uvz     | 61<br>47%<br>v | 4<br>15%      |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 111  
Tenure  
Base: All respondents

|                                   | Gender |          | Age              |                     |                     |                    |                      |                    |                   | Social Grade        |                   |                   |                   | Working Status     |                        |                        |                     |                             |                     |                     | Tenure              |                     |                      |                         |                   |                         |                      |                      |               |      |
|-----------------------------------|--------|----------|------------------|---------------------|---------------------|--------------------|----------------------|--------------------|-------------------|---------------------|-------------------|-------------------|-------------------|--------------------|------------------------|------------------------|---------------------|-----------------------------|---------------------|---------------------|---------------------|---------------------|----------------------|-------------------------|-------------------|-------------------------|----------------------|----------------------|---------------|------|
|                                   | Total  | Male (a) | Female (b)       | 18-29 (c)           | 30-49 (d)           | 50-64 (e)          | 65+ (f)              | 18-34 (g)          | 35-64 (h)         | 55+ Not Retired (i) | AB (j)            | C1 (k)            | C2 (l)            | DE (m)             | Full time employed (n) | Part time employed (o) | Unemployed (p)      | Not working but seeking (q) | State pension (r)   | Private pension (s) | House person (t)    | NET: Homeowners (u) | Owned outright (v)   | Owned with mortgage (w) | NET: Renters (x)  | Rented from council (y) | Rented from HA (z)   | Other Rented (A)     | Rent free (A) |      |
| Unweighted base                   | 1215   | 577      | 638              | 165                 | 385                 | 327                | 338                  | 253                | 624               | 194                 | 381               | 326               | 192               | 316                | 390                    | 226                    | 83                  | 45                          | 96                  | 258                 | 117                 | 809                 | 499                  | 310                     | 387               | 97                      | 112                  | 178                  | 19            |      |
| Weighted base                     | 1215   | 509      | 706              | 81                  | 293                 | 362                | 480                  | 131                | 605               | 226                 | 430               | 317               | 165               | 304                | 414                    | 178                    | 46*                 | 49*                         | 185*                | 299                 | 44*                 | 878                 | 544                  | 334                     | 310               | 97*                     | 84*                  | 129                  | 27**          |      |
| NET: Homeowners                   | 878    | 377      | 500              | 46                  | 185                 | 256                | 391                  | 74                 | 413               | 163                 | 362               | 218               | 133               | 165                | 284                    | 131                    | 22                  | 18                          | 122                 | 275                 | 25                  | 878                 | 544                  | 334                     | -                 | -                       | -                    | -                    | -             |      |
|                                   | 72%    | 74%      | 71%              | 57%                 | 63%                 | 71% <sup>cg</sup>  | 81% <sup>cddeg</sup> | 57%                | 68% <sup>cg</sup> | 72%                 | 84% <sup>jl</sup> | 69% <sup>l</sup>  | 81% <sup>jl</sup> | 54%                | 68% <sup>op</sup>      | 74% <sup>ops</sup>     | 49%                 | 37%                         | 66% <sup>op</sup>   | 92% <sup>mnop</sup> | 58% <sup>p</sup>    | 100% <sup>w</sup>   | 100% <sup>xyz</sup>  | 100% <sup>xyz</sup>     | -                 | -                       | -                    | -                    | -             |      |
| Owned outright - without mortgage | 544    | 226      | 318              | 22                  | 49                  | 123                | 350                  | 26                 | 167               | 104                 | 207               | 125               | 83                | 129                | 87                     | 67                     | 16                  | 16                          | 103                 | 240                 | 15                  | 544                 | 544                  | -                       | -                 | -                       | -                    | -                    | -             |      |
|                                   | 45%    | 44%      | 45%              | 27% <sup>d</sup>    | 17%                 | 34% <sup>cdg</sup> | 73% <sup>cddeg</sup> | 20%                | 28% <sup>d</sup>  | 46%                 | 48% <sup>ej</sup> | 39%               | 50% <sup>ej</sup> | 43%                | 21%                    | 38% <sup>m</sup>       | 35% <sup>m</sup>    | 33%                         | 56% <sup>mnop</sup> | 80% <sup>mnop</sup> | 33% <sup>m</sup>    | 62% <sup>w</sup>    | 100% <sup>vxyz</sup> | -                       | -                 | -                       | -                    | -                    | -             |      |
| Owned with a mortgage or loan     | 334    | 152      | 183              | 24                  | 136                 | 133                | 41                   | 48                 | 245               | 59                  | 155               | 94                | 50                | 36                 | 197                    | 64                     | 6                   | 2                           | 19                  | 35                  | 11                  | 334                 | -                    | 334                     | -                 | -                       | -                    | -                    | -             |      |
|                                   | 28%    | 30%      | 26%              | 30% <sup>f</sup>    | 46% <sup>cefg</sup> | 37% <sup>f</sup>   | 9%                   | 37% <sup>f</sup>   | 41% <sup>cf</sup> | 26%                 | 36% <sup>l</sup>  | 30% <sup>l</sup>  | 30% <sup>l</sup>  | 12%                | 47% <sup>mnopq</sup>   | 36% <sup>opqr</sup>    | 14%                 | 4%                          | 10%                 | 12%                 | 25% <sup>pqr</sup>  | 38% <sup>w</sup>    | -                    | 100% <sup>uxyz</sup>    | -                 | -                       | -                    | -                    | -             |      |
| NET: Renters                      | 310    | 118      | 192              | 27                  | 102                 | 97                 | 84                   | 46                 | 180               | 58                  | 64                | 90                | 26                | 130                | 121                    | 44                     | 21                  | 23                          | 58                  | 24                  | 18                  | -                   | 121                  | -                       | -                 | 310                     | 97                   | 84                   | 129           | -    |
|                                   | 26%    | 23%      | 27%              | 34% <sup>f</sup>    | 35% <sup>f</sup>    | 27% <sup>f</sup>   | 17%                  | 35% <sup>f</sup>   | 30% <sup>f</sup>  | 26%                 | 15%               | 29% <sup>ik</sup> | 16%               | 43% <sup>ijk</sup> | 29% <sup>r</sup>       | 25% <sup>r</sup>       | 46% <sup>mnr</sup>  | 48% <sup>mnr</sup>          | 31% <sup>r</sup>    | 8%                  | 42% <sup>mnr</sup>  | -                   | -                    | -                       | 100% <sup>t</sup> | 100% <sup>uv</sup>      | 100% <sup>uv</sup>   | 100% <sup>uv</sup>   | -             | -    |
| Rented from the council           | 97     | 28       | 69               | 6                   | 34                  | 33                 | 24                   | 12                 | 61                | 19                  | 22                | 26                | 4                 | 45                 | 35                     | 10                     | 9                   | 7                           | 16                  | 8                   | 12                  | -                   | -                    | -                       | 97                | 97                      | -                    | -                    | -             | -    |
|                                   | 8%     | 5%       | 10% <sup>a</sup> | 7%                  | 12% <sup>f</sup>    | 9%                 | 5%                   | 9%                 | 10% <sup>f</sup>  | 8%                  | 5%                | 8% <sup>k</sup>   | 2%                | 15% <sup>ijk</sup> | 8% <sup>r</sup>        | 5%                     | 20% <sup>mnqr</sup> | 14% <sup>r</sup>            | 9% <sup>r</sup>     | 3%                  | 28% <sup>mnqr</sup> | -                   | -                    | -                       | 31% <sup>t</sup>  | 100% <sup>uvyz</sup>    | -                    | -                    | -             | -    |
| Rented from a housing association | 84     | 31       | 53               | 7                   | 25                  | 31                 | 21                   | 11                 | 52                | 14                  | 6                 | 24                | 10                | 44                 | 29                     | 12                     | 6                   | 11                          | 18                  | 5                   | 3                   | -                   | -                    | -                       | 84                | -                       | 84                   | -                    | -             |      |
|                                   | 7%     | 6%       | 7%               | 8%                  | 9% <sup>f</sup>     | 9%                 | 4%                   | 9%                 | 9% <sup>f</sup>   | 6%                  | 1%                | 8% <sup>i</sup>   | 6% <sup>i</sup>   | 14% <sup>ijk</sup> | 7% <sup>r</sup>        | 7% <sup>r</sup>        | 13% <sup>r</sup>    | 22% <sup>mnr</sup>          | 10% <sup>r</sup>    | 2%                  | 6% <sup>r</sup>     | -                   | -                    | -                       | 27% <sup>t</sup>  | -                       | 100% <sup>uvxz</sup> | -                    | -             |      |
| Rented from someone else          | 129    | 59       | 70               | 15                  | 43                  | 33                 | 39                   | 23                 | 67                | 25                  | 36                | 40                | 12                | 41                 | 58                     | 22                     | 6                   | 6                           | 23                  | 11                  | 3                   | -                   | -                    | -                       | 129               | -                       | -                    | 129                  | -             |      |
|                                   | 11%    | 12%      | 10%              | 18% <sup>efh</sup>  | 15% <sup>f</sup>    | 9%                 | 8%                   | 18% <sup>efh</sup> | 11%               | 11%                 | 8%                | 13%               | 7%                | 14%                | 14% <sup>r</sup>       | 12% <sup>r</sup>       | 13% <sup>r</sup>    | 12% <sup>r</sup>            | 13% <sup>r</sup>    | 4%                  | 8%                  | -                   | -                    | -                       | 42% <sup>t</sup>  | -                       | -                    | 100% <sup>uvxy</sup> | -             |      |
| Rent free                         | 27     | 13       | 14               | 8                   | 6                   | 8                  | 5                    | 10                 | 12                | 5                   | 4                 | 8                 | 6                 | 9                  | 9                      | 3                      | 2                   | 7                           | 5                   | -                   | -                   | -                   | -                    | -                       | -                 | -                       | -                    | -                    | 27            |      |
|                                   | 2%     | 3%       | 2%               | 10% <sup>defh</sup> | 2%                  | 2%                 | 1%                   | 8% <sup>defh</sup> | 2%                | 2%                  | 1%                | 3%                | 4% <sup>i</sup>   | 3%                 | 2% <sup>r</sup>        | 2% <sup>r</sup>        | 5% <sup>r</sup>     | 15% <sup>mnrqs</sup>        | 3% <sup>r</sup>     | -                   | -                   | -                   | -                    | -                       | -                 | -                       | -                    | -                    | -             | 100% |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 112  
What is the highest educational level that you have achieved to date?  
Base: All respondents

|   | Gender |          | Age        |           |           |           |         |           |           | Social Grade    |        |        |        | Working Status |                        |                        |                |                             |                   | Tenure              |                  |                      |                    |                         |                  |                          |                     |                |               |
|---|--------|----------|------------|-----------|-----------|-----------|---------|-----------|-----------|-----------------|--------|--------|--------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|   | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g) | 35-64 (h) | 55+ Not Retired | AB (i) | C1 (j) | C2 (k) | DE (l)         | Full time employed (m) | Part time employed (n) | Unemployed (o) | Not working but seeking (p) | State pension (q) | Private pension (r) | House person (s) | NET: Home-owners (t) | Owned outright (u) | Owned with mortgage (v) | NET: Renters (w) | Rent-ed from council (x) | Rent-ed from HA (y) | Other Rent (z) | Rent free (A) |
| Unweighted base   | 1215   | 577      | 638        | 165       | 385       | 327       | 338     | 253       | 624       | 194             | 381    | 326    | 192    | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base   | 1215   | 509      | 706        | 81        | 293       | 362       | 480     | 131       | 605       | 226             | 430    | 317    | 165    | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| No formal education   | 13     | 2        | 11         | -         | 2         | 1         | 10      | -         | 3         | -               | -      | 4      | 3      | 7              | 1                      | 1                      | -              | 1                           | 9                 | 1                   | *                | 6                    | 2                  | 4                       | 7                | 3                        | 1                   | 3              | -             |
| Primary   | 13     | 4        | 9          | -         | 2         | 1         | 10      | 1         | 1         | 2               | 1      | 1      | 4      | 7              | 1                      | -                      | 2              | 8                           | 1                 | 1                   | 6                | 4                    | 2                  | 6                       | 1                | 3                        | 3                   | -              |               |
| Secondary school, high school, NVQ levels 1 to 3, etc.                        | 781    | 286      | 495        | 37        | 178       | 242       | 325     | 65        | 390       | 147             | 183    | 217    | 132    | 248            | 234                    | 115                    | 28             | 41                          | 149               | 179                 | 36               | 534                  | 352                | 182                     | 232              | 78                       | 73                  | 81             | 15            |
| University degree or equivalent professional qualification, NVQ level 4, etc. | 291    | 160      | 131        | 23        | 83        | 93        | 92      | 37        | 162       | 55              | 172    | 69     | 20     | 30             | 127                    | 44                     | 9              | 5                           | 8                 | 91                  | 7                | 231                  | 130                | 100                     | 51               | 12                       | 5                   | 33             | 10            |
| Higher university degree, doctorate, MBA, NVQ level 5, etc.                   | 100    | 48       | 52         | 13        | 26        | 25        | 36      | 17        | 46        | 22              | 67     | 21     | 5      | 7              | 48                     | 17                     | 3              | 1                           | 5                 | 26                  | 1                | 90                   | 46                 | 44                      | 9                | 3                        | *                   | 7              | 1             |
| Still in full time education  | 7      | 4        | 3          | 7         | -         | -         | -       | 7         | -         | -               | 4      | 2      | 1      | 1              | 2                      | -                      | 6              | -                           | -                 | -                   | -                | 4                    | 3                  | 1                       | 1                | -                        | -                   | 1              | 2             |
| Prefer not to answer  | 10     | 5        | 5          | 1         | 3         | -         | 7       | 2         | 1         | -               | 3      | 1      | 1      | 5              | 3                      | -                      | -              | 4                           | 2                 | -                   | 7                | 5                    | 1                  | 3                       | -                | 1                        | 2                   | -              |               |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 113  
Thinking about your household's food and grocery shopping, are you personally responsible for selecting half or more of the items to be bought from supermarkets and food shops?  
Base: All respondents

|  | Gender      |            | Age         |               |              |              |              | Social Grade  |              |                 |            |            | Working Status |            |                        |                        |                | Tenure                      |                   |                     |                  |                      |                    |                         |                  |                          |                     |                |               |
|--|-------------|------------|-------------|---------------|--------------|--------------|--------------|---------------|--------------|-----------------|------------|------------|----------------|------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|  | Total       | Male (a)   | Female (b)  | 18-29 (c)     | 30-49 (d)    | 50-64 (e)    | 65+ (f)      | 18-34 (g)     | 35-64 (h)    | 55+ Not Retired | AB (i)     | C1 (j)     | C2 (k)         | DE (l)     | Full time employed (m) | Part time employed (n) | Unemployed (o) | Not working but seeking (p) | State pension (q) | Private pension (r) | House person (s) | NET: Home-owners (t) | Owned outright (u) | Owned with mortgage (v) | NET: Renters (w) | Rent-ed from council (x) | Rent-ed from HA (y) | Other Rent (z) | Rent free (A) |
| Unweighted base  | 1215        | 577        | 638         | 165           | 385          | 327          | 338          | 253           | 624          | 194             | 381        | 326        | 192            | 316        | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base  | 1215        | 509        | 706         | 81            | 293          | 362          | 480          | 131           | 605          | 226             | 430        | 317        | 165            | 304        | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Yes - responsible for half or more of the items bought | 1107<br>91% | 422<br>83% | 685<br>97%a | 60<br>75%     | 279<br>95%cd | 335<br>93%ce | 432<br>90%cf | 107<br>82%    | 568<br>94%cg | 208<br>92%      | 379<br>88% | 289<br>91% | 156<br>95%h    | 282<br>93% | 378<br>91%             | 170<br>95%op           | 39<br>86%      | 40<br>82%                   | 173<br>94%p       | 262<br>88%          | 43<br>99%mp      | 796<br>91%           | 486<br>89%         | 310<br>93%              | 295<br>95%t      | 94<br>97%                | 80<br>96%           | 120<br>93%     | 17<br>61%     |
| No - not responsible for most of the items bought      | 108<br>9%   | 86<br>17%b | 21<br>3%    | 20<br>25%defh | 13<br>5%     | 26<br>7%     | 47<br>10%d   | 24<br>18%defh | 36<br>6%     | 18<br>8%        | 50<br>12%k | 27<br>9%   | 9<br>5%        | 21<br>7%   | 36<br>9%g              | 8<br>5%                | 6<br>14%ns     | 9<br>18%nqs                 | 11<br>6%          | 37<br>12%ns         | 1<br>1%          | 82<br>9%w            | 57<br>11%          | 25<br>7%                | 15<br>5%         | 3<br>3%                  | 3<br>4%             | 9<br>7%        | 11<br>39%     |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 114  
**How many cars are there in your household?**  
Base: All respondents

|                          | Gender |          | Age        |           |           |           |          | Social Grade |           |                     |        | Working Status |        |        |                        |                        | Tenure         |                             |                   |                     |                  |                      |                    |                         |                   |                           |                     |                |               |
|--------------------------|--------|----------|------------|-----------|-----------|-----------|----------|--------------|-----------|---------------------|--------|----------------|--------|--------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|-------------------|---------------------------|---------------------|----------------|---------------|
|                          | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f)  | 18-34 (g)    | 35-64 (h) | 55+ Not Retired (i) | AB (j) | C1 (k)         | C2 (l) | DE (m) | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Rent-ers (x) | Rent-ed from coun-cil (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (A) |
| Unweighted base          | 1215   | 577      | 638        | 165       | 385       | 327       | 338      | 253          | 624       | 194                 | 381    | 326            | 192    | 316    | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387               | 97                        | 112                 | 178            | 19            |
| Weighted base            | 1215   | 509      | 706        | 81        | 293       | 362       | 480      | 131          | 605       | 226                 | 430    | 317            | 165    | 304    | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310               | 97*                       | 84*                 | 129            | 27**          |
| No cars in the household | 205    | 60       | 145        | 11        | 54        | 51        | 90       | 22           | 93        | 35                  | 41     | 60             | 4      | 101    | 53                     | 20                     | 17             | 19                          | 57                | 33                  | 6                | 90                   | 68                 | 22                      | 113               | 44                        | 33                  | 37             | 2             |
|                          | 17%    | 12%      | 21%a       | 13%       | 18%       | 14%       | 19%      | 17%          | 15%       | 10%k                | 19%ik  | 2%             | 33%ijk | 13%    | 11%                    | 38%mnrs                | 38%mnrs        | 31%mnrs                     | 11%               | 13%                 | 10%              | 13%v                 | 7%                 | 37%t                    | 45%uvz            | 39%uv                     | 28%uv               | 7%             |               |
| NET: Any                 | 1009   | 449      | 561        | 70        | 239       | 311       | 390      | 108          | 512       | 192                 | 388    | 257            | 161    | 203    | 361                    | 158                    | 28             | 31                          | 127               | 266                 | 38               | 788                  | 476                | 312                     | 197               | 53                        | 51                  | 92             | 25            |
|                          | 83%    | 88%b     | 79%        | 87%       | 82%       | 86%       | 81%      | 83%          | 85%       | 90%jl               | 81%l   | 98%ijl         | 67%    | 87%opq | 89%opq                 | 62%                    | 62%            | 69%                         | 89%opq            | 87%opq              | 90%w             | 87%xyz               | 93%xyz             | 63%                     | 55%               | 61%                       | 72%x                | 93%            |               |
| 1                        | 499    | 203      | 297        | 13        | 110       | 129       | 246      | 31           | 222       | 89                  | 174    | 129            | 72     | 123    | 138                    | 71                     | 11             | 14                          | 96                | 147                 | 21               | 369                  | 246                | 123                     | 119               | 36                        | 28                  | 56             | 11            |
|                          | 41%    | 40%      | 42%        | 16%       | 38%cg     | 36%cg     | 51%cddeg | 24%          | 37%cg     | 39%                 | 41%    | 41%            | 44%    | 41%    | 33%                    | 40%o                   | 24%            | 29%                         | 52%mop            | 49%mop              | 49%mo            | 42%                  | 45%v               | 37%                     | 39%               | 37%                       | 34%                 | 43%            | 40%           |
| 2                        | 354    | 185      | 168        | 25        | 94        | 108       | 126      | 41           | 187       | 70                  | 143    | 87             | 65     | 58     | 140                    | 55                     | 8              | 9                           | 31                | 99                  | 10               | 300                  | 176                | 123                     | 44                | 10                        | 11                  | 24             | 10            |
|                          | 29%    | 36%b     | 24%        | 31%       | 32%       | 30%       | 26%      | 31%          | 31%       | 33%l                | 28%l   | 40%jl          | 19%    | 34%oqs | 31%q                   | 18%                    | 19%            | 17%                         | 33%oq             | 22%                 | 34%w             | 32%xyz               | 37%xyz             | 14%                     | 10%               | 13%                       | 18%                 | 35%            |               |
| 3+                       | 157    | 61       | 96         | 32        | 35        | 73        | 17       | 37           | 103       | 32                  | 71     | 40             | 24     | 21     | 83                     | 31                     | 9              | 7                           | -                 | 20                  | 7                | 119                  | 53                 | 66                      | 33                | 8                         | 12                  | 13             | 5             |
|                          | 13%    | 12%      | 14%        | 39%defg   | 12%f      | 20%df     | 4%       | 28%dfh       | 17%f      | 14%                 | 17%l   | 13%l           | 14%l   | 7%     | 20%qr                  | 18%qr                  | 19%qr          | 14%q                        | -                 | 7%q                 | 16%qr            | 14%                  | 10%                | 20%uxz                  | 11%               | 8%                        | 14%                 | 10%            | 18%           |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 115  
**To which of the following ethnic groups do you consider you belong?**  
**Base: All respondents**

|                      | Gender |          | Age        |                     |                  |                   |                     |                    |                   | Social Grade    |        |        |        | Working Status |                        |                        |                    |                             |                   | Tenure              |                  |                      |                    |                         |                  |                          |                     |                  |               |
|----------------------|--------|----------|------------|---------------------|------------------|-------------------|---------------------|--------------------|-------------------|-----------------|--------|--------|--------|----------------|------------------------|------------------------|--------------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|------------------|---------------|
|                      | Total  | Male (a) | Female (b) | 18-29 (c)           | 30-49 (d)        | 50-64 (e)         | 65+ (f)             | 18-34 (g)          | 35-64 (h)         | 55+ Not Retired | AB (i) | C1 (j) | C2 (k) | DE (l)         | Full time employed (m) | Part time employed (n) | Unemployed (o)     | Not working but seeking (p) | State pension (q) | Private pension (r) | House person (s) | NET: Home-owners (t) | Owned outright (u) | Owned with mortgage (v) | NET: Renters (w) | Rent-ed from council (x) | Rent-ed from HA (y) | Other Rent (z)   | Rent free (A) |
| Unweighted base      | 1215   | 577      | 638        | 165                 | 385              | 327               | 338                 | 253                | 624               | 194             | 381    | 326    | 192    | 316            | 390                    | 226                    | 83                 | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178              | 19            |
| Weighted base        | 1215   | 509      | 706        | 81                  | 293              | 362               | 480                 | 131                | 605               | 226             | 430    | 317    | 165    | 304            | 414                    | 178                    | 46*                | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129              | 27**          |
| White                | 1166   | 492      | 674        | 70                  | 273              | 350               | 473                 | 117                | 577               | 219             | 416    | 299    | 159    | 291            | 395                    | 168                    | 42                 | 44                          | 180               | 294                 | 43               | 852                  | 529                | 323                     | 292              | 90                       | 82                  | 121              | 22            |
|                      | 96%    | 97%      | 95%        | 87%                 | 93% <sup>c</sup> | 97% <sup>cg</sup> | 99% <sup>cdgh</sup> | 89%                | 95% <sup>cg</sup> | 97%             | 97%    | 95%    | 96%    | 96%            | 95%                    | 94%                    | 92%                | 89%                         | 97% <sup>p</sup>  | 98% <sup>nop</sup>  | 98%              | 97%                  | 97%                | 94%                     | 92%              | 97%                      | 94%                 | 81%              |               |
| NET: Non-white       | 39     | 12       | 27         | 10                  | 15               | 11                | 3                   | 13                 | 24                | 7               | 10     | 14     | 4      | 11             | 16                     | 9                      | 4                  | 5                           | 3                 | 3                   | *                | 21                   | 9                  | 12                      | 13               | 7                        | 1                   | 6                | 5             |
|                      | 3%     | 2%       | 4%         | 12% <sup>defh</sup> | 5% <sup>f</sup>  | 3% <sup>f</sup>   | 1%                  | 10% <sup>efh</sup> | 4% <sup>f</sup>   | 3%              | 2%     | 4%     | 2%     | 4%             | 4% <sup>r</sup>        | 5% <sup>r</sup>        | 8% <sup>qr</sup>   | 11% <sup>qrs</sup>          | 2%                | 1%                  | 1%               | 2%                   | 2%                 | 3%                      | 4%               | 7% <sup>u</sup>          | 1%                  | 4%               | 19%           |
| Mixed                | 18     | 6        | 12         | 4                   | 10               | 4                 | -                   | 5                  | 13                | 3               | 4      | 6      | 2      | 5              | 7                      | 6                      | *                  | 2                           | -                 | 2                   | *                | 9                    | 5                  | 4                       | 6                | 4                        | 1                   | 1                | 3             |
|                      | 1%     | 1%       | 2%         | 5% <sup>ef</sup>    | 3% <sup>f</sup>  | 1%                | -                   | 4% <sup>ef</sup>   | 2% <sup>f</sup>   | 1%              | 1%     | 2%     | 1%     | 2%             | 2%                     | 3% <sup>qr</sup>       | 1%                 | 5% <sup>qr</sup>            | -                 | 1%                  | 1%               | 1%                   | 1%                 | 1%                      | 2%               | 4%                       | 1%                  | 1%               | 13%           |
| Asian                | 11     | 4        | 7          | 4                   | 3                | 4                 | -                   | 4                  | 7                 | 2               | 3      | 3      | 2      | 3              | 4                      | 2                      | 1                  | 3                           | -                 | 1                   | *                | 7                    | 1                  | 5                       | 3                | 1                        | -                   | 2                | 2             |
|                      | 1%     | 1%       | 1%         | 5% <sup>defh</sup>  | 1% <sup>f</sup>  | 1%                | -                   | 3% <sup>f</sup>    | 1%                | 1%              | 1%     | 1%     | 1%     | 1%             | 1%                     | 1%                     | 3% <sup>q</sup>    | 6% <sup>mqr</sup>           | -                 | *                   | 1%               | 1%                   | *                  | 2%                      | 1%               | 1%                       | -                   | 1%               | 7%            |
| Black                | 7      | -        | 7          | 2                   | 1                | 1                 | 3                   | 3                  | 1                 | 1               | 1      | 3      | -      | 3              | 3                      | 1                      | 1                  | -                           | 3                 | -                   | -                | 3                    | 3                  | 1                       | 3                | 1                        | -                   | 2                | -             |
|                      | 1%     | -        | 1%         | 3% <sup>defh</sup>  | *                | *                 | 1%                  | 2% <sup>cdeh</sup> | *                 | *               | *      | 1%     | -      | 1%             | 1%                     | *                      | 1% <sup>r</sup>    | -                           | 2%                | -                   | -                | *                    | 1%                 | *                       | 1%               | 1%                       | -                   | 1%               | -             |
| Chinese              | 2      | 2        | -          | -                   | 2                | -                 | -                   | *                  | 1                 | -               | 2      | -      | -      | 2              | -                      | -                      | -                  | -                           | -                 | -                   | -                | *                    | -                  | *                       | *                | -                        | -                   | 1                | -             |
|                      | *      | *        | -          | -                   | 1%               | -                 | -                   | *                  | -                 | -               | *      | -      | -      | *              | -                      | -                      | -                  | -                           | -                 | -                   | -                | *                    | -                  | *                       | *                | -                        | -                   | 1% <sup>u</sup>  | -             |
| Other ethnic group   | 1      | -        | 1          | -                   | -                | 1                 | -                   | -                  | 1                 | 1               | -      | 1      | -      | -              | -                      | -                      | 1                  | -                           | -                 | -                   | -                | 1                    | -                  | 1                       | -                | -                        | -                   | -                | -             |
|                      | *      | -        | *          | -                   | -                | *                 | -                   | -                  | *                 | 1%              | -      | *      | -      | -              | -                      | -                      | 3% <sup>mnqr</sup> | -                           | -                 | -                   | -                | *                    | -                  | *                       | -                | -                        | -                   | -                | -             |
| Prefer not to answer | 10     | 4        | 6          | 1                   | 4                | 1                 | 4                   | 1                  | 4                 | -               | 3      | 3      | 2      | 2              | 4                      | 1                      | -                  | -                           | 2                 | 2                   | *                | 5                    | 5                  | -                       | 5                | 1                        | 1                   | 3                | -             |
|                      | 1%     | 1%       | 1%         | 1%                  | 1%               | *                 | 1%                  | 1%                 | 1%                | -               | 1%     | 1%     | 1%     | 1%             | 1%                     | -                      | -                  | -                           | 1%                | 1%                  | *                | 1%                   | 1%                 | -                       | 2%               | 1%                       | 2% <sup>v</sup>     | 2% <sup>vw</sup> | -             |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 116  
To which of the following religious groups do you consider yourself to be a member of?  
Base: All respondents

|                   | Gender |          | Age        |           |           |           |         | Social Grade |           |                     |        | Working Status |        |        |                        | Tenure                 |                |                             |                   |                     |                  |                      |                         |                  |                          |                     |                |               |      |   |
|-------------------|--------|----------|------------|-----------|-----------|-----------|---------|--------------|-----------|---------------------|--------|----------------|--------|--------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|------|---|
|                   | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g)    | 35-64 (h) | 55+ Not Retired (i) | AB (j) | C1 (k)         | C2 (l) | DE (m) | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned with mortgage (v) | NET: Renters (w) | Rent-ed from council (x) | Rent-ed from HA (y) | Other Rent (z) | Rent free (A) |      |   |
| Unweighted base   | 1215   | 577      | 638        | 165       | 385       | 327       | 338     | 253          | 624       | 194                 | 381    | 326            | 192    | 316    | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                     | 310              | 387                      | 97                  | 112            | 178           | 19   |   |
| Weighted base     | 1215   | 509      | 706        | 81        | 293       | 362       | 480     | 131          | 605       | 226                 | 430    | 317            | 165    | 304    | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                     | 334              | 310                      | 97*                 | 84*            | 129           | 27** |   |
| Christian         | 698    | 266      | 432        | 20        | 110       | 217       | 352     | 36           | 311       | 146                 | 230    | 172            | 104    | 191    | 198                    | 98                     | 18             | 16                          | 143               | 206                 | 19               | 532                  | 346                     | 186              | 155                      | 48                  | 45             | 63            | 12   |   |
|                   | 57%    | 52%      | 61%a       | 24%       | 38%cg     | 60%cdgh   | 73%cd   | 27%          | 51%cdg    | 65%                 | 54%    | 54%            | 63%    | 63%h   | 48%                    | 55%p                   | 40%            | 33%                         | 77%mnop           | 69%mnop             | 43%              | 61%w                 | 64%xz                   | 56%              | 50%                      | 49%                 | 53%            | 48%           | 43%  |   |
| NET: Other        | 56     | 15       | 40         | 6         | 17        | 19        | 14      | 8            | 34        | 7                   | 16     | 18             | 6      | 16     | 24                     | 6                      | 4              | 3                           | 9                 | 6                   | 3                | 30                   | 12                      | 18               | 24                       | 7                   | 12             | 5             | 1    |   |
|                   | 5%     | 3%       | 6%         | 7%f       | 6%        | 5%        | 3%      | 6%           | 6%        | 3%                  | 4%     | 6%             | 4%     | 5%     | 6%r                    | 3%                     | 8%r            | 7%                          | 5%                | 2%                  | 6%               | 3%                   | 2%                      | 5%               | 8%t                      | 8%u                 | 14%uvz         | 4%            | 5%   |   |
| Muslim            | 11     | 4        | 7          | 2         | 2         | 3         | 4       | 3            | 5         | 2                   | 3      | *              | 1      | 6      | 2                      | 2                      | -              | 2                           | 4                 | 1                   | *                | 4                    | 1                       | 3                | 7                        | 5                   | -              | 2             | -    |   |
|                   | 1%     | 1%       | 1%         | 3%        | 1%        | 1%        | 1%      | 2%           | 1%        | 1%                  | 1%     | *              | 1%     | 2%     | 1%                     | 1%                     | -              | 4%r                         | 2%                | *                   | 1%               | *                    | 1%                      | 2%t              | 5%uv                     | -                   | 2%u            | -             | -    |   |
| Hindu             | 3      | 1        | 3          | 1         | 2         | -         | -       | 1            | 2         | -                   | 1      | 2              | -      | -      | 2                      | -                      | 1              | -                           | -                 | -                   | -                | 1                    | -                       | 1                | -                        | 1                   | -              | 1             | -    |   |
|                   | *      | *        | *          | 2%ef      | 1%        | -         | -       | 1%f          | *         | -                   | *      | 1%             | -      | -      | 1%                     | -                      | 2%hqr          | -                           | -                 | -                   | -                | *                    | -                       | *                | *                        | -                   | 1%             | -             | 5%   |   |
| Jewish            | 6      | 2        | 4          | 1         | 1         | 1         | 3       | 1            | 2         | 1                   | 1      | 2              | 1      | 2      | 1                      | -                      | -              | 2                           | 1                 | -                   | -                | 6                    | 4                       | 2                | -                        | -                   | -              | -             | -    |   |
|                   | 1%     | *        | 1%         | 1%        | *         | 1%        | 1%      | 1%           | *         | *                   | *      | 1%             | 1%     | 1%     | 1%                     | -                      | -              | 1%                          | *                 | -                   | -                | 1%                   | 1%                      | 1%               | -                        | -                   | -              | -             | -    |   |
| Sikh              | -      | -        | -          | -         | -         | -         | -       | -            | -         | -                   | -      | -              | -      | -      | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                       | -                | -                        | -                   | -              | -             | -    | - |
| Buddhist          | 14     | 5        | 8          | *         | 4         | 8         | 2       | *            | 12        | 1                   | 5      | 7              | 1      | -      | 10                     | 1                      | -              | -                           | -                 | 2                   | *                | 6                    | 2                       | 4                | 8                        | -                   | 7              | *             | -    |   |
|                   | 1%     | 1%       | 1%         | 1%        | 1%        | 2%        | *       | *            | 2%        | *                   | 1%     | 2%l            | 1%     | -      | 3%                     | 1%                     | -              | -                           | -                 | 1%                  | 1%               | 1%                   | *                       | 1%               | 2%t                      | -                   | 9%uvxz         | *             | -    |   |
| Other             | 21     | 3        | 18         | 1         | 7         | 7         | 6       | 2            | 14        | 3                   | 4      | 6              | 3      | 8      | 7                      | 2                      | 3              | 2                           | 4                 | 2                   | 2                | 12                   | 5                       | 7                | 9                        | 3                   | 4              | 2             | -    |   |
|                   | 2%     | 1%       | 3%a        | 1%        | 2%        | 2%        | 1%      | 2%           | 2%        | 1%                  | 1%     | 2%             | 2%     | 3%     | 2%                     | 1%                     | 6%mnr          | 3%                          | 2%                | 1%                  | 5%r              | 1%                   | 2%                      | 3%               | 3%                       | 5%u                 | 2%             | -             | -    |   |
| None              | 442    | 218      | 224        | 50        | 158       | 124       | 109     | 80           | 253       | 73                  | 177    | 122            | 50     | 94     | 183                    | 71                     | 23             | 28                          | 33                | 82                  | 22               | 305                  | 178                     | 126              | 125                      | 40                  | 26             | 59            | 13   |   |
|                   | 36%    | 43%b     | 32%        | 62%efh    | 54%efh    | 34%f      | 23%     | 61%efh       | 42%f      | 32%                 | 41%kl  | 39%            | 30%    | 31%    | 44%qr                  | 40%qr                  | 51%qr          | 58%qr                       | 18%               | 27%                 | 50%qr            | 35%                  | 33%                     | 40%              | 42%                      | 31%                 | 45%u           | 47%           |      |   |
| Prefer not to say | 19     | 9        | 10         | 5         | 7         | 2         | 4       | 7            | 7         | -                   | 7      | 4              | 5      | 3      | 9                      | 4                      | 1              | 1                           | -                 | 4                   | *                | 11                   | 7                       | 4                | 6                        | 1                   | 2              | 3             | 2    |   |
|                   | 2%     | 2%       | 1%         | 6%efh     | 3%        | *         | 1%      | 6%efh        | 1%        | -                   | 2%     | 1%             | 3%     | 1%     | 2%                     | 2%                     | 1%             | 2%                          | -                 | 1%                  | *                | 1%                   | 1%                      | 1%               | 2%                       | 1%                  | 2%             | 2%            | 6%   |   |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 117  
Which of the following best describes where you live?  
Base: All respondents

|                                | Gender |                  | Age        |                  |                  |                  |                     |                  |                  | Social Grade        |                 |                  |                  | Working Status   |                        |                        |                |                             | Tenure            |                     |                  |                      |                    |                         |                  |                          |                     |                  |               |
|--------------------------------|--------|------------------|------------|------------------|------------------|------------------|---------------------|------------------|------------------|---------------------|-----------------|------------------|------------------|------------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|------------------|---------------|
|                                | Total  | Male (a)         | Female (b) | 18-29 (c)        | 30-49 (d)        | 50-64 (e)        | 65+ (f)             | 18-34 (g)        | 35-64 (h)        | 55+ Not Retired (i) | AB (j)          | C1 (k)           | C2 (l)           | DE (m)           | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A)   | Rent free (B) |
| Unweighted base                | 1215   | 577              | 638        | 165              | 385              | 327              | 338                 | 253              | 624              | 194                 | 381             | 326              | 192              | 316              | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178              | 19            |
| Weighted base                  | 1215   | 509              | 706        | 81               | 293              | 362              | 480                 | 131              | 605              | 226                 | 430             | 317              | 165              | 304              | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129              | 27**          |
| NET: Urban                     | 836    | 357              | 478        | 62               | 224              | 248              | 301                 | 99               | 436              | 144                 | 293             | 231              | 99               | 212              | 310                    | 123                    | 29             | 38                          | 120               | 183                 | 32               | 569                  | 322                | 246                     | 248              | 84                       | 59                  | 106              | 20            |
|                                | 69%    | 70%              | 68%        | 77% <sub>f</sub> | 77% <sub>f</sub> | 69%              | 63%                 | 76% <sub>f</sub> | 72% <sub>f</sub> | 64%                 | 68%             | 73% <sub>k</sub> | 60%              | 70%              | 75% <sub>r</sub>       | 69%                    | 64%            | 78%                         | 65%               | 61%                 | 73%              | 65%                  | 59%                | 74% <sub>u</sub>        | 80% <sub>t</sub> | 86% <sub>l</sub>         | 70%                 | 82% <sub>u</sub> | 72%           |
| Urban - Population over 10,000 | 336    | 164              | 172        | 28               | 89               | 103              | 117                 | 45               | 175              | 62                  | 123             | 114              | 34               | 65               | 135                    | 48                     | 15             | 9                           | 40                | 76                  | 13               | 210                  | 124                | 86                      | 115              | 42                       | 25                  | 48               | 11            |
|                                | 28%    | 32% <sub>b</sub> | 24%        | 35% <sub>f</sub> | 30%              | 28%              | 24%                 | 34% <sub>f</sub> | 29%              | 28%                 | 29%             | 36% <sub>k</sub> | 21%              | 22%              | 33% <sub>q</sub>       | 27%                    | 32%            | 19%                         | 22%               | 25%                 | 30%              | 24%                  | 23%                | 26%                     | 37% <sub>t</sub> | 43% <sub>u</sub>         | 30%                 | 37% <sub>u</sub> | 41%           |
| Town and Fringe                | 500    | 193              | 306        | 34               | 135              | 146              | 185                 | 54               | 261              | 82                  | 170             | 118              | 65               | 147              | 175                    | 75                     | 15             | 29                          | 80                | 107                 | 19               | 358                  | 198                | 160                     | 133              | 42                       | 34                  | 58               | 8             |
|                                | 41%    | 38%              | 43%        | 42%              | 46%              | 40%              | 38%                 | 42%              | 43%              | 36%                 | 40%             | 37%              | 39%              | 48% <sub>j</sub> | 42%                    | 32%                    | 32%            | 43%                         | 36%               | 44%                 | 44%              | 41%                  | 37%                | 48% <sub>u</sub>        | 43%              | 43%                      | 40%                 | 45%              | 30%           |
| NET: Rural                     | 379    | 151              | 228        | 19               | 69               | 113              | 178                 | 32               | 169              | 82                  | 136             | 85               | 66               | 92               | 104                    | 55                     | 16             | 11                          | 65                | 116                 | 12               | 309                  | 221                | 88                      | 62               | 13                       | 25                  | 24               | 8             |
|                                | 31%    | 30%              | 32%        | 23%              | 23%              | 31%              | 37% <sub>cdgh</sub> | 24%              | 28%              | 36%                 | 32%             | 27%              | 40% <sub>j</sub> | 30%              | 25%                    | 31%                    | 36%            | 22%                         | 35%               | 39% <sub>m</sub>    | 27%              | 35% <sub>w</sub>     | 41% <sub>v</sub>   | 26% <sub>x</sub>        | 20%              | 14%                      | 30% <sub>x</sub>    | 18%              | 28%           |
| Village                        | 344    | 138              | 206        | 18               | 59               | 102              | 166                 | 28               | 149              | 75                  | 117             | 81               | 58               | 87               | 93                     | 47                     | 15             | 10                          | 64                | 104                 | 10               | 279                  | 201                | 79                      | 59               | 13                       | 25                  | 21               | 5             |
|                                | 28%    | 27%              | 29%        | 22%              | 20%              | 28% <sub>d</sub> | 35% <sub>cdgh</sub> | 22%              | 25%              | 33%                 | 27%             | 26%              | 35%              | 29%              | 23%                    | 27%                    | 34%            | 21%                         | 35% <sub>m</sub>  | 35% <sub>ms</sub>   | 22%              | 32% <sub>w</sub>     | 37% <sub>v</sub>   | 24%                     | 19%              | 14%                      | 30% <sub>x</sub>    | 16%              | 20%           |
| Hamlet & Isolated Dwelling     | 36     | 13               | 22         | 1                | 10               | 12               | 13                  | 3                | 20               | 7                   | 20              | 4                | 7                | 5                | 11                     | 8                      | 1              | *                           | 1                 | 12                  | 2                | 30                   | 21                 | 9                       | 3                | *                        | *                   | 3                | 2             |
|                                | 3%     | 3%               | 3%         | 1%               | 3%               | 3%               | 3%                  | 2%               | 3%               | 3%                  | 5% <sub>j</sub> | 1%               | 5%               | 1%               | 3%                     | 4%                     | 2%             | 1%                          | 1%                | 4%                  | 4% <sub>q</sub>  | 3%                   | 4%                 | 3%                      | 1%               | *                        | 1%                  | 2%               | 9%            |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 118  
Which of the following best describes your current working status?  
Base: All respondents

|  | Gender |          |            | Age       |           |           |          |           |           | Social Grade        |         |        |        |        | Working Status         |                        |                |                             |                   | Tenure              |                  |                      |                    |                         |                  |                           |                      |                |               |      |
|--|--------|----------|------------|-----------|-----------|-----------|----------|-----------|-----------|---------------------|---------|--------|--------|--------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|---------------------------|----------------------|----------------|---------------|------|
|  | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f)  | 18-34 (g) | 35-64 (h) | 55+ Not Retired (i) | AB (j)  | C1 (k) | C2 (l) | DE (m) | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent- ed from council (y) | Rent- ed from HA (z) | Other Rent (A) | Rent free (B) |      |
| Unweighted base  | 1215   | 577      | 638        | 165       | 385       | 327       | 338      | 253       | 624       | 194                 | 381     | 326    | 192    | 316    | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                        | 112                  | 178            | 19            |      |
| Weighted base  | 1215   | 509      | 706        | 81        | 293       | 362       | 480      | 131       | 605       | 226                 | 430     | 317    | 165    | 304    | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 387                       | 97*                  | 84*            | 129           | 27** |
| NET: Working   | 592    | 278      | 314        | 59        | 241       | 249       | 43       | 103       | 446       | 183                 | 227     | 191    | 89     | 85     | 414                    | 178                    | -              | -                           | -                 | -                   | -                | 415                  | 154                | 261                     | 165              | 44                        | 41                   | 80             | 12            |      |
|  | 49%    | 55%b     | 45%        | 73%f      | 82%efh    | 69%f      | 9%       | 79%ef     | 74%f      | 81%                 | 53%l    | 60%l   | 54%l   | 28%    | 100%opq                | 100%opqrs              | -              | -                           | -                 | -                   | -                | 47%                  | 28%                | 78%luxyz                | 53%              | 46%u                      | 49%u                 | 62%ux          | 45%           |      |
| Working full time - working 30 hours per week or more          | 414    | 242      | 173        | 47        | 178       | 176       | 13       | 81        | 320       | 107                 | 169     | 131    | 58     | 56     | 414                    | -                      | -              | -                           | -                 | -                   | -                | 284                  | 87                 | 197                     | 121              | 35                        | 29                   | 58             | 9             |      |
|  | 34%    | 48%b     | 24%        | 58%f      | 61%efh    | 49%f      | 3%       | 62%efh    | 53%f      | 47%                 | 39%l    | 42%l   | 35%l   | 18%    | 100%nopqrs             | -                      | -              | -                           | -                 | -                   | -                | 32%                  | 16%                | 59%luxyz                | 39%              | 36%u                      | 35%u                 | 45%u           | 34%           |      |
| Working part time - working between 8 and 29 hours per week    | 178    | 36       | 142        | 12        | 63        | 73        | 30       | 22        | 126       | 76                  | 58      | 60     | 31     | 29     | -                      | 178                    | -              | -                           | -                 | -                   | -                | 131                  | 67                 | 64                      | 44               | 10                        | 12                   | 22             | 3             |      |
|  | 15%    | 7%       | 20%a       | 15%f      | 21%f      | 20%f      | 6%       | 17%f      | 21%f      | 33%                 | 14%     | 19%l   | 19%l   | 10%    | -                      | 100%mnopqrs            | -              | -                           | -                 | -                   | -                | 15%                  | 12%                | 19%u                    | 14%              | 10%                       | 14%                  | 17%            | 11%           |      |
| NET: Not working   | 623    | 231      | 392        | 21        | 52        | 113       | 436      | 27        | 159       | 43                  | 203     | 125    | 76     | 219    | -                      | -                      | 46             | 49                          | 185               | 299                 | 44               | 463                  | 389                | 74                      | 145              | 53                        | 43                   | 49             | 15            |      |
|  | 51%    | 45%      | 55%a       | 27%       | 18%       | 31%cdg    | 91%cddeg | 21%       | 26%cd     | 19%                 | 47%     | 40%    | 46%    | 72%ijk | -                      | -                      | 100%mn         | 100%mn                      | 100%mn            | 100%mn              | 100%mn           | 53%                  | 72%vxyz            | 22%                     | 47%              | 54%vz                     | 51%v                 | 38%v           | 55%           |      |
| Not working but seeking work or temporarily unemployed or sick | 49     | 23       | 26         | 5         | 25        | 19        | -        | 8         | 41        | 13                  | 1       | 8      | 1      | 39     | -                      | -                      | -              | 49                          | -                 | -                   | -                | 18                   | 16                 | 2                       | 23               | 7                         | 11                   | 6              | 7             |      |
|  | 4%     | 4%       | 4%         | 6%f       | 9%f       | 5%f       | -        | 6%f       | 7%f       | 6%                  | *       | 3%i    | *      | 13%ijk | -                      | -                      | -              | 100%mnopqrs                 | -                 | -                   | -                | 2%                   | 3%v                | 1%                      | 8%t              | 7%v                       | 13%uvz               | 5%v            | 27%           |      |
| Not working and not seeking work                               | 46     | 15       | 30         | 13        | 12        | 21        | -        | 13        | 33        | 15                  | 10      | 9      | 1      | 25     | -                      | -                      | 46             | -                           | -                 | -                   | -                | 22                   | 16                 | 6                       | 21               | 9                         | 6                    | 6              | 2             |      |
|  | 4%     | 3%       | 4%         | 16%defh   | 4%f       | 6%f       | -        | 10%dfh    | 5%f       | 7%                  | 2%      | 3%     | *      | 8%ijk  | -                      | -                      | 100%mnopqrs    | -                           | -                 | -                   | -                | 3%                   | 3%                 | 2%                      | 7%t              | 9%uv                      | 7%v                  | 5%             | 8%            |      |
| Retired on a state pension only                                | 185    | 33       | 152        | -         | -         | 7         | 178      | -         | 7         | -                   | 22      | 15     | 32     | 115    | -                      | -                      | -              | -                           | 185               | -                   | -                | 122                  | 103                | 19                      | 58               | 16                        | 18                   | 23             | 5             |      |
|  | 15%    | 7%       | 21%a       | -         | -         | 2%cd      | 37%cddeg | -         | 1%        | -                   | 5%      | 5%     | 19%ij  | 38%ijk | -                      | -                      | -              | -                           | 100%lmnoprs       | -                   | -                | 14%                  | 19%v               | 6%                      | 19%              | 17%v                      | 21%v                 | 18%w           | 20%           |      |
| Retired with a private pension                                 | 299    | 152      | 147        | -         | 1         | 41        | 258      | -         | 42        | -                   | 156     | 83     | 36     | 25     | -                      | -                      | -              | -                           | -                 | 299                 | -                | 275                  | 240                | 35                      | 24               | 8                         | 5                    | 11             | -             |      |
|  | 25%    | 30%b     | 21%        | -         | *         | 11%cdg    | 54%cddeg | -         | 7%cdg     | -                   | 36%ijkl | 26%l   | 22%l   | 8%     | -                      | -                      | -              | -                           | -                 | 100%lmnopqs         | -                | 31%w                 | 44%vxyz            | 11%                     | 8%               | 9%                        | 6%                   | 8%             | -             |      |
| House person, housewife, househusband, etc.                    | 44     | 7        | 37         | 4         | 14        | 25        | 1        | 6         | 37        | 16                  | 13      | 10     | 7      | 14     | -                      | -                      | -              | -                           | -                 | -                   | 44               | 25                   | 15                 | 11                      | 18               | 12                        | 3                    | 3              | -             |      |
|  | 4%     | 1%       | 5%a        | 4%f       | 5%f       | 7%f       | *        | 5%f       | 6%f       | 7%                  | 3%      | 3%     | 4%     | 5%     | -                      | -                      | -              | -                           | -                 | -                   | 100%lmnopqr      | 3%                   | 3%                 | 3%                      | 6%t              | 13%uvz                    | 3%                   | 3%             | -             |      |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 119  
Do you work in any of the following occupations?  
Base: All respondents who work

|   | Gender |          |            | Age       |           |           |         |           |           |                     | Social Grade |        |        |        | Working Status         |                        |                |                             |                   |                     | Tenure           |                      |                    |                         |                  |                           |                     |                |               |
|---|--------|----------|------------|-----------|-----------|-----------|---------|-----------|-----------|---------------------|--------------|--------|--------|--------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|---------------------------|---------------------|----------------|---------------|
|   | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g) | 35-64 (h) | 55+ Not Retired (i) | AB (j)       | C1 (k) | C2 (l) | DE (m) | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from coun-cil (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (A) |
| Unweighted base   | 616    | 304      | 312        | 104       | 292       | 187       | 33      | 177       | 406       | 137                 | 206          | 194    | 110    | 106    | 390                    | 226                    | -              | -                           | -                 | -                   | -                | 388                  | 158                | 230                     | 218              | 41                        | 60                  | 117            | 10            |
| Weighted base   | 592    | 278      | 314        | 59*       | 241       | 249       | 43**    | 103       | 446       | 183                 | 227          | 191    | 89*    | 85*    | 414                    | 178                    | **             | **                          | **                | **                  | **               | 415                  | 154                | 261                     | 165              | 44**                      | 41*                 | 80*            | 12**          |
| NET: Public Sector  | 155    | 56       | 99         | 11        | 60        | 72        | 11      | 20        | 123       | 49                  | 67           | 61     | 15     | 12     | 104                    | 51                     | -              | -                           | -                 | -                   | -                | 107                  | 29                 | 78                      | 47               | 12                        | 14                  | 20             | 1             |
|   | 26%    | 20%      | 31%a       | 19%       | 25%       | 29%       | 26%     | 20%       | 28%       | 27%                 | 30%kl        | 32%kl  | 17%    | 14%    | 25%                    | 29%                    | -              | -                           | -                 | -                   | -                | 26%                  | 19%                | 30%u                    | 28%              | 27%                       | 35%                 | 25%            | 8%            |
| A nationalised industry/state corporation   | 3      | 2        | 1          | 2         | 1         | -         | -       | 2         | 1         | -                   | 3            | -      | -      | *      | 3                      | -                      | -              | -                           | -                 | -                   | -                | 3                    | 2                  | 1                       | *                | *                         | -                   | -              | -             |
|   | 1%     | 1%       | *          | 3%deh     | *         | -         | -       | 2%eh      | *         | -                   | 1%           | -      | -      | 1%     | 1%                     | -                      | -              | -                           | -                 | -                   | -                | 1%                   | 1%                 | *                       | *                | 1%                        | -                   | -              | -             |
| Central government or civil service (including Courts service and Bank of England)                            | 9      | 5        | 4          | -         | 3         | 6         | -       | -         | 9         | 3                   | 6            | 3      | -      | -      | 6                      | 3                      | -              | -                           | -                 | -                   | -                | 4                    | 3                  | 1                       | 5                | 1                         | 1                   | 4              | -             |
|   | 2%     | 2%       | 1%         | -         | 1%        | 2%        | -       | -         | 2%        | 2%                  | 3%           | 1%     | -      | -      | 1%                     | 2%                     | -              | -                           | -                 | -                   | -                | 1%                   | 2%                 | *                       | 3%               | 3%                        | 2%                  | 4%v            | -             |
| Local government or council (including fire services, police and local authority controlled schools/colleges) | 63     | 27       | 36         | 4         | 29        | 26        | 4       | 9         | 49        | 20                  | 30           | 24     | 6      | 3      | 40                     | 23                     | -              | -                           | -                 | -                   | -                | 47                   | 9                  | 38                      | 16               | 7                         | 3                   | 7              | -             |
|   | 11%    | 10%      | 11%        | 6%        | 12%       | 11%       | 10%     | 9%        | 11%       | 13%l                | 13%l         | 7%     | 3%     | 10%    | 13%                    | -                      | -              | -                           | -                 | -                   | -                | 11%                  | 6%                 | 15%u                    | 10%              | 15%                       | 7%                  | 8%             | -             |
| A university, or other grant funded establishment (include opted-out schools)                                 | 16     | 6        | 10         | *         | 5         | 8         | 4       | 1         | 12        | 7                   | 10           | 5      | 1      | 1      | 10                     | 6                      | -              | -                           | -                 | -                   | -                | 11                   | 4                  | 7                       | 5                | 2                         | -                   | 2              | -             |
|   | 3%     | 2%       | 3%         | *         | 2%        | 3%        | 8%      | 1%        | 3%        | 4%                  | 4%           | 3%     | 1%     | 1%     | 2%                     | 4%                     | -              | -                           | -                 | -                   | -                | 3%                   | 2%                 | 3%                      | 3%               | 5%                        | -                   | 3%             | -             |
| A health authority or NHS Trust   | 40     | 6        | 34         | 3         | 13        | 23        | 1       | 5         | 34        | 13                  | 12           | 21     | 3      | 4      | 31                     | 9                      | -              | -                           | -                 | -                   | -                | 24                   | 9                  | 15                      | 16               | 1                         | 10                  | 5              | -             |
|   | 7%     | 2%       | 11%a       | 5%        | 6%        | 9%        | 3%      | 5%        | 8%        | 7%                  | 5%           | 11%    | 4%     | 5%     | 7%                     | 5%                     | -              | -                           | -                 | -                   | -                | 6%                   | 6%                 | 6%                      | 10%              | 3%                        | 25%uvz              | 6%             | -             |
| The armed forces  | 1      | 1        | -          | -         | 1         | -         | -       | *         | 1         | -                   | -            | 1      | *      | -      | 1                      | -                      | -              | -                           | -                 | -                   | -                | 1                    | -                  | 1                       | *                | -                         | -                   | *              | -             |
|   | *      | 1%       | -          | -         | 1%        | -         | -       | *         | *         | -                   | -            | 1%     | 1%     | -      | -                      | -                      | -              | -                           | -                 | -                   | -                | *                    | -                  | *                       | -                | -                         | -                   | 1%             | -             |
| Other public sector occupation (Please specify as much detail as possible)                                    | 22     | 8        | 14         | 3         | 8         | 9         | 2       | 3         | 17        | 6                   | 7            | 7      | 5      | 4      | 13                     | 9                      | -              | -                           | -                 | -                   | -                | 18                   | 3                  | 14                      | 3                | *                         | 1                   | 3              | 1             |
|   | 4%     | 3%       | 4%         | 4%        | 3%        | 4%        | 5%      | 2%        | 4%        | 4%                  | 3%           | 4%     | 5%     | 5%     | 3%                     | 5%                     | -              | -                           | -                 | -                   | -                | 4%                   | 2%                 | 5%                      | 2%               | 1%                        | 1%                  | 3%             | 8%            |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 119  
Do you work in any of the following occupations?  
Base: All respondents who work

|   | Gender |                   |            | Age               |           |           |         |                   |           | Social Grade        |        |        |                   |                   | Working Status         |                        |                |                             |                   | Tenure              |                  |                      |                    |                         |                  |                          |                     |                 |               |
|---|--------|-------------------|------------|-------------------|-----------|-----------|---------|-------------------|-----------|---------------------|--------|--------|-------------------|-------------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|-----------------|---------------|
|   | Total  | Male (a)          | Female (b) | 18-29 (c)         | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g)         | 35-64 (h) | 55+ Not Retired (i) | AB (j) | C1 (k) | C2 (l)            | DE (m)            | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A)  | Rent free (A) |
| Weighted base                                   | 592    | 278               | 314        | 59*               | 241       | 249       | 43**    | 103               | 446       | 183                 | 227    | 191    | 89*               | 85*               | 414                    | 178                    | -**            | -**                         | -**               | -**                 | -**              | 415                  | 154                | 261                     | 165              | 44**                     | 41*                 | 80*             | 12**          |
| NET: Private Sector                             | 437    | 222               | 216        | 48                | 180       | 177       | 32      | 83                | 323       | 134                 | 160    | 130    | 74                | 73                | 311                    | 127                    | -              | -                           | -                 | -                   | -                | 308                  | 125                | 183                     | 119              | 32                       | 27                  | 60              | 11            |
|   | 74%    | 80% <sup>cb</sup> | 69%        | 81%               | 75%       | 71%       | 74%     | 80%               | 72%       | 73%                 | 70%    | 68%    | 83% <sup>ij</sup> | 86% <sup>ij</sup> | 75%                    | 71%                    | -              | -                           | -                 | -                   | -                | 74%                  | 86% <sup>v</sup>   | 70%                     | 72%              | 73%                      | 65%                 | 75%             | 92%           |
| A charity, voluntary organisation or trust      | 25     | 10                | 15         | 1                 | 6         | 15        | 3       | 1                 | 21        | 16                  | 10     | 10     | 5                 | 13                | 12                     | -                      | -              | -                           | -                 | -                   | -                | 11                   | 6                  | 5                       | 12               | 3                        | 2                   | 7               | 3             |
|   | 4%     | 4%                | 5%         | 1%                | 2%        | 6%        | 7%      | 1%                | 5%        | 9%                  | 4%     | 5%     | -                 | 6% <sup>k</sup>   | 3%                     | 7%                     | -              | -                           | -                 | -                   | -                | 3%                   | 4%                 | 2%                      | 7% <sup>t</sup>  | 7%                       | 4%                  | 8% <sup>v</sup> | 23%           |
| Self-employed (Private sector)                  | 86     | 38                | 49         | 7                 | 31        | 33        | 15      | 12                | 59        | 34                  | 34     | 22     | 9                 | 48                | 38                     | -                      | -              | -                           | -                 | -                   | -                | 68                   | 36                 | 31                      | 17               | 3                        | 5                   | 9               | 2             |
|   | 15%    | 14%               | 15%        | 12%               | 13%       | 13%       | 35%     | 12%               | 13%       | 18%                 | 15%    | 11%    | 25% <sup>jl</sup> | 10%               | 12%                    | 21% <sup>m</sup>       | -              | -                           | -                 | -                   | -                | 16%                  | 24% <sup>vz</sup>  | 12%                     | 10%              | 6%                       | 12%                 | 11%             | 17%           |
| None of the above/ I work in the Private sector | 326    | 174               | 152        | 40                | 144       | 128       | 14      | 69                | 243       | 84                  | 116    | 99     | 52                | 59                | 249                    | 77                     | -              | -                           | -                 | -                   | -                | 229                  | 82                 | 147                     | 90               | 26                       | 20                  | 44              | 6             |
|   | 55%    | 63% <sup>cb</sup> | 48%        | 67% <sup>eh</sup> | 60%       | 52%       | 31%     | 67% <sup>eh</sup> | 54%       | 46%                 | 51%    | 52%    | 58%               | 69% <sup>ij</sup> | 60% <sup>n</sup>       | 43%                    | -              | -                           | -                 | -                   | -                | 55%                  | 53%                | 56%                     | 55%              | 59%                      | 49%                 | 55%             | 52%           |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 120  
Do you have any children aged 18 or under? If so, how old are they?  
Base: All respondents

|  | Gender |          | Age             |                    |                     |                    |                     |                    |                     | Social Grade        |        |        |        |        | Working Status         |                        |                    |                             |                     |                     |                      | Tenure               |                    |                         |                  |                          |                     |                  |               |
|--|--------|----------|-----------------|--------------------|---------------------|--------------------|---------------------|--------------------|---------------------|---------------------|--------|--------|--------|--------|------------------------|------------------------|--------------------|-----------------------------|---------------------|---------------------|----------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|------------------|---------------|
|  | Total  | Male (a) | Female (b)      | 18-29 (c)          | 30-49 (d)           | 50-64 (e)          | 65+ (f)             | 18-34 (g)          | 35-64 (h)           | 55+ Not Retired (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | Full time employed (n) | Part time employed (o) | Unemployed (p)     | Not working but seeking (q) | State pension (r)   | Private pension (s) | House person (t)     | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A)   | Rent free (B) |
| Unweighted base                        | 1215   | 577      | 638             | 165                | 385                 | 327                | 338                 | 253                | 624                 | 194                 | 381    | 326    | 192    | 316    | 390                    | 226                    | 83                 | 45                          | 96                  | 258                 | 117                  | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178              | 19            |
| Weighted base                          | 1215   | 509      | 706             | 81                 | 293                 | 362                | 480                 | 131                | 605                 | 226                 | 430    | 317    | 165    | 304    | 414                    | 178                    | 46*                | 49*                         | 185*                | 299                 | 44*                  | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129              | 27**          |
| No children aged 18 or under           | 940    | 396      | 544             | 63                 | 116                 | 286                | 474                 | 90                 | 376                 | 206                 | 327    | 243    | 128    | 241    | 260                    | 109                    | 39                 | 33                          | 180                 | 297                 | 22                   | 690                  | 496                | 194                     | 223              | 64                       | 65                  | 95               | 27            |
|  | 77%    | 78%      | 77%             | 78% <sup>dh</sup>  | 40%                 | 79% <sup>dgh</sup> | 99% <sup>cdeg</sup> | 69% <sup>d</sup>   | 62% <sup>d</sup>    | 91%                 | 76%    | 77%    | 78%    | 79%    | 63%                    | 61%                    | 85% <sup>mns</sup> | 67% <sup>s</sup>            | 97% <sup>mnop</sup> | 99% <sup>mnop</sup> | 51%                  | 79% <sup>w</sup>     | 91% <sup>vx</sup>  | 58%                     | 72%              | 66%                      | 77% <sup>v</sup>    | 73% <sup>v</sup> | 100%          |
| NET: Yes                               | 274    | 112      | 162             | 17                 | 176                 | 75                 | 5                   | 40                 | 228                 | 21                  | 102    | 73     | 36     | 62     | 154                    | 69                     | 6                  | 16                          | 5                   | 3                   | 22                   | 188                  | 47                 | 140                     | 86               | 33                       | 19                  | 34               | -             |
|  | 23%    | 22%      | 23%             | 21% <sup>f</sup>   | 60% <sup>cefg</sup> | 21% <sup>f</sup>   | 1%                  | 31% <sup>ef</sup>  | 38% <sup>cef</sup>  | 9%                  | 24%    | 23%    | 22%    | 20%    | 37% <sup>oqr</sup>     | 39% <sup>oqr</sup>     | 12% <sup>qr</sup>  | 33% <sup>oqr</sup>          | 3%                  | 1%                  | 49% <sup>oqr</sup>   | 21%                  | 9%                 | 42% <sup>uyz</sup>      | 28%              | 34% <sup>u</sup>         | 22% <sup>u</sup>    | 26% <sup>u</sup> | -             |
| Yes - children aged under 5 years old  | 59     | 23       | 36              | 12                 | 42                  | 1                  | 3                   | 25                 | 30                  | -                   | 15     | 18     | 9      | 16     | 33                     | 13                     | 1                  | 1                           | 3                   | 1                   | 8                    | 40                   | 10                 | 30                      | 18               | 4                        | 3                   | 11               | -             |
|  | 5%     | 5%       | 5%              | 15% <sup>efh</sup> | 14% <sup>efh</sup>  | *                  | 1%                  | 19% <sup>efh</sup> | 5% <sup>ef</sup>    | -                   | 4%     | 6%     | 6%     | 5%     | 8% <sup>qr</sup>       | 7% <sup>qr</sup>       | 1%                 | 2%                          | 2%                  | *                   | 18% <sup>mnpqr</sup> | 5%                   | 2%                 | 9% <sup>u</sup>         | 6%               | 4%                       | 4%                  | 8% <sup>u</sup>  | -             |
| Yes - children aged 5 to 10 years old  | 124    | 55       | 69              | 9                  | 93                  | 22                 | 1                   | 23                 | 100                 | 4                   | 46     | 29     | 18     | 30     | 70                     | 29                     | 2                  | 9                           | -                   | 3                   | 12                   | 86                   | 16                 | 69                      | 38               | 14                       | 12                  | 12               | -             |
|  | 10%    | 11%      | 10%             | 11% <sup>f</sup>   | 32% <sup>cefg</sup> | 6% <sup>f</sup>    | *                   | 18% <sup>ef</sup>  | 17% <sup>ef</sup>   | 2%                  | 11%    | 9%     | 11%    | 10%    | 17% <sup>oqr</sup>     | 16% <sup>oqr</sup>     | 4% <sup>q</sup>    | 19% <sup>oqr</sup>          | -                   | 1%                  | 27% <sup>mnoqr</sup> | 10%                  | 3%                 | 21% <sup>uz</sup>       | 12%              | 14% <sup>u</sup>         | 14% <sup>u</sup>    | 9% <sup>u</sup>  | -             |
| Yes - children aged 11 to 15 years old | 126    | 54       | 72              | 1                  | 88                  | 35                 | 2                   | 4                  | 119                 | 8                   | 48     | 36     | 14     | 28     | 71                     | 32                     | 3                  | 11                          | 2                   | 2                   | 5                    | 83                   | 20                 | 63                      | 42               | 16                       | 11                  | 15               | -             |
|  | 10%    | 11%      | 10%             | 1%                 | 30% <sup>cefg</sup> | 10% <sup>cfg</sup> | *                   | 3% <sup>f</sup>    | 20% <sup>cefg</sup> | 4%                  | 11%    | 11%    | 8%     | 9%     | 17% <sup>qr</sup>      | 18% <sup>oqr</sup>     | 6% <sup>qr</sup>   | 22% <sup>oqr</sup>          | 1%                  | 1%                  | 11% <sup>qr</sup>    | 10%                  | 4%                 | 19% <sup>u</sup>        | 14%              | 16% <sup>u</sup>         | 14% <sup>u</sup>    | 12% <sup>u</sup> | -             |
| Yes - children aged 16 to 18 years old | 80     | 23       | 57              | -                  | 47                  | 33                 | -                   | 2                  | 79                  | 11                  | 34     | 21     | 10     | 14     | 46                     | 21                     | 3                  | 5                           | -                   | -                   | 6                    | 48                   | 11                 | 37                      | 32               | 17                       | 6                   | 9                | -             |
|  | 7%     | 5%       | 8% <sup>a</sup> | -                  | 16% <sup>cefg</sup> | 9% <sup>cfg</sup>  | -                   | 1% <sup>f</sup>    | 13% <sup>cfg</sup>  | 5%                  | 8%     | 7%     | 6%     | 5%     | 11% <sup>qr</sup>      | 12% <sup>qr</sup>      | 6% <sup>qr</sup>   | 10% <sup>qr</sup>           | -                   | -                   | 14% <sup>qr</sup>    | 5%                   | 2%                 | 11% <sup>u</sup>        | 10% <sup>t</sup> | 18% <sup>uz</sup>        | 7% <sup>u</sup>     | 7% <sup>u</sup>  | -             |
| Refused                                | 1      | 1        | *               | 1                  | 1                   | -                  | -                   | 1                  | 1                   | -                   | *      | 1      | -      | *      | -                      | -                      | 1                  | -                           | -                   | -                   | -                    | *                    | *                  | -                       | 1                | -                        | 1                   | *                | -             |
|  | *      | *        | *               | 1% <sup>f</sup>    | *                   | -                  | -                   | *                  | *                   | -                   | *      | *      | -      | *      | -                      | -                      | 3% <sup>mnr</sup>  | -                           | -                   | -                   | -                    | *                    | *                  | -                       | *                | -                        | 1%                  | *                | -             |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 121  
Which of the following ITV regions do you live in?  
Base: All respondents

|                 | Gender |          |            | Age       |           |           |         |           |           |                 | Social Grade |        |        |        |                        | Working Status         |                |                             |                   |                     |                  | Tenure               |                    |                         |                  |                          |                     |                |               |
|-----------------|--------|----------|------------|-----------|-----------|-----------|---------|-----------|-----------|-----------------|--------------|--------|--------|--------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                 | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g) | 35-64 (h) | 55+ Not Retired | AB (i)       | C1 (j) | C2 (k) | DE (l) | Full time employed (m) | Part time employed (n) | Unemployed (o) | Not working but seeking (p) | State pension (q) | Private pension (r) | House person (s) | NET: Home-owners (t) | Owned outright (u) | Owned with mortgage (v) | NET: Renters (w) | Rent-ed from council (x) | Rent-ed from HA (y) | Other Rent (z) | Rent free (A) |
| Unweighted base | 1215   | 577      | 638        | 165       | 385       | 327       | 338     | 253       | 624       | 194             | 381          | 326    | 192    | 316    | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base   | 1215   | 509      | 706        | 81        | 293       | 362       | 480     | 131       | 605       | 226             | 430          | 317    | 165    | 304    | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Anglia          | 1067   | 437      | 629        | 74        | 262       | 303       | 428     | 119       | 519       | 183             | 364          | 284    | 148    | 270    | 370                    | 148                    | 41             | 43                          | 170               | 258                 | 37               | 767                  | 476                | 291                     | 278              | 76                       | 82                  | 120            | 22            |
| Border          | -      | -        | -          | -         | -         | -         | -       | -         | -         | -               | -            | -      | -      | -      | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -              | -             |
| Central         | 4      | 3        | 1          | -         | 1         | 1         | 2       | -         | 2         | 1               | 2            | 1      | -      | 1      | 2                      | -                      | -              | -                           | 2                 | 1                   | -                | 4                    | 3                  | 1                       | -                | -                        | -                   | -              | -             |
| Granada         | 2      | -        | 2          | -         | -         | -         | 2       | -         | -         | 2               | -            | -      | -      | -      | -                      | -                      | -              | -                           | 2                 | -                   | -                | -                    | -                  | 2                       | 2                | -                        | -                   | -              | -             |
| London          | 125    | 58       | 67         | 6         | 24        | 53        | 41      | 10        | 73        | 37              | 59           | 30     | 15     | 21     | 36                     | 28                     | 4              | 4                           | 11                | 35                  | 7                | 93                   | 56                 | 37                      | 27               | 17                       | 2                   | 8              | 5             |
| Meridian        | 3      | 2        | 1          | -         | 1         | -         | 2       | -         | 1         | -               | 2            | -      | -      | 1      | -                      | -                      | 1              | -                           | 2                 | 1                   | -                | 2                    | 2                  | 1                       | 1                | -                        | -                   | -              | -             |
| STV             | -      | -        | -          | -         | -         | -         | -       | -         | -         | -               | -            | -      | -      | -      | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -              | -             |
| Tyne Tees       | -      | -        | -          | -         | -         | -         | -       | -         | -         | -               | -            | -      | -      | -      | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -              | -             |
| Wales           | -      | -        | -          | -         | -         | -         | -       | -         | -         | -               | -            | -      | -      | -      | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -              | -             |
| West            | -      | -        | -          | -         | -         | -         | -       | -         | -         | -               | -            | -      | -      | -      | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -              | -             |
| Westcountry     | -      | -        | -          | -         | -         | -         | -       | -         | -         | -               | -            | -      | -      | -      | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -              | -             |
| Yorkshire       | 15     | 8        | 6          | 1         | 4         | 5         | 5       | 1         | 9         | 5               | 1            | 2      | 1      | 10     | 6                      | 2                      | 1              | 2                           | 4                 | 1                   | -                | 12                   | 7                  | 5                       | 3                | 1                        | -                   | 1              | -             |
|                 | 1%     | 2%       | 1%         | 1%        | 1%        | 1%        | 1%      | 1%        | 1%        | 2%              | *            | 1%     | 1%     | 3%ij   | 1%                     | 1%                     | 1%             | 4%r                         | 2%                | *                   | -                | 1%                   | 1%                 | 1%                      | 1%               | 2%                       | -                   | 1%             | -             |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 122  
**Marital Status**  
 Base: All respondents

|  | Gender |                  |                  | Age              |                     |                    |                      |                     |                    |                     | Social Grade       |                    |                   |                    | Working Status         |                        |                     |                             |                     |                     | Tenure              |                      |                    |                         |                  |                          |                     |                  |               |
|--|--------|------------------|------------------|------------------|---------------------|--------------------|----------------------|---------------------|--------------------|---------------------|--------------------|--------------------|-------------------|--------------------|------------------------|------------------------|---------------------|-----------------------------|---------------------|---------------------|---------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|------------------|---------------|
|  | Total  | Male (a)         | Female (b)       | 18-29 (c)        | 30-49 (d)           | 50-64 (e)          | 65+ (f)              | 18-34 (g)           | 35-64 (h)          | 55+ Not Retired (i) | AB (j)             | C1 (i)             | C2 (k)            | DE (l)             | Full time employed (m) | Part time employed (n) | Unemployed (o)      | Not working but seeking (p) | State pension (q)   | Private pension (r) | House person (s)    | NET: Home-owners (t) | Owned outright (u) | Owned with mortgage (v) | NET: Renters (w) | Rent-ed from council (x) | Rent-ed from HA (y) | Other Rent (z)   | Rent free (A) |
| Unweighted base                              | 1215   | 577              | 638              | 165              | 385                 | 327                | 338                  | 253                 | 624                | 194                 | 381                | 326                | 192               | 316                | 390                    | 226                    | 83                  | 45                          | 96                  | 258                 | 117                 | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178              | 19            |
| Weighted base                                | 1215   | 509              | 706              | 81               | 293                 | 362                | 480                  | 131                 | 605                | 226                 | 430                | 317                | 165               | 304                | 414                    | 178                    | 46*                 | 49*                         | 185*                | 299                 | 44*                 | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129              | 27**          |
| Single                                       | 204    | 92               | 112              | 58               | 80                  | 46                 | 20                   | 78                  | 105                | 25                  | 65                 | 73                 | 18                | 47                 | 104                    | 30                     | 25                  | 20                          | 4                   | 17                  | 4                   | 117                  | 70                 | 47                      | 71               | 27                       | 17                  | 28               | 16            |
|  | 17%    | 18%              | 16%              | 72% <sub>h</sub> | 27% <sub>defg</sub> | 13% <sub>f</sub>   | 4%                   | 60% <sub>defh</sub> | 17% <sub>f</sub>   | 11%                 | 15%                | 23% <sub>ikl</sub> | 11%               | 16%                | 25% <sub>qrs</sub>     | 17% <sub>qr</sub>      | 54% <sub>mnqr</sub> | 40% <sub>nqrs</sub>         | 2%                  | 6%                  | 9% <sub>q</sub>     | 13%                  | 13%                | 14%                     | 23% <sub>t</sub> | 28% <sub>uv</sub>        | 20%                 | 22% <sub>u</sub> | 58%           |
| NET: Married/ Civil partnership/ co habiting | 776    | 363              | 413              | 22               | 185                 | 248                | 321                  | 51                  | 404                | 153                 | 304                | 174                | 128               | 170                | 259                    | 120                    | 14                  | 21                          | 119                 | 205                 | 37                  | 621                  | 361                | 260                     | 150              | 44                       | 39                  | 68               | 5             |
|  | 64%    | 71% <sub>b</sub> | 58%              | 28%              | 63% <sub>cg</sub>   | 68% <sub>cg</sub>  | 67% <sub>cg</sub>    | 39%                 | 67% <sub>cg</sub>  | 68%                 | 71% <sub>ijl</sub> | 55%                | 78% <sub>jl</sub> | 56%                | 63% <sub>op</sub>      | 68% <sub>op</sub>      | 31%                 | 44%                         | 64% <sub>op</sub>   | 68% <sub>op</sub>   | 84% <sub>mnop</sub> | 71% <sub>w</sub>     | 66% <sub>xyz</sub> | 78% <sub>luxyz</sub>    | 48%              | 45%                      | 46%                 | 52%              | 19%           |
| Married                                      | 609    | 285              | 325              | 10               | 109                 | 196                | 295                  | 26                  | 289                | 135                 | 237                | 134                | 107               | 132                | 166                    | 94                     | 11                  | 12                          | 104                 | 189                 | 32                  | 511                  | 320                | 191                     | 95               | 32                       | 19                  | 44               | 4             |
|  | 50%    | 56% <sub>b</sub> | 46%              | 13%              | 37% <sub>cg</sub>   | 54% <sub>cdg</sub> | 61% <sub>cdgh</sub>  | 20%                 | 48% <sub>cdg</sub> | 60%                 | 55% <sub>ijl</sub> | 42%                | 65% <sub>jl</sub> | 43%                | 40% <sub>o</sub>       | 53% <sub>mop</sub>     | 25%                 | 25%                         | 57% <sub>mop</sub>  | 63% <sub>mop</sub>  | 72% <sub>mnop</sub> | 58% <sub>w</sub>     | 59% <sub>xyz</sub> | 57% <sub>xyz</sub>      | 31%              | 33%                      | 23%                 | 34%              | 15%           |
| Civil Partnership                            | 14     | 9                | 5                | 1                | 9                   | -                  | 4                    | 2                   | 8                  | -                   | 10                 | 2                  | 1                 | 8                  | 3                      | -                      | -                   | -                           | 4                   | -                   | -                   | 12                   | 4                  | 8                       | 2                | *                        | 1                   | 1                | -             |
|  | 1%     | 2%               | 1%               | 2% <sub>e</sub>  | 3% <sub>ef</sub>    | -                  | 1%                   | 1% <sub>e</sub>     | 1%                 | -                   | 2% <sub>l</sub>    | 1%                 | 1%                | *                  | 2%                     | 2%                     | -                   | -                           | -                   | 1%                  | -                   | 1%                   | 1%                 | 2%                      | 1%               | *                        | 1%                  | 1%               | -             |
| Co Habiting                                  | 153    | 70               | 83               | 11               | 68                  | 52                 | 22                   | 23                  | 107                | 18                  | 57                 | 38                 | 20                | 37                 | 86                     | 23                     | 3                   | 9                           | 14                  | 13                  | 5                   | 98                   | 37                 | 61                      | 53               | 12                       | 18                  | 23               | 1             |
|  | 13%    | 14%              | 12%              | 13% <sub>f</sub> | 23% <sub>cef</sub>  | 14% <sub>f</sub>   | 5%                   | 18% <sub>f</sub>    | 18% <sub>f</sub>   | 8%                  | 13%                | 12%                | 12%               | 12%                | 21% <sub>noqr</sub>    | 13% <sub>r</sub>       | 6%                  | 18% <sub>r</sub>            | 8%                  | 4%                  | 11% <sub>r</sub>    | 11%                  | 7%                 | 18% <sub>u</sub>        | 17% <sub>t</sub> | 12%                      | 22% <sub>u</sub>    | 18% <sub>u</sub> | 4%            |
| NET: Widowed/ separated/ divorced            | 232    | 51               | 181              | *                | 26                  | 68                 | 137                  | *                   | 94                 | 48                  | 60                 | 69                 | 18                | 85                 | 50                     | 27                     | 7                   | 7                           | 62                  | 77                  | 3                   | 140                  | 112                | 28                      | 86               | 26                       | 27                  | 33               | 6             |
|  | 19%    | 10%              | 26% <sub>a</sub> | *                | 9% <sub>cg</sub>    | 19% <sub>cdg</sub> | 29% <sub>cddeg</sub> | *                   | 16% <sub>cdg</sub> | 21%                 | 14%                | 22% <sub>ik</sub>  | 11%               | 28% <sub>ik</sub>  | 12%                    | 15%                    | 14%                 | 15%                         | 33% <sub>mnos</sub> | 26% <sub>mns</sub>  | 7%                  | 16%                  | 21% <sub>v</sub>   | 8%                      | 28% <sub>t</sub> | 26% <sub>v</sub>         | 33% <sub>uv</sub>   | 25% <sub>v</sub> | 24%           |
| Widowed                                      | 80     | 14               | 66               | -                | 4                   | 8                  | 67                   | -                   | 12                 | 7                   | 22                 | 13                 | 7                 | 37                 | 5                      | 5                      | 1                   | 2                           | 35                  | 31                  | 1                   | 51                   | 48                 | 3                       | 27               | 10                       | 11                  | 5                | 2             |
|  | 7%     | 3%               | 9% <sub>a</sub>  | -                | 1%                  | 2%                 | 14% <sub>cddeg</sub> | -                   | 2%                 | 3%                  | 5%                 | 4%                 | 4%                | 12% <sub>ijk</sub> | 1%                     | 3%                     | 2%                  | 4%                          | 19% <sub>mnop</sub> | 10% <sub>mns</sub>  | 1%                  | 6%                   | 9% <sub>v</sub>    | 1%                      | 9%               | 10% <sub>v</sub>         | 14% <sub>vz</sub>   | 4% <sub>v</sub>  | 8%            |
| Separated                                    | 20     | 6                | 14               | *                | 5                   | 10                 | 5                    | *                   | 14                 | 6                   | 4                  | 11                 | 2                 | 3                  | 12                     | 3                      | 1                   | -                           | 2                   | 3                   | *                   | 6                    | 3                  | 3                       | 14               | 3                        | 5                   | 6                | -             |
|  | 2%     | 1%               | 2%               | *                | 2%                  | 3%                 | 1%                   | *                   | 2%                 | 3%                  | 1%                 | 3%                 | 1%                | 1%                 | 3%                     | 2%                     | 1%                  | -                           | 1%                  | 1%                  | 1%                  | 1%                   | 1%                 | 1%                      | 5% <sub>t</sub>  | 3%                       | 6% <sub>uv</sub>    | 5% <sub>uv</sub> | -             |
| Divorced                                     | 132    | 31               | 101              | -                | 17                  | 51                 | 65                   | -                   | 68                 | 34                  | 34                 | 45                 | 9                 | 45                 | 34                     | 18                     | 5                   | 6                           | 25                  | 43                  | 2                   | 83                   | 61                 | 22                      | 45               | 13                       | 11                  | 22               | 4             |
|  | 11%    | 6%               | 14% <sub>a</sub> | -                | 6% <sub>cg</sub>    | 14% <sub>cdg</sub> | 13% <sub>cdg</sub>   | -                   | 11% <sub>cdg</sub> | 15%                 | 8%                 | 14% <sub>ik</sub>  | 5%                | 15% <sub>ik</sub>  | 8%                     | 10%                    | 11%                 | 11%                         | 14%                 | 14% <sub>ms</sub>   | 5%                  | 9%                   | 11%                | 6%                      | 15% <sub>t</sub> | 13%                      | 13%                 | 17% <sub>v</sub> | 16%           |
| Prefer not to answer                         | 3      | 3                | 1                | 1                | 2                   | -                  | 1                    | 1                   | 1                  | -                   | 1                  | -                  | 1                 | 1                  | 1                      | -                      | -                   | 1                           | -                   | 1                   | -                   | 1                    | 1                  | -                       | 2                | 1                        | 1                   | 1                | -             |
|  | *      | *                | *                | 1%               | 1%                  | -                  | *                    | 1%                  | *                  | -                   | *                  | -                  | *                 | *                  | *                      | *                      | -                   | -                           | *                   | -                   | *                   | *                    | *                  | -                       | 1%               | 1%                       | 1%                  | *                | -             |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing





## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 123  
Which of the following cities do you live in, or nearest to?  
Base: All respondents

|                 | Gender |          | Age        |           |           |           |         |           | Social Grade |                 |        |        |        | Working Status |                        |                        |                |                             | Tenure            |                     |                  |                     |                    |                         |                  |                          |                     |                |               |
|-----------------|--------|----------|------------|-----------|-----------|-----------|---------|-----------|--------------|-----------------|--------|--------|--------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|---------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                 | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g) | 35-64 (h)    | 55+ Not Retired | AB (i) | C1 (j) | C2 (k) | DE (l)         | Full time employed (m) | Part time employed (n) | Unemployed (o) | Not working but seeking (p) | State pension (q) | Private pension (r) | House person (s) | NET: Homeowners (t) | Owned outright (u) | Owned with mortgage (v) | NET: Renters (w) | Rent-ed from council (x) | Rent-ed from HA (y) | Other Rent (z) | Rent free (A) |
| Unweighted base | 1215   | 577      | 638        | 165       | 385       | 327       | 338     | 253       | 624          | 194             | 381    | 326    | 192    | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                 | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base   | 1215   | 509      | 706        | 81        | 293       | 362       | 480     | 131       | 605          | 226             | 430    | 317    | 165    | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                 | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| Glasgow         | -      | -        | -          | -         | -         | -         | -       | -         | -            | -               | -      | -      | -      | -              | -                      | -                      | -              | -                           | -                 | -                   | -                | -                   | -                  | -                       | -                | -                        | -                   | -              | -             |
| Edinburgh       | -      | -        | -          | -         | -         | -         | -       | -         | -            | -               | -      | -      | -      | -              | -                      | -                      | -              | -                           | -                 | -                   | -                | -                   | -                  | -                       | -                | -                        | -                   | -              | -             |
| Newcastle       | -      | -        | -          | -         | -         | -         | -       | -         | -            | -               | -      | -      | -      | -              | -                      | -                      | -              | -                           | -                 | -                   | -                | -                   | -                  | -                       | -                | -                        | -                   | -              | -             |
| Leeds           | -      | -        | -          | -         | -         | -         | -       | -         | -            | -               | -      | -      | -      | -              | -                      | -                      | -              | -                           | -                 | -                   | -                | -                   | -                  | -                       | -                | -                        | -                   | -              | -             |
| Hull            | -      | -        | -          | -         | -         | -         | -       | -         | -            | -               | -      | -      | -      | -              | -                      | -                      | -              | -                           | -                 | -                   | -                | -                   | -                  | -                       | -                | -                        | -                   | -              | -             |
| Sheffield       | 1      | -        | 1          | -         | 1         | -         | -       | -         | 1            | -               | -      | -      | -      | 1              | -                      | -                      | -              | 1                           | -                 | -                   | -                | -                   | -                  | 1                       | 1                | -                        | -                   | -              | -             |
|                 | *      | -        | *          | -         | 1%        | -         | -       | -         | *            | -               | -      | -      | -      | *              | -                      | -                      | -              | 3%mnr                       | -                 | -                   | -                | -                   | -                  | *                       | 2%u              | -                        | -                   | -              | -             |
| Manchester      | -      | -        | -          | -         | -         | -         | -       | -         | -            | -               | -      | -      | -      | -              | -                      | -                      | -              | -                           | -                 | -                   | -                | -                   | -                  | -                       | -                | -                        | -                   | -              | -             |
| Liverpool       | 1      | 1        | -          | -         | 1         | -         | -       | -         | 1            | -               | -      | 1      | -      | 1              | -                      | -                      | -              | -                           | -                 | -                   | -                | 1                   | -                  | 1                       | -                | -                        | -                   | -              | -             |
|                 | *      | *        | -          | -         | *         | -         | -       | -         | *            | -               | -      | *      | -      | *              | -                      | -                      | -              | -                           | -                 | -                   | -                | *                   | -                  | *                       | -                | -                        | -                   | -              | -             |
| Nottingham      | 16     | 7        | 10         | 3         | 3         | 7         | 3       | 4         | 10           | 6               | 2      | 11     | *      | 3              | 9                      | 2                      | 1              | 1                           | -                 | 3                   | *                | 7                   | 7                  | 1                       | 6                | 3                        | *                   | 3              | 3             |
|                 | 1%     | 1%       | 1%         | 4%df      | 1%        | 2%        | 1%      | 3%f       | 2%           | 2%              | *      | 4%ik   | *      | 1%             | 2%                     | 1%                     | 1%             | 2%                          | -                 | 1%                  | *                | 1%                  | 1%                 | *                       | 2%               | 3%                       | *                   | 2%v            | 11%           |
| Birmingham      | *      | -        | *          | *         | -         | -         | -       | *         | -            | -               | -      | *      | -      | *              | -                      | -                      | -              | -                           | -                 | -                   | -                | -                   | -                  | *                       | -                | -                        | -                   | *              | -             |
|                 | *      | -        | *          | *         | -         | -         | -       | *         | -            | -               | -      | *      | -      | *              | -                      | -                      | -              | -                           | -                 | -                   | -                | -                   | -                  | *                       | -                | -                        | *                   | -              | -             |
| Norwich         | 502    | 199      | 303        | 38        | 139       | 133       | 192     | 62        | 248          | 85              | 177    | 125    | 79     | 122            | 170                    | 75                     | 18             | 23                          | 70                | 124                 | 20               | 375                 | 219                | 156                     | 118              | 32                       | 31                  | 55             | 9             |
|                 | 41%    | 39%      | 43%        | 47%       | 47%e      | 37%       | 40%     | 47%e      | 41%          | 38%             | 41%    | 39%    | 48%    | 40%            | 41%                    | 42%                    | 40%            | 46%                         | 38%               | 41%                 | 47%              | 43%                 | 40%                | 47%                     | 38%              | 33%                      | 37%                 | 43%            | 32%           |
| Milton Keynes   | 174    | 75       | 99         | 8         | 38        | 45        | 83      | 17        | 74           | 24              | 55     | 40     | 28     | 50             | 46                     | 23                     | 9              | 8                           | 32                | 48                  | 8                | 121                 | 81                 | 40                      | 51               | 16                       | 19                  | 15             | 2             |
|                 | 14%    | 15%      | 14%        | 10%       | 13%       | 13%       | 17%     | 13%       | 12%          | 10%             | 13%    | 13%    | 17%    | 17%            | 11%                    | 13%                    | 19%            | 15%                         | 17%               | 16%                 | 18%              | 14%                 | 15%                | 12%                     | 16%              | 17%                      | 22%v                | 12%            | 8%            |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 123  
Which of the following cities do you live in, or nearest to?  
Base: All respondents

|               | Gender |          | Age        |           |           |                  |                   |           |           | Social Grade    |        |        |        | Working Status |                        |                        |                   |                             | Tenure            |                     |                  |                      |                    |                         |                  |                          |                     |                  |               |
|---------------|--------|----------|------------|-----------|-----------|------------------|-------------------|-----------|-----------|-----------------|--------|--------|--------|----------------|------------------------|------------------------|-------------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|------------------|---------------|
|               | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e)        | 65+ (f)           | 18-34 (g) | 35-64 (h) | 55+ Not Retired | AB (i) | C1 (j) | C2 (k) | DE (l)         | Full time employed (m) | Part time employed (n) | Unemployed (o)    | Not working but seeking (p) | State pension (q) | Private pension (r) | House person (s) | NET: Home-owners (t) | Owned outright (u) | Owned with mortgage (v) | NET: Renters (w) | Rent-ed from council (x) | Rent-ed from HA (y) | Other Rent (z)   | Rent free (A) |
| Weighted base | 1215   | 509      | 706        | 81        | 293       | 362              | 480               | 131       | 605       | 226             | 430    | 317    | 165    | 304            | 414                    | 178                    | 46*               | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129              | 27**          |
| Brighton      | 1      | 1        | -          | -         | -         | -                | 1                 | -         | -         | -               | 1      | -      | -      | -              | -                      | -                      | -                 | -                           | -                 | 1                   | -                | 1                    | -                  | -                       | -                | -                        | -                   | -                | -             |
| Oxford        | -      | -        | -          | -         | -         | -                | -                 | -         | -         | -               | -      | -      | -      | -              | -                      | -                      | -                 | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -                | -             |
| London        | 359    | 157      | 202        | 24        | 84        | 126              | 124               | 37        | 197       | 82              | 144    | 96     | 40     | 78             | 140                    | 62                     | 8                 | 9                           | 45                | 83                  | 11               | 254                  | 140                | 114                     | 94               | 37                       | 21                  | 36               | 10            |
|               | 30%    | 31%      | 29%        | 30%       | 29%       | 35% <sup>f</sup> | 26%               | 29%       | 33%       | 36%             | 34%    | 30%    | 24%    | 26%            | 34% <sup>o</sup>       | 35% <sup>o</sup>       | 18%               | 19%                         | 24%               | 28%                 | 25%              | 29%                  | 26%                | 34% <sup>u</sup>        | 30%              | 38% <sup>u</sup>         | 25%                 | 28%              | 37%           |
| Southampton   | -      | -        | -          | -         | -         | -                | -                 | -         | -         | -               | -      | -      | -      | -              | -                      | -                      | -                 | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -                | -             |
| Bristol       | -      | -        | -          | -         | -         | -                | -                 | -         | -         | -               | -      | -      | -      | -              | -                      | -                      | -                 | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -                | -             |
| Plymouth      | -      | -        | -          | -         | -         | -                | -                 | -         | -         | -               | -      | -      | -      | -              | -                      | -                      | -                 | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -                | -             |
| Cardiff       | -      | -        | -          | -         | -         | -                | -                 | -         | -         | -               | -      | -      | -      | -              | -                      | -                      | -                 | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -                | -             |
| None of these | 160    | 69       | 91         | 7         | 26        | 51               | 76                | 11        | 73        | 30              | 50     | 42     | 18     | 49             | 47                     | 15                     | 10                | 7                           | 37                | 40                  | 4                | 118                  | 95                 | 22                      | 39               | 7                        | 13                  | 19               | 3             |
|               | 13%    | 14%      | 13%        | 8%        | 9%        | 14%              | 16% <sup>dg</sup> | 8%        | 12%       | 13%             | 12%    | 13%    | 11%    | 16%            | 11%                    | 8%                     | 22% <sup>mn</sup> | 13%                         | 20% <sup>mn</sup> | 13%                 | 10%              | 13%                  | 18% <sup>vx</sup>  | 7%                      | 13%              | 7%                       | 16% <sup>v</sup>    | 15% <sup>v</sup> | 13%           |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 124  
What is the combined annual income of your household, prior to tax being deducted?  
Base: All respondents

|                    | Gender        |            | Age        |            |             |            |            |                |             | Social Grade        |            |             |             | Working Status |                        |                        |                |                             | Tenure            |                     |                  |                      |                    |                         |                  |                     |                |               |          |         |
|--------------------|---------------|------------|------------|------------|-------------|------------|------------|----------------|-------------|---------------------|------------|-------------|-------------|----------------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|---------------------|----------------|---------------|----------|---------|
|                    | Total         | Male (a)   | Female (b) | 18-29 (c)  | 30-49 (d)   | 50-64 (e)  | 65+ (f)    | 18-34 (g)      | 35-64 (h)   | 55+ Not Retired (i) | AB (j)     | C1 (k)      | C2 (l)      | DE (m)         | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from HA (y) | Other Rent (z) | Rent free (A) |          |         |
| Unweighted base    | 1215          | 577        | 638        | 165        | 385         | 327        | 338        | 253            | 624         | 194                 | 381        | 326         | 192         | 316            | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                  | 112            | 178           | 19       |         |
| Weighted base      | 1215          | 509        | 706        | 81         | 293         | 362        | 480        | 131            | 605         | 226                 | 430        | 317         | 165         | 304            | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                 | 84*            | 129           | 27**     |         |
| Up to £7,000       | (3.5)<br>3%   | 34<br>1%   | 6<br>4%a   | 2<br>3%    | 9<br>3%     | 12<br>3%   | 11<br>2%   | 3<br>2%        | 20<br>3%    | 6<br>3%             | -          | 1<br>*      | 1<br>1%     | 32<br>10%ijk   | -                      | 2<br>1%                | 8<br>18%mnqr   | 11<br>22%mnqrs              | 10<br>6%mr        | 2<br>1%             | 1<br>2%m         | 16<br>2%             | 15<br>3%v          | 1<br>*                  | 18<br>6%t        | 7<br>7%v            | 5<br>6%v       | 6<br>5%v      | -        |         |
| £7,001 to £14,000  | (10.5)<br>13% | 155<br>9%  | 44<br>16%a | 112<br>8%  | 6<br>12%    | 34<br>10%  | 36<br>10%  | 79<br>16%cegh  | 11<br>8%    | 65<br>11%           | 18<br>8%   | 24<br>12%ik | 39<br>6%    | 9<br>27%ijk    | 82<br>4%               | 17<br>15%lm            | 27<br>20%lm    | 12<br>25%mr                 | 50<br>27%mnrs     | 34<br>11%sm         | 6<br>13%mt       | 89<br>10%            | 76<br>14%v         | 13<br>4%                | 62<br>20%t       | 15<br>15%v          | 23<br>27%uv    | 24<br>19%v    | 4<br>16% |         |
| £14,001 to £21,000 | (17.5)<br>17% | 212<br>13% | 67<br>20%a | 145<br>8%  | 7<br>16%c   | 48<br>14%  | 52<br>14%  | 105<br>22%cegh | 13<br>10%   | 94<br>15%           | 29<br>13%  | 30<br>7%    | 82<br>26%i  | 31<br>19%i     | 69<br>23%i             | 28<br>11%              | 7<br>16%       | 12<br>25%ms                 | 51<br>27%mn       | 61<br>20%ms         | 8<br>18%         | 129<br>15%           | 96<br>18%v         | 33<br>10%               | 81<br>26%t       | 28<br>29%uv         | 26<br>31%uv    | 27<br>21%v    | 2<br>8%  |         |
| £21,001 to £28,000 | (24.5)<br>16% | 195<br>15% | 77<br>17%  | 118<br>11% | 8<br>14%    | 40<br>15%  | 55<br>19%c | 18<br>14%      | 85<br>14%   | 36<br>16%           | 73<br>17%  | 47<br>15%   | 31<br>19%   | 44<br>15%      | 57<br>14%              | 25<br>14%              | 5<br>12%       | 4<br>7%                     | 34<br>18%         | 61<br>20%           | 10<br>22%p       | 134<br>15%           | 101<br>19%v        | 33<br>10%               | 53<br>17%        | 13<br>13%           | 12<br>14%      | 28<br>22%v    | 8<br>28% |         |
| £28,001 to £34,000 | (31)<br>13%   | 158<br>17% | 89<br>17%b | 70<br>10%  | 9<br>11%    | 42<br>14%  | 51<br>14%  | 56<br>12%      | 16<br>12%   | 86<br>14%           | 45<br>20%  | 55<br>13%l  | 48<br>15%l  | 36<br>22%il    | 19<br>6%               | 68<br>16%oq            | 28<br>16%oq    | 2<br>4%                     | 3<br>6%           | 13<br>7%            | 36<br>12%        | 8<br>17%oq           | 126<br>14%         | 71<br>13%               | 55<br>16%        | 30<br>10%           | 13<br>14%      | 6<br>7%       | 11<br>8% | 2<br>7% |
| £34,001 to £41,000 | (37.5)<br>12% | 143<br>13% | 66<br>13%  | 77<br>11%  | 5<br>7%     | 40<br>14%g | 49<br>14%g | 9<br>10%       | 85<br>14%cg | 35<br>16%           | 62<br>15%l | 30<br>10%   | 30<br>18%jl | 21<br>7%       | 71<br>17%pqrs          | 28<br>16%pqrs          | 3<br>7%        | -                           | 9<br>5%           | 31<br>10%st         | 1<br>2%          | 121<br>14%w          | 60<br>11%          | 61<br>18%luxyz          | 17<br>5%         | 4<br>4%             | 5<br>6%        | 8<br>6%       | 5<br>19% |         |
| £41,001 to £48,000 | (44.5)<br>6%  | 79<br>8%   | 42<br>8%   | 37<br>5%   | 9<br>11%f   | 19<br>7%   | 30<br>8%f  | 20<br>4%       | 12<br>9%f   | 47<br>8%            | 15<br>7%   | 34<br>8%l   | 25<br>8%l   | 9<br>6%        | 10<br>3%               | 47<br>11%nopq          | 7<br>4%q       | 1<br>2%                     | -                 | 20<br>7%q           | 5<br>10%nopq     | 63<br>7%             | 27<br>5%           | 37<br>11%luxy           | 15<br>5%         | 2<br>2%             | -              | 13<br>10%uy   | -        |         |
| £48,001 to £55,000 | (51.5)<br>4%  | 43<br>5%   | 25<br>3%   | 18<br>3%   | 5<br>6%f    | 22<br>7%ef | 9<br>3%    | 7<br>2%        | 10<br>8%ef  | 26<br>4%f           | 5<br>2%    | 31<br>7%jkl | 10<br>3%l   | 1<br>1%        | 31<br>7%nqrs           | 4<br>2%                | 1<br>1%        | -                           | 8<br>3%           | *<br>4%w            | 39<br>4%w        | 13<br>2%             | 26<br>8%uz         | 4<br>1%                 | 2<br>2%          | 1<br>2%             | 1<br>2%        | *<br>*        | 2<br>2%  |         |
| £55,001 to £62,000 | (58.5)<br>3%  | 35<br>2%   | 9<br>4%    | 26<br>4%   | 4<br>5%     | 8<br>3%    | 10<br>3%   | 13<br>3%       | 7<br>3%     | 16<br>3%            | 4<br>2%    | 24<br>6%kl  | 8<br>2%     | 1<br>1%        | 2<br>3%                | 5<br>3%                | -              | 5<br>3%                     | 9<br>3%           | 2<br>5%             | 33<br>4%w        | 12<br>2%             | 21<br>6%uyz        | 2<br>1%                 | 2<br>2%          | -                   | 1<br>*         | -             |          |         |
| £62,001 to £69,000 | (65.5)<br>2%  | 28<br>4%b  | 20<br>1%   | 8<br>1%    | 1<br>2%     | 8<br>3%    | 14<br>4%f  | 4<br>1%        | 3<br>2%     | 21<br>3%f           | 11<br>5%   | 16<br>4%    | 8<br>3%     | *<br>*         | 3<br>1%                | 17<br>4%q              | 2<br>1%        | *<br>5%q                    | 2<br>-            | 5<br>2%             | 2<br>4%q         | 21<br>2%             | 9<br>2%            | 11<br>3%                | 4<br>1%          | 2<br>2%             | -              | 3<br>2%       | 3<br>11% |         |
| £69,001 to £76,000 | (72.5)<br>1%  | 13<br>1%   | 8<br>1%    | 6<br>1%    | 6<br>8%defh | 4<br>1%f   | 3<br>1%    | -              | 6<br>5%defh | 7<br>1%             | 2<br>1%    | 10<br>2%    | 1<br>*      | 1<br>1%        | 11<br>3%r              | 1<br>1%                | 1<br>3%qr      | -                           | -                 | -                   | -                | 11<br>1%             | 7<br>1%            | 4<br>1%                 | 1<br>*           | -                   | -              | 1<br>1%       | 1<br>4%  |         |
| £76,001 to £83,000 | (79.5)<br>2%  | 19<br>3%b  | 16<br>*    | 3<br>6%dfh | 5<br>1%     | 2<br>3%f   | 11<br>3%f  | 1<br>*         | 6<br>4%df   | 12<br>2%f           | 4<br>2%    | 15<br>4%kl  | 4<br>1%     | -              | 13<br>3%r              | 4<br>2%                | 1<br>3%q       | -                           | -                 | 1<br>*              | -                | 12<br>1%             | 3<br>1%            | 8<br>3%u                | 7<br>2%          | 3<br>3%u            | -              | 4<br>3%u      | -        |         |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base, \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 124  
What is the combined annual income of your household, prior to tax being deducted?  
Base: All respondents

|                         | Gender   |          | Age        |               |           |           | Social Grade |               |           |                 | Working Status |             |          |          | Tenure                 |                        |                |                             |                   |                     |                  |                     |                    |                         |                  |                          |                     |                |               |
|-------------------------|----------|----------|------------|---------------|-----------|-----------|--------------|---------------|-----------|-----------------|----------------|-------------|----------|----------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|---------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                         | Total    | Male (a) | Female (b) | 18-29 (c)     | 30-49 (d) | 50-64 (e) | 65+ (f)      | 18-34 (g)     | 35-64 (h) | 55+ Not Retired | AB (i)         | C1 (j)      | C2 (k)   | DE (l)   | Full time employed (m) | Part time employed (n) | Unemployed (o) | Not working but seeking (p) | State pension (q) | Private pension (r) | House person (s) | NET: Homeowners (t) | Owned outright (u) | Owned with mortgage (v) | NET: Renters (w) | Rent-ed from council (x) | Rent-ed from HA (y) | Other Rent (z) | Rent free (A) |
| Weighted base           | 1215     | 509      | 706        | 81            | 293       | 362       | 480          | 131           | 605       | 226             | 430            | 317         | 165      | 304      | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                 | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| £83,001 or more         | (86)     | 25<br>2% | 14<br>3%   | 11<br>2%      | 3<br>4%f  | 8<br>3%f  | 12<br>3%f    | 2<br>*        | 5<br>4%f  | 18<br>3%f       | 6<br>3%        | 22<br>5%jkl | 2<br>1%  | *<br>*   | 1<br>4%                | 4<br>2%                | 2<br>4%q       | 1<br>2%                     | -<br>-            | 3<br>1%             | 1<br>2%          | 24<br>3%w           | 6<br>1%            | 18<br>5%uz              | 1<br>*           | -<br>-                   | -<br>-              | 1<br>1%        | -<br>-        |
| Prefer not to answer    | 75<br>6% | 26<br>5% | 48<br>7%   | 8<br>10%deh   | 9<br>3%   | 17<br>5%  | 41<br>9%dh   | 12<br>9%dh    | 22<br>4%  | 12<br>5%        | 33<br>8%       | 11<br>3%    | 13<br>8% | 18<br>6% | 10<br>2%               | 14<br>8%lm             | 5<br>10%lm     | 3<br>7%                     | 13<br>7%          | 28<br>9%lm          | 2<br>5%          | 60<br>7%            | 48<br>9%vz         | 12<br>4%                | 13<br>4%         | 6<br>6%                  | 6<br>7%             | 2<br>1%        | 2<br>7%       |
| Average income (£000's) | 30.47    | 34.76b   | 27.32      | 41.48de<br>fh | 32.13f    | 33.51f    | 25.17        | 38.71de<br>fh | 32.77f    | 33.09           | 40.34jk<br>l   | 28.78l      | 28.33l   | 19.66    | 38.98no<br>pqrs        | 30.07pq                | 24.37q         | 17.82                       | 19.29             | 28.42pq             | 28.73pq          | 32.85w              | 27.96y             | 40.38ux<br>yz           | 23.77            | 24.32y                   | 18.54               | 26.59y         | 31.82         |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 125

**Do you have a longstanding physical or mental condition or disability that has lasted or is likely to last 12 months and which has a substantial adverse effect on your ability to carry out day-to-day activities?**

**Base: All respondents**

|                          | Gender |          | Age        |                  |                  |                    |                     |                  |                    | Social Grade        |                   |                   |                  | Working Status     |                        |                        |                      |                             |                   | Tenure              |                      |                      |                    |                         |                  |                          |                     |                   |               |
|--------------------------|--------|----------|------------|------------------|------------------|--------------------|---------------------|------------------|--------------------|---------------------|-------------------|-------------------|------------------|--------------------|------------------------|------------------------|----------------------|-----------------------------|-------------------|---------------------|----------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|-------------------|---------------|
|                          | Total  | Male (a) | Female (b) | 18-29 (c)        | 30-49 (d)        | 50-64 (e)          | 65+ (f)             | 18-34 (g)        | 35-64 (h)          | 55+ Not Retired (i) | AB (j)            | C1 (k)            | C2 (l)           | DE (m)             | Full time employed (n) | Part time employed (o) | Unemployed (p)       | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t)     | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A)    | Rent free (B) |
| Unweighted base          | 1215   | 577      | 638        | 165              | 385              | 327                | 338                 | 253              | 624                | 194                 | 381               | 326               | 192              | 316                | 390                    | 226                    | 83                   | 45                          | 96                | 258                 | 117                  | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178               | 19            |
| Weighted base            | 1215   | 509      | 706        | 81               | 293              | 362                | 480                 | 131              | 605                | 226                 | 430               | 317               | 165              | 304                | 414                    | 178                    | 46*                  | 49*                         | 185*              | 299                 | 44*                  | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129               | 27**          |
| NET: Yes                 | 302    | 114      | 189        | 15               | 56               | 104                | 127                 | 23               | 152                | 66                  | 76                | 77                | 37               | 112                | 70                     | 38                     | 26                   | 17                          | 62                | 74                  | 16                   | 186                  | 115                | 71                      | 112              | 44                       | 35                  | 33                | 4             |
|                          | 25%    | 22%      | 27%        | 19%              | 19%              | 29% <sup>cdg</sup> | 27% <sup>cdg</sup>  | 17%              | 25% <sup>g</sup>   | 29%                 | 18%               | 24%               | 22%              | 37% <sup>ijk</sup> | 17%                    | 21%                    | 58% <sup>mnpq</sup>  | 34% <sup>mnrs</sup>         | 34% <sup>mn</sup> | 25% <sup>m</sup>    | 36% <sup>mn</sup>    | 21%                  | 21%                | 21%                     | 36% <sup>t</sup> | 46% <sup>uvz</sup>       | 41% <sup>uvz</sup>  | 26%               | 16%           |
| Yes - physical condition | 195    | 71       | 124        | 5                | 19               | 72                 | 100                 | 8                | 87                 | 51                  | 45                | 48                | 25               | 77                 | 31                     | 22                     | 20                   | 8                           | 49                | 59                  | 7                    | 126                  | 84                 | 42                      | 69               | 29                       | 20                  | 19                | 1             |
|                          | 16%    | 14%      | 18%        | 6%               | 6%               | 20% <sup>cdg</sup> | 21% <sup>cdgh</sup> | 6%               | 14% <sup>cdg</sup> | 23%                 | 10%               | 15%               | 15%              | 25% <sup>ijk</sup> | 7%                     | 12%                    | 45% <sup>mnpq</sup>  | 16% <sup>rs</sup>           | 26% <sup>mn</sup> | 20% <sup>m</sup>    | 15% <sup>m</sup>     | 14%                  | 15%                | 13%                     | 22% <sup>t</sup> | 30% <sup>uvz</sup>       | 24% <sup>v</sup>    | 15%               | 4%            |
| Yes - mental condition   | 92     | 36       | 56         | 12               | 38               | 33                 | 9                   | 17               | 66                 | 9                   | 28                | 25                | 9                | 30                 | 33                     | 14                     | 14                   | 10                          | 2                 | 11                  | 8                    | 40                   | 19                 | 22                      | 49               | 17                       | 16                  | 15                | 3             |
|                          | 8%     | 7%       | 8%         | 15% <sup>f</sup> | 13% <sup>f</sup> | 9% <sup>f</sup>    | 2%                  | 13% <sup>f</sup> | 11% <sup>f</sup>   | 4%                  | 7%                | 8%                | 6%               | 10%                | 8% <sup>q</sup>        | 8% <sup>q</sup>        | 30% <sup>mnpqr</sup> | 20% <sup>mnpqr</sup>        | 1%                | 4%                  | 19% <sup>mnpqr</sup> | 5%                   | 3%                 | 7%                      | 16% <sup>t</sup> | 17% <sup>uv</sup>        | 19% <sup>uv</sup>   | 12% <sup>u</sup>  | 12%           |
| Yes - disability         | 90     | 36       | 54         | 4                | 17               | 30                 | 40                  | 5                | 45                 | 21                  | 25                | 21                | 8                | 36                 | 14                     | 14                     | 11                   | 4                           | 20                | 22                  | 6                    | 47                   | 32                 | 15                      | 43               | 22                       | 11                  | 10                | -             |
|                          | 7%     | 7%       | 8%         | 5%               | 6%               | 8%                 | 8%                  | 4%               | 8%                 | 9%                  | 6%                | 7%                | 5%               | 12% <sup>ik</sup>  | 3%                     | 8% <sup>m</sup>        | 25% <sup>mnpqr</sup> | 7%                          | 11% <sup>m</sup>  | 7% <sup>m</sup>     | 13% <sup>m</sup>     | 5%                   | 6%                 | 4%                      | 14% <sup>t</sup> | 23% <sup>uvz</sup>       | 13% <sup>uv</sup>   | 8%                | -             |
| Yes - other              | 14     | 10       | 4          | 1                | 1                | 4                  | 8                   | 1                | 5                  | 1                   | 1                 | 7                 | 1                | 4                  | 2                      | -                      | 1                    | -                           | 2                 | 9                   | -                    | 9                    | 6                  | 3                       | 5                | 1                        | 2                   | 1                 | -             |
|                          | 1%     | 2%       | 1%         | 1%               | *                | 1%                 | 2%                  | 1%               | 1%                 | *                   | *                 | 2% <sup>i</sup>   | *                | 1%                 | *                      | -                      | 2% <sup>n</sup>      | -                           | 1%                | 3% <sup>mn</sup>    | -                    | 1%                   | 1%                 | 2%                      | 1%               | 3%                       | 1%                  | 1%                | -             |
| No                       | 885    | 379      | 506        | 63               | 228              | 248                | 345                 | 103              | 436                | 157                 | 345               | 228               | 124              | 188                | 330                    | 140                    | 18                   | 30                          | 123               | 218                 | 27                   | 673                  | 421                | 252                     | 191              | 52                       | 44                  | 95                | 21            |
|                          | 73%    | 75%      | 72%        | 78%              | 78% <sup>e</sup> | 68%                | 72%                 | 79% <sup>e</sup> | 72%                | 69%                 | 80% <sup>jl</sup> | 72% <sup>kl</sup> | 75% <sup>l</sup> | 62%                | 80% <sup>opqs</sup>    | 78% <sup>opqs</sup>    | 39%                  | 61%                         | 66% <sup>o</sup>  | 73% <sup>os</sup>   | 61% <sup>o</sup>     | 77% <sup>w</sup>     | 77% <sup>xy</sup>  | 75% <sup>xy</sup>       | 61%              | 53%                      | 52%                 | 74% <sup>xy</sup> | 76%           |
| Prefer not to say        | 28     | 16       | 12         | 2                | 9                | 10                 | 7                   | 5                | 16                 | 4                   | 9                 | 11                | 4                | 4                  | 15                     | 1                      | 1                    | 2                           | -                 | 7                   | 1                    | 18                   | 8                  | 10                      | 7                | 1                        | 5                   | 1                 | 2             |
|                          | 2%     | 3%       | 2%         | 3%               | 3%               | 3%                 | 1%                  | 4%               | 3%                 | 2%                  | 2%                | 3%                | 3%               | 1%                 | 4% <sup>n</sup>        | *                      | 3% <sup>q</sup>      | 5% <sup>nq</sup>            | -                 | 2%                  | 3% <sup>nq</sup>     | 2%                   | 1%                 | 3%                      | 2%               | 1%                       | 6% <sup>uz</sup>    | 1%                | 9%            |

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
\* small base; \*\* very small base (under 30) ineligible for sig testing



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 126  
**Urban/Rural Flags**  
**Base: All respondents**

|   | Gender |          | Age        |           |           |           |         |           |           | Social Grade        |        |        |        |        | Working Status         |                        |                |                             |                   |                     | Tenure           |                      |                    |                         |                  |                          |                     |                |               |
|---|--------|----------|------------|-----------|-----------|-----------|---------|-----------|-----------|---------------------|--------|--------|--------|--------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|   | Total  | Male (a) | Female (b) | 18-29 (c) | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g) | 35-64 (h) | 55+ Not Retired (i) | AB (j) | C1 (k) | C2 (l) | DE (m) | Full time employed (n) | Part time employed (o) | Unemployed (p) | Not working but seeking (q) | State pension (r) | Private pension (s) | House person (t) | NET: Home-owners (u) | Owned outright (v) | Owned with mortgage (w) | NET: Renters (x) | Rent-ed from council (y) | Rent-ed from HA (z) | Other Rent (A) | Rent free (B) |
| Unweighted base   | 1215   | 577      | 638        | 165       | 385       | 327       | 338     | 253       | 624       | 194                 | 381    | 326    | 192    | 316    | 390                    | 226                    | 83             | 45                          | 96                | 258                 | 117              | 809                  | 499                | 310                     | 387              | 97                       | 112                 | 178            | 19            |
| Weighted base   | 1215   | 509      | 706        | 81        | 293       | 362       | 480     | 131       | 605       | 226                 | 430    | 317    | 165    | 304    | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| (England/Wales) Urban major conurbation                                 | 43     | 17       | 26         | 2         | 16        | 12        | 13      | 3         | 26        | 10                  | 19     | 10     | 8      | 6      | 15                     | 5                      | 2              | 4                           | -                 | 13                  | 4                | 27                   | 17                 | 10                      | 15               | 9                        | 1                   | 5              | 1             |
| (England/Wales) Urban minor conurbation                                 | -      | -        | -          | -         | -         | -         | -       | -         | -         | -                   | -      | -      | -      | -      | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -              | -             |
| (England/Wales) Urban city and town                                     | 722    | 311      | 410        | 47        | 184       | 227       | 263     | 76        | 382       | 128                 | 243    | 206    | 79     | 193    | 273                    | 105                    | 24             | 31                          | 111               | 151                 | 26               | 498                  | 285                | 213                     | 208              | 73                       | 49                  | 86             | 16            |
| (England/Wales) Urban city and town in a sparse setting                 | -      | -        | -          | -         | -         | -         | -       | -         | -         | -                   | -      | -      | -      | -      | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -              | -             |
| (England/Wales) Rural town and fringe                                   | 202    | 84       | 117        | 8         | 41        | 51        | 102     | 16        | 84        | 35                  | 67     | 49     | 27     | 59     | 44                     | 27                     | 7              | 8                           | 46                | 64                  | 6                | 159                  | 122                | 38                      | 38               | 6                        | 12                  | 20             | 4             |
| (England/Wales) Rural town and fringe in a sparse setting               | 4      | 2        | 2          | *         | 1         | 1         | 2       | *         | 1         | 2                   | -      | 2      | -      | 3      | -                      | 1                      | 1              | -                           | 2                 | -                   | 1                | 3                    | 3                  | -                       | 1                | -                        | 1                   | -              | -             |
| (England/Wales) Rural village   | 149    | 65       | 84         | 8         | 21        | 50        | 70      | 12        | 68        | 36                  | 56     | 36     | 30     | 28     | 48                     | 19                     | 5              | 2                           | 14                | 57                  | 4                | 123                  | 80                 | 43                      | 25               | 3                        | 13                  | 9              | 1             |
| (England/Wales) Rural village in a sparse setting                       | 1      | *        | *          | 1         | *         | -         | -       | 1         | *         | -                   | *      | -      | *      | *      | -                      | -                      | -              | *                           | -                 | -                   | 1%mr             | *                    | -                  | *                       | 1                | *                        | -                   | *              | -             |
| (England/Wales) Rural hamlet and isolated dwellings                     | 55     | 17       | 39         | 6         | 13        | 15        | 21      | 7         | 27        | 11                  | 28     | 5      | 14     | 8      | 17                     | 12                     | 3              | 1                           | 11                | 10                  | 2                | 45                   | 27                 | 18                      | 9                | 2                        | 1                   | 6              | 1             |
| (England/Wales) Rural hamlet and isolated dwellings in a sparse setting | 2      | 1        | 1          | -         | 1         | 1         | -       | 1         | 1         | 1                   | 1      | -      | 1      | -      | 2                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                  | -                       | 1                | -                        | 1                   | -              | 1             |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

Prepared by Populus on behalf of Which?



## Consumer Wellbeing Tracker 2018 (Including Boosters) - Eastern

### ONLINE Fieldwork : January to December 2018

Absolutes/col percents

Table 126  
**Urban/Rural Flags**  
**Base: All respondents**

|                                   | Gender |          | Age        |             |           |           |         |             | Social Grade |                 |        |        | Working Status |        |                        |                        |                | Tenure                      |                   |                     |                  |                      |                    |                         |                  |                          |                     |                |               |
|-----------------------------------|--------|----------|------------|-------------|-----------|-----------|---------|-------------|--------------|-----------------|--------|--------|----------------|--------|------------------------|------------------------|----------------|-----------------------------|-------------------|---------------------|------------------|----------------------|--------------------|-------------------------|------------------|--------------------------|---------------------|----------------|---------------|
|                                   | Total  | Male (a) | Female (b) | 18-29 (c)   | 30-49 (d) | 50-64 (e) | 65+ (f) | 18-34 (g)   | 35-64 (h)    | 55+ Not Retired | AB (i) | C1 (j) | C2 (k)         | DE (l) | Full time employed (m) | Part time employed (n) | Unemployed (o) | Not working but seeking (p) | State pension (q) | Private pension (r) | House person (s) | NET: Home-owners (t) | Owned outright (u) | Owned with mortgage (v) | NET: Renters (w) | Rent-ed from council (x) | Rent-ed from HA (y) | Other Rent (z) | Rent free (A) |
| Weighted base                     | 1215   | 509      | 706        | 81          | 293       | 362       | 480     | 131         | 605          | 226             | 430    | 317    | 165            | 304    | 414                    | 178                    | 46*            | 49*                         | 185*              | 299                 | 44*              | 878                  | 544                | 334                     | 310              | 97*                      | 84*                 | 129            | 27**          |
| (Scotland) Large Urban Area       | -      | -        | -          | -           | -         | -         | -       | -           | -            | -               | -      | -      | -              | -      | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -              | -             |
| (Scotland) Other Urban Area       | -      | -        | -          | -           | -         | -         | -       | -           | -            | -               | -      | -      | -              | -      | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -              | -             |
| (Scotland) Accessible Small Town  | -      | -        | -          | -           | -         | -         | -       | -           | -            | -               | -      | -      | -              | -      | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -              | -             |
| (Scotland) Remote Small Town      | -      | -        | -          | -           | -         | -         | -       | -           | -            | -               | -      | -      | -              | -      | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -              | -             |
| (Scotland) Very Remote Small Town | -      | -        | -          | -           | -         | -         | -       | -           | -            | -               | -      | -      | -              | -      | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -              | -             |
| (Scotland) Accessible Rural       | -      | -        | -          | -           | -         | -         | -       | -           | -            | -               | -      | -      | -              | -      | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -              | -             |
| (Scotland) Remote Rural           | -      | -        | -          | -           | -         | -         | -       | -           | -            | -               | -      | -      | -              | -      | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -              | -             |
| (Scotland) Very Remote Rural      | -      | -        | -          | -           | -         | -         | -       | -           | -            | -               | -      | -      | -              | -      | -                      | -                      | -              | -                           | -                 | -                   | -                | -                    | -                  | -                       | -                | -                        | -                   | -              | -             |
| Not stated                        | 37     | 11       | 26         | 9           | 16        | 4         | 8       | 14          | 15           | 4               | 15     | 8      | 6              | 8      | 15                     | 9                      | 4              | 2                           | 2                 | 5                   | *                | 22                   | 9                  | 13                      | 13               | 4                        | 6                   | 3              | 2             |
|                                   | 3%     | 2%       | 4%         | 11%<br>defh | 5%<br>efh | 1%        | 2%      | 11%<br>defh | 2%           | 2%              | 4%     | 3%     | 4%             | 3%     | 4%                     | 5%                     | 8%<br>qrs      | 5%                          | 1%                | 2%                  | *                | 3%                   | 2%                 | 4%                      | 4%               | 4%                       | 8%<br>u             | 2%             | 7%            |

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d/e/f/g/h - i/j/k/l - m/n/o/p/q/r/s - t/w - u/v/x/y/z/A  
 \* small base; \*\* very small base (under 30) ineligible for sig testing

