

Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Very satisfied	(5) 137 13%	70 14%	67 13%	29 18% ^{dh}	28 9%	35 14%	45 16% ^d	38 17% ^{dh}	54 11%	24 16%	65 19% ^{kl}	31 12%	15 10%	25 10%	66 15% ^{pq}	16 12%	5 7%	2 3%	4 4%	40 22% ^{nopq}	4 14% ^{pq}	115 17% ^w	60 16% ^{xz}	55 18% ^{xz}	21 7%	2 3%	7 9%	11 8%	1 4%
Fairly satisfied	(4) 550 54%	264 54%	286 54%	83 52%	161 50%	129 51%	177 63% ^{cdeg}	116 50%	257 51%	81 55%	193 55%	143 54%	79 54%	134 53%	230 53% ^p	71 52% ^p	27 43%	20 35%	76 71% ^{mnp}	108 59% ^{op}	18 55% ^p	378 56% ^w	209 57% ^z	169 55% ^z	155 49%	48 54%	43 51%	64 44%	16 62%
Neither satisfied nor dissatisfied	(3) 150 15%	65 13%	85 16%	23 14%	61 19%	31 12%	36 13%	29 13%	85 17%	11 7%	39 11%	49 18% ^{kl}	26 18%	36 14%	72 17% ^r	17 13%	9 15%	8 14%	22 21% ^r	16 8%	5 17%	88 13%	51 17%	37 12%	59 19% ^t	11 13%	20 23% ^v	28 20% ^v	3 11%
Fairly dissatisfied	(2) 126 12%	61 13%	65 12%	17 11%	47 15% ^f	42 17% ^f	21 7%	31 14% ^f	75 15% ^f	22 15%	42 12%	32 12%	20 14%	32 13%	49 11%	26 19% ^{mqr}	17 26% ^{mqr}	10 18% ^q	5 5%	16 9%	4 12%	67 10%	32 9%	36 12%	56 18% ^t	16 18% ^u	11 13%	29 20% ^{uv}	3 11%
Very dissatisfied	(1) 53 5%	24 5%	28 5%	7 4%	25 8% ^f	17 7% ^f	4 1%	14 6% ^f	34 7% ^f	10 7%	11 3%	11 4%	7 4%	24 10% ^{aj}	19 4%	6 4%	5 8% ^q	16 29% ^{mnoqr}	-	5 3%	1 3%	22 3%	13 4%	9 3%	27 9% ^t	12 13% ^{uv}	4 4%	12 8% ^{uv}	3 12%
NET: Satisfied	686 67%	334 69%	352 66%	112 70% ^d	189 59%	164 65%	222 78% ^{deg}	154 67%	311 62%	105 71%	258 74% ^{kl}	174 66%	95 64%	159 63%	296 68% ^{op}	87 63% ^p	32 51%	22 38%	80 74% ^{op}	148 80% ^{mnp}	22 68% ^{op}	493 73% ^w	269 74% ^{xyz}	224 73% ^{xyz}	176 55%	51 56%	50 59%	75 52%	18 66%
NET: Dissatisfied	179 18%	85 18%	94 18%	24 15%	72 22% ^f	59 23% ^f	25 9%	45 20% ^f	109 22% ^f	32 22%	54 15%	43 16%	27 18%	56 22%	68 16% ^q	32 23% ^{qr}	22 34% ^{mqr}	26 47% ^{mnr}	5 5%	21 12%	5 15% ^q	90 13%	45 12%	45 15%	83 26% ^t	28 31% ^{uv}	15 17%	41 28% ^{uv}	6 24%
Don't know	1 *	-	1 *	1 1%	-	-	-	1 *	-	-	-	-	-	1 *	1 1%	-	-	-	-	-	-	1 *	1 *	-	-	-	-	-	-
Mean	3.58	3.61	3.56	3.70 ^{dh}	3.37	3.49	3.84 ^{deg}	3.58 ^d	3.44	3.59	3.74 ^{kl}	3.57	3.52	3.41	3.63 ^{op}	3.48 ^{op}	3.16 ^p	2.66	3.73 ^{op}	3.87 ^{mno}	3.64 ^{op}	3.74 ^w	3.75 ^{xyz}	3.73 ^{xyz}	3.27	3.15	3.47	3.23	3.34
Standard deviation	1.04	1.04	1.03	1.03	1.08	1.12	0.83	1.11	1.08	1.13	1.00	0.98	1.00	1.13	1.01	1.07	1.14	1.32	0.61	0.95	0.97	0.97	0.95	0.99	1.09	1.16	0.98	1.11	1.14
Standard error	0.03	0.05	0.05	0.07	0.06	0.07	0.06	0.06	0.05	0.10	0.06	0.06	0.07	0.07	0.05	0.08	0.12	0.18	0.08	0.07	0.11	0.04	0.05	0.06	0.06	0.12	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



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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	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017
Weighted base	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017
Base (excl NA for %)	1011	1014	734	608	1008	1013	1011	1006	1015	1017	1016	985
Very satisfied (5)	110 11%j	319 31%adefghijkl	449 61%abdefghijkl	106 17%ahjl	300 30%adefghijkl	199 20%aghlj	168 17%ahjl	118 12%j	155 15%ahjl	42 4%	195 19%ahjl	114 12%j
Fairly satisfied (4)	366 36%ccjl	415 41%achjl	184 25%j	253 42%achjl	396 39%cj	448 44%aceghjl	390 39%cj	354 35%cj	473 47%abceghjl	186 18%	492 48%abcdeghjl	308 31%cj
Neither satisfied nor dissatisfied (3)	222 22%bcdefik	134 13%c	57 8%	100 16%c	145 14%c	158 16%c	226 22%bcdefik	345 34%abcdeghijkl	154 15%c	271 27%bcdefghikl	164 16%c	190 19%bcei
Fairly dissatisfied (2)	190 19%bcdefghik	112 11%c	22 3%	80 13%c	108 11%c	146 14%bcek	142 14%ce	122 12%c	149 15%bcek	295 29%bcdefghikl	115 11%c	160 16%bcehk
Very dissatisfied (1)	121 12%bcefgghik	34 3%	15 2%	68 11%bcefgghik	56 6%bc	59 6%bc	80 8%bcefhk	41 4%c	81 8%bcehk	190 19%bcdefghik	50 5%bc	205 21%bcdefghik
NET: Satisfied	476 47%jl	734 72%adefghijkl	632 86%abdefghijkl	359 59%ahjl	696 69%adefghijl	647 64%aghlj	559 55%ahjl	473 47%j	629 62%aghlj	228 22%	686 68%adefghijl	422 43%j
NET: Dissatisfied	311 31%bcdefghik	145 14%c	37 5%	147 24%bcehk	164 16%c	204 20%bcehk	222 22%bcehk	163 16%c	230 23%bcehk	485 48%bcdefghikl	165 16%c	364 37%bcdefghik
Don't know	3 *	* *	8 1%abik	2 *	4 *	5 *	4 *	25 2%abdefghikl	2 *	32 3%bcdefghikl	* *	9 1%abik
Not applicable	6j	3	283abefghijkl	409abcefgghijkl	9jk	4	6j	11bijk	2	-	1	32abefghijkl
Mean	3.15lj	3.86adefghijkl	4.42abdefghijkl	3.41ajl	3.77adefghijkl	3.58adghijl	3.42ajl	3.39ajl	3.47ajl	2.59	3.66adghijl	2.97j
Standard deviation	1.20	1.08	0.91	1.24	1.15	1.13	1.16	0.99	1.15	1.12	1.06	1.34
Standard error	0.04	0.03	0.03	0.05	0.04	0.04	0.04	0.03	0.04	0.04	0.03	0.04

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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

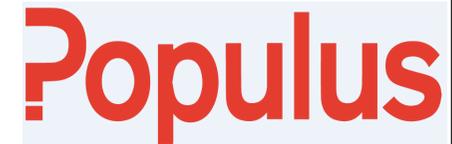
ONLINE Fieldwork : January to December 2018

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)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	1011	481	531	154	321	254	282	225	504	148*	349	262	148	252	435	136	60*	55*	108*	185	33*	671	365	306	314	90*	83*	141	27**
Very satisfied (5)	110 11%	53 11%	57 11%	19 13%	23 7%	36 14% ^d	32 11%	26 11%	52 10%	23 15%	60 17% ^{klj}	27 10%	9 6%	14 6%	57 13% ^q	9 7%	6 10%	2 4%	3 3%	28 15% ^{npq}	3 10%	91 14% ^w	54 15% ^z	37 12% ^z	17 5%	6 7%	5 6%	2 6%	
Fairly satisfied (4)	366 36%	176 37%	190 36%	60 39%	98 31%	75 29%	133 47% ^d	80 36%	153 30%	47 32%	141 40% ^l	92 35%	54 36%	79 31%	147 34% ^p	54 40% ^{op}	13 22%	5 9%	43 40% ^{op}	91 50% ^{mop}	12 35% ^p	273 41% ^w	168 46% ^{vxyz}	105 34% ^z	83 27%	26 29%	25 30%	32 23%	10 36%
Neither satisfied nor dissatisfied (3)	222 22%	114 24%	107 20%	25 16%	71 22%	58 23%	67 24%	45 20%	110 22%	31 21%	69 20%	59 23%	37 25%	57 22%	98 22%	23 17%	10 17%	10 18%	37 35% ^{nor}	34 19%	9 26%	144 21%	75 21%	69 22%	75 24%	26 29%	16 19%	33 23%	3 13%
Fairly dissatisfied (2)	190 19%	78 16%	112 21%	33 21%	70 22% ^f	47 18%	41 14%	44 20%	106 21%	26 18%	50 14%	54 21%	32 22%	54 21% ^l	78 18%	29 21%	20 33% ^{mqr}	13 23%	19 17%	26 14%	7 20%	113 17%	53 14%	60 20%	69 12%	11 23%	38 27% ^{ux}	9 33%	
Very dissatisfied (1)	121 12%	58 12%	63 12%	15 10% ^f	58 18% ^{cf}	38 15% ^f	9 3%	28 12% ^f	84 17% ^{cf}	21 14%	29 8%	30 11%	15 10%	47 19% ^{ijk}	54 12% ^r	10 15% ^r	24 16% ^{qr}	24 44% ^{mnoqr}	6 5%	5 3%	3 8%	50 7%	15 4%	35 11% ^u	69 22% ^t	20 22% ^{uv}	18 22% ^{uv}	31 22% ^{uv}	2 9%
NET: Satisfied	476 47%	229 48%	246 46%	79 51% ^{dh}	121 38%	111 44%	165 58% ^d	106 47% ^d	205 41%	70 47%	201 58% ^{klj}	119 45%	63 43%	93 37%	204 47% ^{op}	64 47% ^{op}	19 32% ^p	7 13%	46 43% ^p	120 65% ^{mno}	15 46% ^p	364 54% ^w	222 61% ^{vxyz}	142 46% ^z	100 32%	32 36%	30 36%	38 27%	11 42%
NET: Dissatisfied	311 31%	136 28%	175 33%	48 31% ^f	128 40% ^f	85 33% ^f	50 18%	72 32% ^f	190 38% ^f	47 32%	79 23%	84 32% ^l	47 32% ^l	102 40% ^l	132 30% ^r	49 36% ^r	29 49% ^{mqr}	37 67% ^{mnoqr}	24 22%	31 17%	9 28%	163 24%	68 19%	95 31% ^u	137 44% ^t	31 35% ^u	37 45% ^{uv}	69 49% ^{uv}	11 43%
Don't know	3 *	1 *	2 *	3 2% ^{dfh}	-	-	-	3 1% ^h	-	-	1 *	* 1	* 1	* 1	* *	* 2% ^m	1 2% ^m	-	-	-	-	* *	-	* *	2 1%	1 1%	-	1 *	1 3%
Not applicable	6	4	2	4 ^{defh}	1	-	-	4 ^{efh}	1	-	2	4	1	-	1	1	3 ^{mnoqr}	1	-	-	-	1	1	-	4 ^t	-	2 ^v	2 ^v	-
Mean	3.15	3.18	3.12	3.23 ^{dh}	2.87	3.09	3.49 ^{cde}	3.15 ^d	2.97	3.16	3.44 ^{klj}	3.12 ^l	3.07	2.83	3.17 ^{op}	3.03 ^p	2.76 ^p	2.06	3.18 ^{op}	3.61 ^{mno}	3.20 ^{op}	3.36 ^w	3.53 ^{vxy}	3.16 ^{yz}	2.72	2.85	2.76	2.61	2.96
Standard deviation	1.20	1.19	1.21	1.21	1.23	1.28	0.98	1.23	1.26	1.29	1.17	1.19	1.12	1.22	1.23	1.22	1.26	1.19	0.93	1.00	1.13	1.13	1.04	1.21	1.23	1.26	1.26	1.19	1.18
Standard error	0.04	0.05	0.05	0.09	0.07	0.09	0.07	0.07	0.06	0.12	0.07	0.08	0.08	0.07	0.06	0.09	0.14	0.16	0.12	0.07	0.13	0.05	0.06	0.07	0.14	0.13	0.09	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



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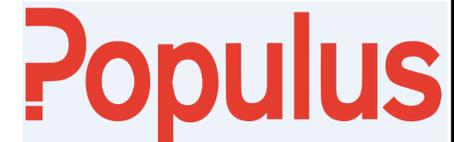
ONLINE Fieldwork : January to December 2018

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 (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	1014	481	533	159	320	254	281	227	505	148*	350	264	148	252	434	137	63*	56*	108*	183	33*	671	365	306	316	90*	83*	143	27**
Very satisfied	(5) 319 31%	151 31%	169 32%	48 30% ^d	66 20%	85 33% ^d	121 43% ^{cdgh}	64 28% ^d	134 27%	50 34%	125 36% ^{kl}	78 30%	36 24%	80 32%	108 25%	35 26%	23 36%	21 37%	38 35%	84 46% ^{mn}	11 33%	252 38% ^w	152 42% ^{vyz}	101 33% ^{xyz}	61 19%	16 17%	17 20%	29 20%	6 21%
Fairly satisfied	(4) 415 41%	195 40%	220 41%	66 41%	130 41%	105 41%	113 40%	93 41%	208 41%	56 38%	151 43%	107 40%	66 45%	91 36%	181 42% ^p	66 48% ^{op}	21 33%	13 23%	48 44% ^p	76 41% ^p	11 33%	279 42%	152 42% ^z	126 41% ^z	126 40%	40 45% ^z	43 52% ^z	42 30%	10 37%
Neither satisfied nor dissatisfied	(3) 134 13%	78 16% ^b	56 11%	25 15% ^f	58 18% ^{ef}	28 11%	24 9%	38 17% ^f	72 14%	18 12%	37 11%	38 14%	19 13%	40 16%	73 17% ^r	15 11%	11 18% ^r	12 19% ^r	9 11%	3 9%	76 23% ^{npqr}	36 8%	40 10%	55 13%	12 17% ^t	8 14%	35 25% ^{uvy}	4 14%	
Fairly dissatisfied	(2) 112 11%	42 9%	70 13%	16 10%	47 15% ^f	29 11%	20 7%	23 10%	68 14% ^f	17 12%	27 8%	33 13%	22 15% ⁱ	30 12%	58 13% ^r	13 9%	7 12%	5 9%	10 9%	11 6%	7 23% ^{npqr}	54 8%	20 6%	33 11% ^u	51 16% ^t	16 18% ^u	10 12%	25 17% ^u	7 26%
Very dissatisfied	(1) 34 3%	15 3%	18 3%	4 2%	19 6% ^f	7 3%	3 1%	9 4%	22 4% ^f	6 4%	9 3%	8 3%	5 3%	11 5%	15 3%	8 6% ^q	1 2%	6 11% ^{moqr}	-	3 1%	1 3%	10 2%	5 1%	5 2%	22 7% ^t	5 6% ^u	6 7% ^{uv}	11 8% ^{uv}	1 3%
NET: Satisfied	734 72%	346 72%	388 73%	114 72% ^d	196 61%	190 75% ^d	234 83% ^{cdgh}	157 69%	342 68%	106 72%	276 79% ^{ijkl}	185 70%	102 69%	171 68%	289 66%	101 74%	43 68%	34 60%	86 80% ^{mps}	160 87% ^{mnop}	22 66%	531 79% ^w	304 83% ^{vyz}	227 74% ^z	187 59%	56 62%	60 72% ^z	71 50%	15 58%
NET: Dissatisfied	145 14%	57 12%	88 16%	20 12%	66 21% ^{cfg}	36 14%	23 8%	32 14%	91 18% ^f	23 16%	36 10%	41 16%	27 18% ⁱ	41 16%	73 17% ^r	20 15%	8 13%	12 21% ^r	10 9%	14 8%	8 25% ^{qr}	64 10%	25 7%	39 13% ^u	74 23% ^t	22 24% ^{uv}	16 19% ^u	36 26% ^{uv}	8 29%
Don't know	*	*	-	*	-	-	-	*	-	-	-	*	-	*	-	-	-	-	-	-	-	*	-	*	-	-	-	-	-
Not applicable	3	3	-	-	2	-	1	2 ^h	-	-	1	2	-	-	2	-	-	-	-	1	-	1	1	-	2	-	1	1	-
Mean	3.86	3.88	3.85	3.88 ^d	3.55	3.91 ^d	4.17 ^{cde}	3.80 ^d	3.72	3.86	4.02 ^{ijkl}	3.81	3.72	3.79	3.71	3.79	3.89	3.66	4.06 ^m	4.24 ^{mno}	3.71	4.06 ^w	4.16 ^{xyz}	3.93 ^{xz}	3.48	3.50	3.67	3.37	3.47
Standard deviation	1.08	1.05	1.11	1.04	1.15	1.08	0.93	1.08	1.13	1.13	1.01	1.09	1.09	1.15	1.09	1.10	1.08	1.36	0.92	0.92	1.23	0.97	0.92	1.02	1.18	1.15	1.13	1.22	1.18
Standard error	0.03	0.05	0.05	0.07	0.06	0.07	0.06	0.06	0.05	0.10	0.06	0.07	0.08	0.07	0.06	0.09	0.12	0.18	0.12	0.07	0.14	0.04	0.05	0.06	0.06	0.12	0.12	0.09	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
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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 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26	
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**	
Base (exl NA for %)	734	362	372	113	242	186	194	167	374	105*	301	174	120	140	353	99*	25**	24**	63*	140	30*	518	261	257	203	57*	48*	98*	13**	
Very satisfied	(5) 61%	449 61%	222 61%	226 61%	68 60%	123 51%	121 65% ^d	137 71% ^{dgh}	96 58%	216 66%	69 61%	183 63%	109 52%	62 67% ^k	94 58%	206 54%	54 65%	16 67%	16 68%	43 71% ^{mns}	99 48%	14 63%	325 63%	174 67%	151 59%	116 57%	29 52%	32 66%	55 56%	8 60%
Fairly satisfied	(4) 25%	184 25%	90 25%	94 25%	28 25%	70 29%	42 22%	43 22%	97 26%	26 25%	82 27%	36 21%	34 28%	32 23%	85 24%	31 31%	5 19%	5 21%	17 27%	29 21%	11 37% ^{mr}	132 25%	62 24%	70 27%	49 24%	17 29%	11 22%	21 22%	3 26%	
Neither satisfied nor dissatisfied	(3) 8%	57 8%	32 9%	25 7%	9 8%	29 12% ^f	11 6%	7 4%	17 10% ^f	33 9%	5 4%	23 8%	13 10%	12 6%	37 11% ^r	6 6%	2 7%	3 12%	1 2%	6 4%	2 5%	33 6%	14 5%	20 8%	22 11%	1 2%	4 8%	17 17% ^{uvx}	1 10%	
Fairly dissatisfied	(2) 3%	22 3%	11 3%	11 3%	3 3%	10 4%	6 3%	3 1%	4 2%	15 4%	2 2%	9 3%	4 6% ^l	7 1%	10 3%	5 5%	1 5%	- -	- -	4 3%	2 7% ^q	15 3%	8 3%	7 3%	6 3%	2 3%	1 2%	3 3%	1 4%	
Very dissatisfied	(1) 2%	15 2%	5 2%	10 3%	3 3%	7 3%	1 1%	4 2%	4 2%	7 2%	1 1%	3 3%	5 3%	3 2%	9 3%	1 2%	- -	- -	2 2%	3 2%	1 3%	11 2%	4 1%	8 3%	4 2%	3 5%	- -	1 1%	- -	
NET: Satisfied	632 86%	312 86%	320 86%	96 85%	193 80%	163 88%	180 93% ^{dgh}	140 84%	313 84%	94 90%	265 88% ^{ak}	146 84%	95 80%	126 90% ^k	291 83%	85 86%	21 84%	21 88%	61 95%	128 91% ^m	25 85%	456 88% ^w	235 90% ^z	221 86%	165 81%	46 81%	42 88%	77 78%	11 86%	
NET: Dissatisfied	37 5%	17 5%	21 6%	6 6%	17 7%	7 4%	7 4%	8 5%	22 6%	3 3%	13 4%	10 6%	11 9%	4 3%	19 5%	6 6%	1 5%	- -	2 3%	6 5%	3 10%	26 5%	12 4%	15 6%	10 5%	5 9%	1 2%	4 4%	1 4%	
Don't know	8 1%	1 *	7 2%	1 1%	3 1%	5 3%	- -	2 1%	6 2%	3 2%	- -	6 3% ⁱ	2 1%	1 2%	6 2%	1 1%	1 4%	- -	- -	- -	- -	2 *	- -	2 1%	6 3% ^t	5 8% ^{uvz}	1 2% ^u	1 1%	- -	
Not applicable	283	122	160 ^a	46	80	68	89 ^{dh}	63	131	43	50	92 ^k	28	112 ^{ijk}	83 ^s	37 ^{ms}	38	32	44 ^{mrs}	45 ^s	3	155	105 ^v	49	115 ^t	33 ^{uv}	36 ^{uvz}	45 ^v	13	
Mean	4.42	4.42	4.41	4.38	4.22	4.52 ^d	4.58 ^{dgh}	4.36	4.36	4.56	4.44 ^k	4.42	4.21	4.54 ^k	4.35	4.34	4.50	4.55	4.59 ^s	4.56 ^s	4.20	4.44	4.51	4.37	4.36	4.29	4.55	4.30	4.41	
Standard deviation	0.91	0.89	0.94	0.97	1.01	0.80	0.81	0.94	0.76	0.85	0.97	1.05	0.82	0.96	0.92	0.85	0.72	0.77	0.85	1.03	0.82	0.84	0.96	0.96	0.94	1.10	0.74	0.93	0.87	
Standard error	0.03	0.05	0.05	0.08	0.06	0.06	0.07	0.06	0.05	0.08	0.05	0.08	0.09	0.06	0.05	0.08	0.16	0.14	0.13	0.07	0.12	0.04	0.06	0.06	0.06	0.15	0.10	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) - West Midlands

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 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 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (exl NA for %)	608	314	295	128	275	186	19**	189	400	125*	232	183	97*	97	434	136	17**	10**	1**	4**	5**	404	146	258	190	53*	37*	101*	14**
Very satisfied (5)	106 17%	50 16%	56 19%	27 21%	41 15%	36 19%	2 12%	38 20%	66 17%	26 21%	38 16%	33 18%	19 19%	16 17%	81 19%	23 17%	2 11%	-	-	-	1 10%	76 19%	32 22%z	44 17%	28 15%	10 20%	6 16%	11 11%	2 17%
Fairly satisfied (4)	253 42%	127 41%	126 43%	56 44%	110 40%	77 41%	10 52%	77 41%	165 41%	57 45%	102 44%	82 45%	37 38%	32 33%	180 41%	59 43%	10 61%	1 12%	-	1 21%	1 26%	169 42%	54 37%	114 44%	77 41%	19 36%	16 44%	42 42%	7 48%
Neither satisfied nor dissatisfied (3)	100 16%	52 17%	48 16%	22 17%	42 15%	31 17%	4 22%	29 16%	66 16%	24 19%	36 15%	24 13%	18 18%	22 23%j	64 15%	26 19%	1 5%	3 32%	1 100%	1 21%	3 56%	67 17%	26 18%	41 16%	32 17%	7 13%	4 11%	21 21%	1 6%
Fairly dissatisfied (2)	80 13%	46 15%	33 11%	14 11%	39 14%	24 13%	2 9%	26 14%	51 13%	10 8%	29 13%	24 13%	13 14%	13 14%	64 15%	12 9%	* 2%	2 16%	-	2 38%	-	49 12%	21 14%	28 11%	29 15%	8 16%	3 9%	17 17%	2 13%
Very dissatisfied (1)	68 11%	37 12%	31 11%	8 6%	43 16%c	17 9%	-	18 9%	50 13%	9 7%	27 11%	19 11%	10 10%	12 12%	45 10%	15 11%	4 22%	4 40%	-	-	-	41 10%	8 8%	30 12%	25 13%	8 15%	7 20%u	10 10%	2 16%
NET: Satisfied	359 59%	177 56%	182 62%	83 65%	151 55%	113 60%	12 64%	115 61%	232 58%	82 66%	140 60%	115 63%l	56 58%	48 50%	260 60%	83 61%	12 72%	1 12%	-	1 21%	2 36%	245 61%	87 60%	158 61%	105 55%	29 56%	22 60%	54 53%	9 65%
NET: Dissatisfied	147 24%	83 26%	64 22%	22 17%	82 30%c	42 22%	2 9%	44 23%	102 25%	18 15%	56 24%	43 24%	23 24%	25 26%	109 25%	27 20%	4 24%	6 56%	-	2 38%	-	90 22%	32 22%	58 22%	54 28%	16 31%	11 29%	27 26%	4 29%
Don't know	2 *	2 1%	* *	* *	* *	* *	1 5%	1 *	* *	-	* *	* *	* *	1 1%	* *	* *	-	-	-	1 20%	* 8%	2 1%	1 1%	1 *	-	-	-	-	-
Not applicable	409	171	238a	31	47	68cdgh	263	40	106d	22	119	83	51	155ij	2	1	46	46	107	180	27	268	220v	48	128	37vz	48vxz	42v	13
Mean	3.41	3.34	3.49	3.62d	3.25	3.48	3.70	3.48	3.37	3.65	3.41	3.47	3.43	3.28	3.43	3.37	3.37	2.16	3.00	2.79	3.50	3.47	3.53	3.45	3.29	3.30	3.27	3.28	3.37
Standard deviation	1.24	1.25	1.23	1.12	1.31	1.21	0.83	1.22	1.26	1.11	1.23	1.23	1.24	1.26	1.24	1.21	1.39	1.14	-	0.99	0.77	1.22	1.21	1.26	1.36	1.39	1.16	1.38	
Standard error	0.05	0.07	0.07	0.09	0.08	0.10	0.22	0.08	0.07	0.11	0.09	0.10	0.11	0.12	0.06	0.09	0.30	0.36	-	0.49	0.20	0.06	0.11	0.08	0.08	0.19	0.21	0.10	0.38

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) - West Midlands

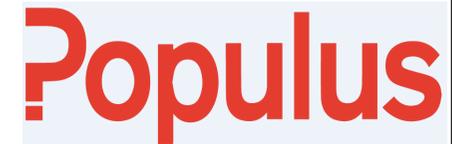
ONLINE Fieldwork : January to December 2018

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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26	
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**	
Base (excl NA for %)	1008	481	527	158	319	252	279	229	501	147*	350	264	148	247	435	137	61*	54*	106*	183	32*	665	360	305	317	90*	83*	144	27**	
Very satisfied (5)	300 30%	148 31%	152 29%	24 15%	45 14%	68 27%cdg	162 58%cddeg	38 17%	99 20%	34 23%	121 35%ej	66 25%	39 26%	73 30%	69 16%	23 17%	11 18%	12 22%	51 48%mnop	125 69%mnop	8 26%ms	229 34%w	167 46%vxyz	62 20%	63 20%	18 20%	20 24%	24 17%	7 28%	
Fairly satisfied (4)	396 39%	182 38%	214 41%	67 42%	131 41%	101 40%	97 35%	99 43%	201 40%	67 46%	126 36%	112 43%	64 44%	93 38%	180 41%pr	67 49%pr	28 46%pr	14 26%	50 47%pr	44 24%	14 42%r	263 40%	130 36%	133 44%z	121 38%	37 41%	37 44%	47 33%	12 45%	
Neither satisfied nor dissatisfied (3)	145 14%	72 15%	73 14%	31 20%f	68 21%f	39 16%f	7 2%	43 19%f	95 19%f	16 11%	42 12%	38 14%	23 16%	42 17%	86 20%qr	23 17%qr	9 15%qr	15 28%qr	2 1%	6 3%	5 14%qr	79 12%	38 10%	41 14%	66 21%t	14 15%	14 16%	38 26%uv	1 3%	
Fairly dissatisfied (2)	108 11%	52 11%	56 11%	24 15%f	44 14%f	30 12%f	11 4%	31 14%f	66 13%f	21 14%	40 12%	29 11%	15 10%	23 9%	72 16%nqr	11 8%r	7 11%r	4 8%	4 4%	6 3%	4 14%qr	63 9%	18 5%	45 15%u	42 13%	10 11%	10 12%u	22 15%u	3 11%	
Very dissatisfied (1)	56 6%	25 5%	31 6%	11 7%f	31 10%f	13 5%f	1 *	16 7%f	39 8%f	9 6%	20 6%	16 4%	5 4%	14 6%	29 7%qr	10 8%qr	6 9%qr	8 14%qr	-	1 1%	1 3%	29 4%	5 1%	23 8%u	24 8%	11 12%u	3 3%	11 8%u	3 10%	
NET: Satisfied	696 69%	330 69%	365 69%	91 58%	176 55%	169 67%cd	259 93%cddeg	137 60%	300 60%	101 69%	248 71%	179 68%	103 70%	166 67%	248 57%	90 66%p	39 64%	26 48%	101 95%mnop	169 93%mnop	22 69%p	492 74%w	297 83%vxyz	195 64%z	184 58%	55 62%	57 68%z	72 50%	19 72%	
NET: Dissatisfied	164 16%	77 16%	87 16%	34 22%f	74 23%f	43 17%f	11 4%	47 21%f	105 21%f	30 20%	61 17%	45 14%	21 15%	38 15%	101 23%qr	22 16%qr	13 21%qr	12 22%qr	4 4%	7 4%	5 17%qr	92 14%	23 6%	69 23%u	66 21%t	21 23%u	13 15%u	33 23%u	6 21%	
Don't know	4 *	1 *	2 *	2 1%	1 *	- -	1 *	2 1%	1 *	- -	- -	2 1%	* *	2 1%	- -	1 -	- -	1 3%ms	-	1 1%	- -	2 *	2 1%	- -	1 *	- -	- -	1 1%	1 3%	
Not applicable	9	3	5	*	3	2	4	*	4	1	1	2	1	5	1	-	2mn	2mn	2	2	1mn	8	6	1	1	-	1	-	-	
Mean	3.77	3.78	3.76	3.45	3.37	3.71cdg	4.48cdg	3.49	3.51	3.66	3.82	3.70	3.79	3.76	3.43	3.60	3.52	3.35	3.35	4.39mno	4.57mno	3.75m	3.91w	4.22vxy	3.54	3.50	3.47	3.75z	3.37	3.71
Standard deviation	1.15	1.15	1.15	1.13	1.17	1.14	0.75	1.14	1.17	1.16	1.19	1.14	1.06	1.15	1.14	1.11	1.19	1.33	0.70	0.77	1.10	1.11	0.93	1.19	1.17	1.27	1.06	1.16	1.30	
Standard error	0.04	0.05	0.05	0.08	0.06	0.08	0.05	0.07	0.05	0.10	0.07	0.07	0.08	0.07	0.06	0.09	0.13	0.19	0.09	0.06	0.12	0.04	0.05	0.07	0.06	0.14	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) - West Midlands

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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	1013	483	531	159	320	253	281	229	504	147*	351	265	148	249	435	137	62*	55*	108*	184	32*	669	363	306	318	90*	84*	144	27**
Very satisfied	(5) 20%	91 19%	108 20%	19 12%	47 15%	49 19%	84 30%cddeg h	35 15%	80 16%	30 21%	83 24%k	46 17%	19 13%	52 21%	72 16%	22 16%	7 11%	9 17%	25 23%	59 32%lmnop s	4 14%	157 23%w	101 28%wxz	56 18%x	38 12%	7 8%	15 18%	15 11%	4 16%
Fairly satisfied	(4) 44%	217 45%	231 44%	72 45%	138 43%	110 43%	128 46%	99 43%	220 44%	66 45%	147 42%	120 45%	73 49%	108 43%	199 46%p	58 42%	25 40%	15 27%	56 52%p	81 44%p	15 46%p	302 45%	167 46%y	135 44%	133 42%	48 53%y	27 32%	58 41%	13 48%
Neither satisfied nor dissatisfied	(3) 16%	83 17%	75 14%	28 18%f	59 18%f	41 16%	29 10%	40 17%f	89 18%f	22 15%	52 17%	47 19%	28 12%	31 15%	81 14%	19 20%r	10 17%	9 17%	11 10%	21 12%	7 21%	87 13%	45 12%	42 14%	67 21%t	15 17%	24 28%uv	28 20%u	4 16%
Fairly dissatisfied	(2) 14%	69 14%	76 14%	24 15%	49 15%	38 15%	34 12%	34 15%	78 15%	21 14%	58 17%	29 11%	22 15%	36 15%	60 14%	27 20%r	12 20%r	10 18%	14 13%	17 9%	5 15%	91 14%	41 11%	50 16%	54 17%	13 14%	12 14%	29 20%u	1 2%
Very dissatisfied	(1) 6%	22 5%	37 7%	14 9%f	26 8%f	15 6%f	4 1%	19 8%f	36 7%f	8 5%	10 3%	22 8%i	5 3%	22 9%ik	23 5%	11 8%qr	7 12%mqr	11 20%mnqrs	-	5 3%	1 4%q	30 5%	7 2%	23 8%u	25 8%	6 7%u	6 7%u	13 9%u	4 14%
NET: Satisfied	647 64%	307 64%	339 64%	90 57%	185 58%	159 63%	213 76%cddeg h	134 59%	300 60%	96 65%	229 65%	166 63%	92 62%	159 64%	270 62%p	80 58%	31 50%	24 44%	82 76%nop s	140 19%	19 60%	459 69%w	268 74%vxyz	191 62%z	171 54%	55 61%	42 50%	74 51%	17 64%
NET: Dissatisfied	204 20%	91 19%	113 21%	38 24%f	75 23%f	53 21%f	37 13%	53 23%f	114 23%f	29 20%	68 19%	51 19%	27 18%	58 23%	84 19%	38 28%mqr	20 32%mqr	21 38%mqrs	14 13%	22 12%	6 19%	121 18%	48 13%	73 24%u	79 25%t	19 21%	18 21%	42 29%u	4 16%
Don't know	5 *	2 *	3 1%	2 1%	1 *	- -	2 1%	2 1%	1 *	- -	2 1%	1 *	1 *	1 *	1 *	- 2%	1 2%	1 2%	2 2%	- -	- *	2 1%	2 1%	- 1%	2 1%	1 1%	1 1%	- -	1 3%
Not applicable	4	2	2	-	2	1	1	1	2	1	-	1	-	3	1	-	1	1	-	1	*	4	3	*	-	-	-	-	-
Mean	3.58	3.59	3.56	3.36	3.41	3.55	3.92cde gh	3.43	3.46	3.61	3.67	3.53	3.54	3.53	3.54op	3.38	3.18	3.04	3.88mno ps	3.94mno ps	3.51	3.70w z	3.87vwy	3.49z	3.33	3.42	3.40	3.23	3.51
Standard deviation	1.13	1.09	1.17	1.15	1.16	1.14	1.00	1.16	1.14	1.12	1.09	1.15	1.01	1.22	1.09	1.21	1.23	1.41	0.92	1.03	1.04	1.11	1.01	1.18	1.13	1.05	1.15	1.16	1.25
Standard error	0.04	0.05	0.05	0.08	0.06	0.08	0.07	0.07	0.05	0.10	0.06	0.07	0.07	0.08	0.06	0.09	0.13	0.19	0.12	0.08	0.12	0.04	0.06	0.07	0.06	0.11	0.12	0.09	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) - West Midlands

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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	1011	482	529	158	319	253	281	229	502	147*	351	264	147	250	435	137	61*	55*	108*	183	32*	669	364	305	317	90*	83*	144	26**
Very satisfied (5)	168 17%	87 18%	82 15%	19 12%	46 14%	42 17%	61 22%cdh	38 17%	69 14%	24 16%	74 21%k	41 15%	18 12%	36 14%	77 18%no	12 9%	3 6%	8 15%	20 18%o	43 23%no	5 16%o	136 20%w	80 22%xyz	56 18%z	29 9%	8 9%	9 11%	12 9%	3 13%
Fairly satisfied (4)	390 39%	196 41%	194 37%	69 44%d	103 32%	95 37%	124 44%dh	92 40%	174 35%	59 40%	142 41%	106 40%	52 36%	89 36%	161 37%p	57 41%p	26 42%p	9 16%	40 37%p	88 48%mps	9 27%	272 41%w	155 43%z	117 38%	104 33%	33 37%	27 32%	44 31%	14 54%
Neither satisfied nor dissatisfied (3)	226 22%	110 23%	116 22%	30 19%	77 24%	60 24%	59 21%	42 18%	126 25%	34 23%	72 20%	55 21%	42 28%	57 23%	103 24%	28 20%	11 19%	13 23%	28 26%	33 18%	10 31%r	142 21%	73 20%	69 23%	81 26%	20 22%	18 22%	44 30%u	3 12%
Fairly dissatisfied (2)	142 14%	58 12%	84 16%	28 18%	54 17%	30 12%	30 11%	36 16%	76 15%	19 13%	41 12%	42 16%	26 18%	34 14%	59 14%r	27 20%r	11 17%r	9 17%r	18 16%r	12 6%	6 20%r	79 12%	41 11%	38 13%	62 20%t	19 22%u	13 15%	30 21%uv	1 4%
Very dissatisfied (1)	80 8%	31 6%	50 9%	10 6%	38 12%f	26 10%f	7 2%	19 8%f	55 11%f	11 7%	21 6%	19 7%	8 5%	32 13%ik	33 8%	11 8%	9 15%qr	16 28%mnqrs	2 2%	7 4%	2 7%	38 6%	14 4%	24 8%	38 12%t	9 10%u	16 19%uvw	13 9%u	4 14%
NET: Satisfied	559 55%	282 59%	276 52%	88 56%	149 47%	137 54%	185 66%deh	131 57%dh	243 48%	83 56%	216 62%kl	147 56%	70 48%	125 50%	239 55%p	69 50%p	29 48%	17 31%	60 56%p	131 72%mnop	14 43%	408 61%w	235 65%xyz	173 57%yz	133 42%	41 46%	35 43%	57 39%	17 67%
NET: Dissatisfied	222 22%	89 18%	134 25%a	38 24%f	92 29%f	55 22%f	37 13%	54 24%f	131 26%f	29 20%	62 18%	61 23%	34 23%	66 26%i	92 21%r	39 28%r	20 32%r	25 45%mnqr	20 18%	19 10%	9 27%r	118 18%	55 15%	62 20%	100 32%t	28 32%u	29 34%uv	43 30%uv	5 18%
Don't know	4 *	1 *	2 *	1 1%	2 1%	-	-	2 1%	2 *	-	1 *	1 *	1 1%	1 *	1 *	1 2%am	1 2%	-	-	-	1 *	1 *	2 1%	1 1%	1 1%	-	-	1 *	1 3%
Not applicable	6	2	4	1	3	1	1	1	4	1	-	2	1	2	1	-	2mn	1	-	1	1n	3	2	1	1	-	1	-	1
Mean	3.42	3.52b	3.33	3.38	3.21	3.39	3.72ode	3.42d	3.25	3.46	3.59kl	3.41	3.31	3.26	3.44op	3.23p	3.07	2.72	3.54op	3.81mno	3.25p	3.58w	3.68vxy	3.47xyz	3.07	3.13	2.99	3.09	3.49
Standard deviation	1.16	1.11	1.19	1.11	1.23	1.19	1.00	1.18	1.19	1.13	1.12	1.14	1.07	1.24	1.15	1.13	1.20	1.43	1.03	0.99	1.16	1.11	1.06	1.16	1.17	1.16	1.31	1.11	1.24
Standard error	0.04	0.05	0.05	0.08	0.07	0.08	0.07	0.07	0.05	0.10	0.06	0.07	0.08	0.08	0.06	0.09	0.13	0.20	0.13	0.07	0.13	0.04	0.06	0.07	0.06	0.13	0.14	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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 (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	1006	477	529	157	316	253	280	224	502	148*	347	264	147	248	431	136	62*	54*	108*	182	33*	666	361	305	314	90*	82*	142	26**
Very satisfied (5)	118 12%	51 11%	67 13%	17 11%	25 8%	31 12%	45 16% ^{dh}	26 11%	47 9%	17 12%	58 17% ^{ijkl}	25 10%	12 8%	24 10%	48 11%	11 8%	9 14%	4 8%	9 9%	36 20% ^{mns}	2 6%	87 13%	55 15% ^{xz}	32 11%	29 9%	4 5%	14 17% ^x	11 8%	2 8%
Fairly satisfied (4)	354 35%	181 38%	174 33%	60 38% ^d	90 28%	93 37%	111 40% ^d	78 35%	165 33%	48 33%	147 42% ^{kl}	89 34%	47 32%	71 29%	142 33% ^p	47 35% ^p	22 35% ^p	9 17%	37 34%	87 47% ^{mnp}	11 33%	256 38% ^w	144 40% ^z	112 37% ^z	86 27%	28 31%	25 31%	33 23%	13 48%
Neither satisfied nor dissatisfied (3)	345 34%	172 36%	173 33%	49 31%	122 39%	85 34%	88 31%	70 31%	187 37%	54 37%	96 28%	91 35%	57 39% ⁱ	101 41% ⁱ	149 34% ^r	52 38% ^r	20 33%	25 45% ^r	46 42% ^r	41 22%	13 39% ^r	221 33%	113 31%	108 35%	118 38%	27 30%	20 24%	71 50% ^{uvxy}	6 22%
Fairly dissatisfied (2)	122 12%	48 10%	75 14%	16 10%	44 14%	34 13%	29 10%	27 12%	67 13%	25 17%	32 9%	41 16% ⁱ	17 11%	33 13%	61 14% ^r	15 11%	6 10%	10 18% ^r	13 12%	5 7%	13 14%	72 11%	41 11%	31 10%	47 15%	19 22% ^{uv}	11 14%	16 11%	3 13%
Very dissatisfied (1)	41 4%	20 4%	21 4%	5 3%	24 8% ^{ef}	7 3%	5 2%	10 4%	27 5% ^f	2 2%	12 3%	9 3%	10 7%	4 4%	20 5%	7 5%	3 5%	3 5%	2 2%	5 3%	1 2%	17 3%	6 2%	22 4%	9 7% ^t	10 10% ^{uz}	4 12% ^{uvz}	2 3%	6 6%
NET: Satisfied	473 47%	232 49%	241 46%	76 49% ^d	115 36%	124 49% ^d	157 56% ^{dgh}	104 46% ^d	212 42%	66 45%	204 59% ^{ijkl}	114 43%	59 40%	95 38%	190 44% ^p	57 42% ^p	30 50% ^p	14 25%	46 43%	122 67% ^{mnpop}	13 39%	343 52% ^w	199 55% ^{xz}	144 47% ^z	115 37%	32 36%	39 48% ^z	44 31%	15 56%
NET: Dissatisfied	163 16%	67 14%	96 18%	21 13%	69 22% ^{cf}	41 16%	33 12%	37 17%	93 19% ^f	27 19%	44 13%	50 19%	27 18%	43 17%	81 19% ^r	23 17%	9 15%	12 23% ^r	16 15%	17 9%	5 16%	90 13%	47 13%	43 14%	69 22% ^t	28 31% ^{uvz}	21 25% ^{uv}	20 14%	5 19%
Don't know	25 2%	6 1%	19 4% ^a	11 7% ^{efh}	10 3%	2 1%	2 1%	14 6% ^{efh}	9 2%	*	3 1%	8 3%	5 3%	9 4% ⁱ	12 3%	4 3%	2 3%	7 4% ^{qr}	-	2 1%	2 5% ^{qr}	12 2%	1 3% ^u	10 4%	13 3% ^u	3 3% ^u	2 5% ^u	7 5% ^u	1 3%
Not applicable	11	8	4	2	6	1	2	5	4	-	4	2	1	4	5	1	1	2	-	2	-	7	5	2	4	-	2	2	1
Mean	3.39	3.42	3.37	3.46 ^d	3.15	3.43 ^d	3.59 ^{dgh}	3.39 ^d	3.28	3.36	3.60 ^{ijkl}	3.32	3.24	3.28	3.33	3.29	3.45 ^p	3.06	3.35	3.75 ^{mno}	3.28	3.49 ^w	3.56 ^{xyz}	3.41 ^x	3.18	2.99	3.28	3.23	3.42
Standard deviation	0.99	0.96	1.02	0.95	1.03	0.97	0.93	1.01	1.00	0.95	0.99	0.97	1.00	0.96	1.01	0.97	1.04	0.97	0.89	0.94	0.89	0.95	0.94	0.95	1.04	1.07	1.25	0.86	1.04
Standard error	0.03	0.04	0.05	0.07	0.06	0.06	0.06	0.06	0.05	0.09	0.06	0.06	0.07	0.06	0.05	0.08	0.11	0.14	0.12	0.07	0.10	0.04	0.05	0.06	0.06	0.12	0.14	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	1015	482	533	158	320	254	282	228	504	148*	350	266	148	251	435	137	63*	55*	108*	185	33*	671	365	306	317	89*	84*	144	27**
Very satisfied	(5) 155	69	86	28	53	29	45	48	62	24	66	42	18	30	76	20	8	7	3	36	4	111	49	62	42	14	13	15	3
	15%	14%	16%	18%	16%	11%	16%	21%eh	12%	16%	19%l	16%	12%	12%	18%q	15%q	12%q	13%q	3%	20%q	14%q	17%	13%	20%uz	13%	15%	16%	10%	9%
Fairly satisfied	(4) 473	233	240	82	132	122	138	110	225	66	161	129	70	113	208	61	24	15	61	89	15	335	203	131	127	35	30	62	12
	47%	48%	45%	52%d	41%	48%	49%	48%	45%	45%	46%	48%	48%	45%	48%p	45%p	38%	27%	56%p	48%p	45%p	50%w	56%vxyz	43%	40%	39%	36%	43%	44%
Neither satisfied nor dissatisfied	(3) 154	80	74	22	60	34	37	31	86	21	52	49	21	33	70	26	6	11	14	23	6	88	45	42	61	22	14	25	5
	15%	17%	14%	14%	19%	14%	13%	14%	17%	15%	15%	18%	14%	13%	16%	19%	9%	20%	13%	12%	18%	13%	14%	19%t	25%uv	17%	18%	18%	20%
Fairly dissatisfied	(2) 149	71	78	16	51	41	41	28	81	25	46	34	26	44	63	17	12	9	21	21	6	99	43	56	47	9	12	26	3
	15%	15%	15%	10%	16%	16%	14%	12%	16%	17%	13%	13%	17%	18%	14%	12%	20%	17%	19%	11%	18%	15%	12%	18%u	15%	10%	14%	18%	13%
Very dissatisfied	(1) 81	27	53	8	24	28	21	11	49	11	24	12	13	31	18	12	13	12	9	15	2	39	24	14	39	9	15	15	3
	8%	6%	10%a	5%	7%	11%g	7%	5%	10%g	8%	7%	5%	9%	13%ij	4%	9%	21%mnqr	21%mnqrs	8%	8%	6%	6%	7%	5%	12%t	11%	17%uv	10%v	10%
NET: Satisfied	629	302	327	110	184	151	184	158	287	90	227	170	88	143	284	82	32	22	64	126	19	446	252	193	169	48	44	77	14
	62%	63%	61%	70%deh	57%	59%	65%	69%deh	57%	61%	65%	64%	60%	57%	65%op	60%p	51%	40%	59%	68%op	59%p	66%w	69%xyz	63%	53%	54%	52%	54%	53%
NET: Dissatisfied	230	99	131	24	75	69	61	39	130	36	70	46	39	76	81	29	25	21	30	36	8	138	67	70	86	18	27	41	6
	23%	20%	25%	15%	23%c	27%cg	22%	17%	26%cg	24%	20%	17%	26%j	30%ij	19%	21%	40%mnrs	39%mnr	28%	20%	23%	21%	18%	23%	27%t	21%	32%u	29%u	23%
Don't know	2	1	1	1	1	-	-	1	1	-	1	1	-	-	1	-	1	-	-	-	-	-	-	-	1	1	-	-	1
	*	*	*	1%	*	-	-	*	*	-	*	*	-	-	-	-	2%am	-	-	-	-	-	-	-	*	1%	-	-	3%
Not applicable	2	2	-	1	2	-	-	1	2	-	1	-	1	1	1	-	-	1	-	-	-	1	1	-	1	1	-	-	-
Mean	3.47	3.51	3.43	3.68deh	3.43	3.33	3.52	3.68deh	3.34	3.45	3.57i	3.58i	3.37	3.26	3.60opq	3.45op	3.02	2.93	3.27	3.60op	3.44p	3.57w	3.57yz	3.56yz	3.27	3.38	3.19	3.25	3.31
Standard deviation	1.15	1.08	1.21	1.05	1.16	1.20	1.14	1.09	1.17	1.17	1.14	1.05	1.16	1.24	1.06	1.15	1.39	1.37	1.08	1.17	1.12	1.10	1.07	1.14	1.23	1.18	1.35	1.18	1.16
Standard error	0.04	0.05	0.05	0.07	0.06	0.08	0.08	0.06	0.05	0.11	0.06	0.07	0.08	0.08	0.05	0.09	0.15	0.19	0.14	0.09	0.13	0.04	0.06	0.07	0.13	0.14	0.09	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) - West Midlands

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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26	
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**	
Base (excl NA for %)	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**	
Very satisfied	(5)	42 4%	24 5%	18 3%	9 6%	17 5%	8 3%	8 3%	16 7% ^f	4 4%	3 2%	22 6% ^l	7 3%	8 5%	5 2%	25 6%	6 4%	* 1%	2 3%	1 1%	7 4%	2 7% ^o	28 4%	7 2%	21 7% ^u	13 4%	4 5%	5 6% ^u	3 2%	1 4%
Fairly satisfied	(4)	186 18%	88 18%	98 18%	17 11%	39 12%	57 22% ^{cdg}	73 26% ^{cdgh}	27 12%	86 17%	41 28%	65 18%	52 20%	24 16%	45 18%	74 17% ^o	25 18% ^o	2 3%	4 7%	27 25% ^{op}	48 26% ^{mop}	7 20% ^{op}	135 20% ^w	90 24% ^{vz}	46 15%	44 14%	16 18%	15 17%	13 9%	7 25%
Neither satisfied nor dissatisfied	(3)	271 27%	127 26%	144 27%	46 29%	88 27%	61 24%	75 27%	62 27%	133 26%	38 26%	86 24%	67 25%	49 33%	69 27%	124 28%	35 26%	11 17%	15 27%	38 35% ^{or}	39 21%	9 29%	186 28%	107 29%	79 26%	80 25%	20 22%	20 24%	40 28%	5 20%
Fairly dissatisfied	(2)	295 29%	134 28%	161 30%	57 36% ^d	85 26%	73 29%	79 28%	72 32%	143 28%	37 25%	101 29%	93 35% ^k	32 22%	68 27%	112 26%	42 30%	33 53% ^{mnpq}	19 33%	27 25%	54 29%	8 26%	187 28%	94 26%	93 30%	98 31%	28 31%	25 29%	45 31%	10 38%
Very dissatisfied	(1)	190 19%	103 21%	87 16%	22 14%	77 24% ^{cf}	50 20%	41 15%	40 17%	109 22% ^{cf}	25 17%	74 15%	40 17%	51 20%	88 20%	24 18%	13 20%	14 25%	13 12%	34 18%	5 15%	123 18%	62 17%	60 21%	66 21%	18 20%	14 17%	33 23%	2 8%	
NET: Satisfied		228 22%	112 23%	116 22%	26 16%	57 18%	65 26% ^{cd}	81 29% ^{cdgh}	43 19%	104 21%	44 29%	86 25%	59 22%	33 22%	50 20%	99 23% ^{op}	30 22% ^o	2 4%	5 9%	29 26% ^{op}	54 29% ^{op}	9 27% ^{op}	163 24% ^w	97 26% ^z	67 22% ^z	57 18%	20 23% ^z	20 24% ^z	17 12%	8 30%
NET: Dissatisfied		485 48%	237 49%	248 47%	79 50%	162 50%	123 49%	121 43%	112 49%	252 50%	63 42%	175 50% ^k	133 50% ^k	58 39%	119 47%	200 46%	66 48%	46 73% ^{mnpq}	33 59% ^{qs}	40 37%	88 48%	13 40%	309 46%	156 43%	153 50%	164 51%	46 52%	39 46%	78 54% ^u	12 46%
Don't know		32 3%	8 2%	24 5% ^a	8 5%	15 5%	4 2%	6 2%	12 5%	15 3%	3 2%	4 1%	6 2%	9 6% ⁱ	13 5% ⁱ	13 3%	6 4%	4 6%	3 5%	2 2%	3 2%	1 4%	13 2%	6 2%	7 2%	18 6% ^t	4 4%	5 6% ^u	9 6% ^{uv}	1 4%
Not applicable		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean		2.59	2.57	2.61	2.56	2.46	2.60	2.74 ^d	2.57	2.51	2.71	2.59	2.70	2.52	2.61 ^{op}	2.58 ^o	2.06	2.24	2.79 ^{op}	2.67 ^{op}	2.77 ^{op}	2.63	2.68 ^z	2.58 ^z	2.47	2.54	2.65	2.33	2.79	
Standard deviation		1.12	1.16	1.09	1.06	1.14	1.09	1.14	1.13	1.11	1.19	1.06	1.13	1.09	1.17	1.12	0.77	1.03	1.00	1.16	1.17	1.13	1.09	1.17	1.12	1.17	1.18	1.03	1.09	
Standard error		0.04	0.05	0.05	0.07	0.06	0.08	0.07	0.07	0.05	0.10	0.07	0.08	0.07	0.06	0.09	0.09	0.14	0.13	0.09	0.13	0.05	0.06	0.07	0.06	0.13	0.13	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

ONLINE Fieldwork : January to December 2018

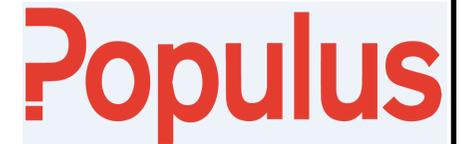
Absolutes/col percents

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 (A)	
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26	
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**	
Base (excl NA for %)	1016	483	533	159	322	253	282	229	504	146*	351	266	147	252	435	137	63*	56*	108*	185	33*	671	365	306	318	90*	84*	144	27**	
Very satisfied	(5) 19%	90 19%	105 20%	40 25%dh	39 12%	45 18%	71 25%cdh	57 25%dh	67 13%	22 15%	89 25%kl	49 19%	21 14%	35 14%	72 17%	20 15%	12 19%	8 14%	16 14%	61 33%mnop	6 17%	150 22%w	93 26%xyz	56 18%xz	32 10%	7 8%	11 13%	14 10%	13 49%	
Fairly satisfied	(4) 48%	239 49%	253 48%	69 44%	144 45%	123 49%	155 55%cdg	98 43%	239 47%	79 54%	179 51%	128 48%	74 50%	111 44%	220 51%op	71 52%op	21 34%p	9 16%	70 64%oprs	86 46%p	15 47%p	358 53%w	195 54%yz	162 53%z	127 40%	40 44%	34 40%	54 37%	7 26%	
Neither satisfied nor dissatisfied	(3) 16%	164 16%	78 16%	86 16%	31 19%	60 19%	37 15%	36 13%	43 19%	85 17%	15 10%	48 14%	45 17%	24 19%	65 15%	23 17%	17 26%mr	12 22%	16 15%	25 14%	7 20%	93 14%	48 13%	45 15%	68 21%t	20 23%	16 19%	32 22%u	3 13%	
Fairly dissatisfied	(2) 11%	115 12%	57 12%	58 11%	10 6%	56 17%cfg	33 13%fg	16 6%	20 9%	79 16%cfg	19 13%	25 7%	32 12%	21 15%il	37 14%il	59 14%r	13 9%	8 12%r	15 27%mnopr	7 6%	9 5%	5 14%r	53 8%	24 7%	30 10%	60 19%t	13 14%uv	16 19%uv	31 22%uv	2 8%
Very dissatisfied	(1) 5%	50 4%	20 6%	30 6%	9 7%fg	22 6%fg	16 6%fg	3 1%	12 5%fg	35 7%fg	10 7%	10 3%	12 4%	6 9%il	22 4%	19 7%qr	9 9%qr	6 9%qr	12 21%mnqrs	- 2%	3 2%	1 3%	17 3%	4 1%	13 4%u	31 10%t	10 11%uv	9 10%u	12 9%u	1 4%
NET: Satisfied	686 68%	329 68%	358 67%	109 68%dh	184 57%	167 66%	226 80%cdg	155 67%dh	305 61%	102 70%	268 76%jkl	178 67%	95 65%	146 58%	292 67%op	92 67%p	33 53%p	17 30%	85 79%op	147 80%mnop	21 63%p	507 76%w	289 79%vxyz	219 71%xyz	159 50%	47 52%	45 53%	68 47%	20 75%	
NET: Dissatisfied	165 16%	76 16%	88 17%	19 12%	78 24%cfg	48 19%fg	20 7%	31 14%fg	114 23%cfg	29 20%	36 10%	44 16%	27 18%il	59 23%il	78 18%qr	22 16%r	13 21%qr	27 48%mnopr	7 6%	12 7%	5 16%r	71 11%	28 8%	43 14%u	91 29%t	23 25%uv	24 29%uv	44 30%uv	3 12%	
Don't know	*	-	*	*	-	-	-	*	-	-	-	-	*	-	-	*	-	-	-	-	-	-	-	*	-	-	*	-	-	
Not applicable	1	1	-	-	-	1	-	-	1	1	-	-	1	-	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	
Mean	3.66	3.67	3.65	3.76dh	3.38	3.59	3.97cde	3.74dh	3.44	3.58	3.89jkl	3.64i	3.57	3.39	3.61p	3.59p	3.42p	2.74	3.87op	4.04mno	3.62p	3.85w	3.96vxy	3.71xyz	3.22	3.23	3.27	3.18	4.07	
Standard deviation	1.06	1.04	1.09	1.07	1.11	1.11	0.85	1.08	1.11	1.11	0.96	1.05	1.03	1.16	1.05	1.07	1.20	1.34	0.73	0.91	1.01	0.94	0.87	1.02	1.16	1.14	1.20	1.14	1.17	
Standard error	0.03	0.05	0.05	0.07	0.06	0.07	0.06	0.06	0.05	0.10	0.05	0.07	0.07	0.07	0.05	0.08	0.13	0.18	0.09	0.07	0.11	0.04	0.05	0.06	0.06	0.12	0.13	0.09	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

ONLINE Fieldwork : January to December 2018

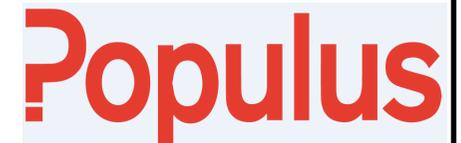
Absolutes/col percents

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

	Total	Gender		Age							Social Grade				Working Status					Tenure									
		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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	985	463	522	154	315	243	273	222	491	142*	349	257	146	233	429	132	57*	53*	101*	180	33*	664	361	303	297	82*	78*	136	24**
Very satisfied	(5) 12%	114 14%	64 10%	22 15% ^{cdh}	20 6%	28 11%	44 16% ^{dh}	29 13% ^d	41 8%	11 7%	56 16% ^{ij}	23 9%	13 9%	22 9%	43 10%	12 9%	5 8%	5 9%	8 8%	41 23% ^{mno}	2 7%	96 14% ^w	66 18% ^{vxyz}	31 10%	17 6%	3 3%	5 7%	10 7%	1 2%
Fairly satisfied	(4) 31%	308 33%	152 30%	35 23%	69 22%	82 34% ^{cd}	122 45% ^{cd}	54 24%	131 27%	59 42%	133 38% ^{kl}	88 34% ^{kl}	29 20%	57 24%	129 30% ^{op}	37 28% ^p	9 15%	4 8%	38 37% ^{op}	82 46% ^{mno}	9 26% ^p	249 38% ^w	168 47% ^{vxyz}	81 27% ^z	49 17%	18 22% ^z	17 22% ^z	14 10%	9 36%
Neither satisfied nor dissatisfied	(3) 19%	190 20%	92 19%	98 17%	27 17%	55 20%	58 21%	40 18%	92 19%	33 23%	55 16%	46 18%	40 28% ^{ij}	48 21%	75 17%	25 19%	10 18%	9 16%	35 35% ^{mno}	28 15%	8 26%	121 18%	62 17%	60 20%	64 21%	19 23%	14 18%	30 22%	5 19%
Fairly dissatisfied	(2) 16%	160 15%	69 17%	90 24% ^{ef}	37 21% ^{ef}	67 12%	29 10%	48 22% ^{ef}	85 17% ^f	15 11%	49 14%	44 17%	26 18%	40 17%	72 17% ^r	28 21% ^{qr}	16 28% ^{mqr}	10 19%	8 8%	18 10%	8 25% ^{qr}	93 14%	32 9%	61 20% ^u	61 20% ^t	14 17%	13 25% ^u	33 25% ^u	6 24%
Very dissatisfied	(1) 21%	205 18%	82 24% ^a	123 19% ^f	29 32% ^{cefg}	101 23% ^f	55 7%	20 20% ^f	45 28% ^{cfg}	140 17%	54 15%	51 20%	35 24% ⁱ	65 28% ⁱ	107 25% ^{qr}	29 22% ^r	15 27% ^{qr}	24 45% ^{mno}	12 12%	11 6%	5 17% ^r	99 15%	31 8%	68 22% ^u	103 35% ^t	26 32% ^u	29 37% ^{uv}	48 35% ^{uv}	3 12%
NET: Satisfied	422 43%	217 47% ^b	205 39%	57 37%	89 28%	109 45% ^{dh}	166 61% ^{cd}	84 38% ^d	172 35%	70 49%	189 54% ^{ijkl}	112 43% ^k	42 29%	79 34%	172 40% ^{op}	49 37% ^p	13 23%	9 16%	45 45% ^{op}	123 68% ^{mno}	11 33% ^p	346 52% ^w	234 65% ^{vxyz}	112 37% ^z	67 23%	21 25%	22 29%	24 17%	9 38%
NET: Dissatisfied	364 37%	151 33%	213 41% ^a	66 43% ^f	168 53% ^{cefg}	83 34% ^f	47 17%	93 42% ^f	225 46% ^{ef}	39 28%	103 29%	95 37%	61 42% ⁱ	105 45% ⁱ	180 42% ^{qr}	57 43% ^{qr}	31 54% ^{qr}	34 64% ^{mno}	20 20%	29 16%	14 42% ^{qr}	192 29%	63 17%	129 43% ^u	164 55% ^t	41 49% ^u	42 53% ^u	82 60% ^{uv}	9 36%
Don't know	9 1%	4 1%	6 1%	4 3% ^h	3 1%	1 *	1 *	6 3% ^{fh}	2 *	- -	2 1%	4 2%	1 1%	2 1%	3 1%	1 1%	3 5% ^{mr}	2 3%	- -	1 1%	- -	5 1%	3 1%	2 1%	3 1%	2 3%	- -	1 1%	2 6%
Not applicable	32	21 ^b	11	5	7	11	10	7	15	6	2	9 ⁱ	2	19 ^{ik}	7	4	6 ^{mrs}	3	7 ^m	4	-	8	5	3	21 ^t	8 ^{uv}	6 ^{uv}	7 ^{uv}	2
Mean	2.97	3.10 ^b	2.84	2.90 ^d	2.48	3.00 ^{dh}	3.53 ^{cd}	2.88 ^d	2.69	3.12	3.25 ^{ijkl}	2.95	2.72	2.70	2.83 ^p	2.81 ^p	2.48	2.12	3.20 ^{op}	3.69 ^{mno}	2.81 ^p	3.23 ^w	3.57 ^{vxy}	2.82 ^z	2.38	2.45	2.46	2.29	2.92

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Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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 (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)
Base (excl NA for %)	985	463	522	154	315	243	273	222	491	142*	349	257	146	233	429	132	57*	53*	101*	180	33*	664	361	303	297	82*	78*	136	24**
Standard deviation	1.34	1.32	1.34	1.36	1.31	1.35	1.10	1.36	1.35	1.22	1.31	1.31	1.29	1.35	1.36	1.31	1.29	1.33	1.11	1.11	1.20	1.29	1.14	1.33	1.28	1.25	1.36	1.25	1.15
Standard error	0.04	0.06	0.06	0.10	0.07	0.09	0.08	0.08	0.06	0.11	0.07	0.09	0.09	0.09	0.07	0.10	0.15	0.19	0.15	0.08	0.13	0.05	0.06	0.08	0.07	0.14	0.15	0.10	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) - West Midlands

ONLINE Fieldwork : January to December 2018

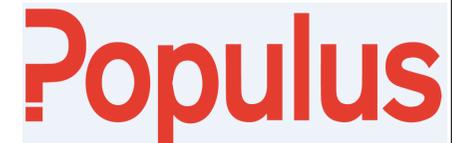
Absolutes/col percents

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 (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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Very good	(5) 104 10%	57 12%	47 9%	26 16%deh	27 8%	22 9%	30 10%	34 15%deh	40 8%	12 8%	55 16%akl	25 6%	9 6%	14 6%	52 12%qqs	11 8%	6 10%q	3 6%	2 2%	29 16%nqs	1 2%	92 14%w	55 15%xyz	36 12%xyz	10 3%	3 3%	3 4%	4 3%	2 9%
Fairly good	(4) 383 38%	193 40%	190 36%	58 37%cd	83 26%	107 42%cd	134 48%cdgh	75 33%	174 34%cd	64 43%	166 47%kl	105 40%l	43 29%	68 27%	155 35%op	54 39%op	13 21%	7 12%	36 33%p	105 57%mnop	14 43%op	291 43%w	182 50%vxyz	109 36%z	81 25%	25 28%	21 25%	35 24%	11 41%
Neither good nor poor	(3) 308 30%	128 26%	181 34%a	41 26%	110 34%e	56 22%	102 36%e	65 28%	142 28%	32 22%	77 22%	73 27%	64 43%ij	95 38%ij	127 29%	41 30%	15 24%	11 20%	59 55%mnop	42 23%	13 41%opr	194 29%	100 27%	94 31%	104 33%	29 32%	30 36%	45 31%	10 38%
Fairly poor	(2) 166 16%	81 17%	85 16%	23 14%f	79 25%cfg	49 19%f	14 5%	37 16%f	114 23%cf	26 18%	43 12%	46 17%	25 17%	52 21%gi	84 19%r	24 17%r	19 31%mnqr	19 34%mnqrs	9 9%	6 3%	3 10%r	80 12%	23 6%	57 19%u	84 26%t	24 27%u	20 24%u	39 27%u	2 9%
Very poor	(1) 54 5%	25 5%	28 5%	9 5%f	22 7%f	20 8%f	3 1%	15 6%f	36 7%f	12 8%	9 3%	17 6%	6 4%	22 9%i	18 4%	7 5%	8 13%mqr	15 26%mnqrs	2 2%	3 1%	1 4%	15 2%	5 1%	10 3%	38 12%t	8 9%u	9 11%uv	20 14%uv	1 2%
NET: Good	487 48%	250 52%b	237 45%	84 53%dh	111 34%	129 51%cd	164 58%dgh	110 48%cd	214 42%cd	76 52%	222 63%ijkl	131 49%kl	52 35%	83 33%	207 47%op	64 47%op	19 31%	10 18%	38 35%	134 72%mnop	15 45%p	383 57%w	238 65%vxyz	145 47%xyz	91 29%	28 31%	24 29%	39 27%	13 51%
NET: Poor	219 22%	106 22%	113 21%	31 20%f	102 32%cfg	69 27%f	17 6%	52 23%f	150 30%cf	39 26%	52 15%	63 24%i	31 21%	74 29%i	102 23%qr	31 23%qr	27 44%mnqr	34 61%mnqr	11 10%	9 5%	4 14%r	95 14%	28 8%	67 22%u	121 38%t	33 36%uv	30 35%uv	59 41%uv	3 11%
Don't know	2 *	* *	2 *	2 1%dh	- -	- -	- -	2 1%h	- -	- -	1 *	- -	1 *	1 *	* *	* *	1 1%	1 2%ms	- -	- -	- -	* *	- -	* *	2 1%	1 1%	1 1%	* *	- -
Mean	3.31	3.36	3.27	3.44dh	3.04	3.24	3.61deg	3.34dh	3.13	3.25	3.62jkl	3.29l	3.16	3.01	3.32op	3.27op	2.84p	2.36	3.25op	3.82mno	3.30op	3.54w	3.71vxy	3.34xyz	2.82	2.88	2.86	2.75	3.46
Standard deviation	1.03	1.06	1.01	1.10	1.06	1.10	0.78	1.12	1.08	1.11	0.98	1.06	0.92	1.03	1.04	1.01	1.20	1.18	0.71	0.79	0.84	0.95	0.85	1.02	1.04	1.02	1.03	1.07	0.89
Standard error	0.03	0.05	0.04	0.08	0.06	0.07	0.05	0.06	0.05	0.10	0.06	0.07	0.07	0.06	0.05	0.08	0.13	0.16	0.09	0.06	0.09	0.04	0.05	0.06	0.06	0.11	0.11	0.08	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26	
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**	
A lot better	(5)	50 5%	26 5%	25 5%	20 12% ^{defh}	22 7% ^{ef}	6 2%	3 1%	26 11% ^{efh}	22 4% ^f	2 1%	28 8% ^{ijl}	5 2%	8 6%	8 3%	32 7% ^{qr}	9 6% ^q	3 4%	2 3%	-	3 2%	2 5% ^q	33 5%	9 3%	24 8% ^u	16 5%	3 4%	4 5%	8 6%	1 4%
A little better	(4)	222 22%	117 24%	105 20%	63 39% ^{defh}	83 26% ^f	48 19% ^f	28 10%	87 38% ^{defh}	107 21% ^f	28 19%	72 30% ^{ail}	81 21%	32 15%	37 15%	122 28% ^{qr}	38 28% ^{qr}	16 25% ^{qr}	10 18%	7 7%	22 12%	5 16%	132 20%	52 14%	80 26% ^u	88 28% ^t	17 18%	18 21%	54 37% ^{uvxy}	2 8%
Stay the same	(3)	444 44%	207 43%	237 44%	47 29%	129 40% ^{cg}	108 43% ^{cg}	160 57% ^{cdg}	70 31% ^h	214 42% ^{cg}	64 43%	150 43%	108 41%	67 45%	119 47%	167 38%	59 43% ^o	18 28%	19 34%	72 67% ^{mnop}	92 50% ^{mop}	17 51% ^o	304 45%	180 49% ^z	124 41%	129 41%	41 46% ^z	42 49% ^z	46 32%	11 42%
A little worse	(2)	205 20%	97 20%	108 20%	19 12%	49 15%	62 24% ^{cdg}	75 27% ^{cdg}	27 12%	103 20% ^{cg}	41 28%	75 21%	50 19%	30 20%	50 20%	77 18%	21 15%	14 22%	14 25%	22 21%	53 29% ^{mns}	4 12%	151 22% ^w	94 26% ^{xy}	57 18%	44 14%	11 12%	8 9%	25 17%	10 39%
A lot worse	(1)	45 4%	19 4%	26 5%	2 1%	20 6% ^{cg}	15 6% ^{cg}	8 3%	4 2%	33 7% ^{cfg}	6 4%	17 5%	8 3%	7 4%	13 5%	20 5%	4 3%	4 6%	3 6%	2 2%	8 4%	3 10% ^{nq}	3 4%	26 5%	14 3%	19 6%	11 12% ^{uvz}	4 4%	4 3%	-
NET: Better		272 27%	142 29%	130 24%	82 52% ^{defh}	105 33% ^{efh}	54 21% ^f	30 11%	113 49% ^{defh}	128 25% ^f	31 21%	100 29% ^l	86 32% ^l	40 27% ^l	45 18%	154 35% ^{qrs}	47 34% ^{qr}	18 29% ^{qr}	12 22% ^q	7 7%	26 14%	7 21% ^q	165 24%	61 17%	104 34% ^u	104 33% ^t	20 22%	22 26%	62 43% ^{uxy}	3 12%
NET: Worse		250 25%	116 24%	134 25%	21 13%	69 21% ^{cg}	77 31% ^{cdg}	83 29% ^{cg}	31 14%	136 27% ^{cg}	47 32%	92 26%	59 22%	37 25%	63 25%	97 22%	25 18%	17 27%	17 31%	25 23%	61 33% ^{mn}	7 23%	177 26% ^w	106 29% ^y	71 23%	63 20%	22 25%	12 14%	29 20%	10 39%
Don't know		51 5%	19 4%	32 6%	9 6%	19 6%	14 6%	9 3%	15 7%	27 5%	7 5%	9 2%	13 5%	5 3%	25 10% ^{ijk}	18 4%	6 4%	9 15% ^{mnqr}	7 13% ^{mnr}	4 3%	6 3%	2 5%	26 4%	19 5%	7 2%	23 7%	6 7%	9 11% ^v	7 5%	2 8%
Mean	3.03	3.07	2.99	3.53 ^{defh}	3.13 ^{efh}	2.86	2.79	3.48 ^{defh}	2.96 ^f	2.86	3.06	3.10 ^l	3.04	2.90	3.17 ^{qr}	3.20 ^{pqr}	3.00	2.86	2.81	2.78	2.92	2.99	2.86	3.14 ^u	3.13	2.88	3.15 ^u	3.27 ^{ux}	2.75	
Standard deviation	0.91	0.92	0.91	0.92	0.99	0.90	0.70	0.93	0.95	0.84	0.98	0.85	0.92	0.86	0.97	0.90	1.02	0.97	0.58	0.79	0.98	0.90	0.80	0.97	0.95	1.01	0.87	0.94	0.79	
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.05	0.05	0.04	0.08	0.06	0.06	0.07	0.06	0.05	0.07	0.12	0.14	0.08	0.06	0.11	0.04	0.05	0.06	0.05	0.11	0.10	0.07	0.16	

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) - West Midlands

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 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26	
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**	
Very good	(5) 26 3%	14 3%	12 2%	9 6%efh	9 3%	2 1%	5 2%	14 6%efh	7 1%	2 1%	14 4%	4 1%	4 3%	4 2%	18 4%n	*	1 1%	1 1%	1 1%	4 2%	1 2%	15 2%	4 1%	11 4%	10 3%	5 6%u	2 3%	3 2%	*	1%
Fairly good	(4) 252 25%	135 28%	118 22%	26 16%	54 17%	72 28%cdg	101 36%cdgh	36 16%	115 23%g	36 24%	94 27%	67 25%	37 25%	55 22%	101 23%op	22 16%	7 11%	4 8%	31 28%op	81 44%mnop21%ps	7 2%	194 29%w	124 34%vxyz	69 23%z	51 16%	19 21%	13 16%	20 14%	7 28%	
Neither good nor poor	(3) 336 33%	170 35%	166 31%	52 33%	110 34%	85 34%	89 32%	77 34%	169 33%	58 39%	118 34%	93 35%	48 32%	76 30%	146 34%	54 40%r	18 29%	16 29%	39 36%	49 27%	13 39%	230 34%	125 34%	105 34%	101 32%	20 22%	30 35%	51 36%	4 15%	
Fairly poor	(2) 278 27%	124 26%	154 29%	50 32%f	98 30%f	68 27%	62 22%	67 29%	149 29%	37 25%	89 26%	72 27%	39 27%	77 30%	122 28%r	40 29%r	26 41%mqrs	22 40%r	26 24%	34 19%	7 23%	161 24%	77 21%	84 27%	104 33%t	34 38%u	25 30%	45 31%u	13 49%	
Very poor	(1) 73 7%	31 6%	42 8%	7 4%	35 11%cf	18 7%	13 5%	14 6%	46 9%	10 7%	29 8%	19 7%	8 5%	17 7%	34 8%	10 7%	7 11%	5 9%	4 3%	11 6%	3 11%	45 7%	22 6%	23 8%	28 9%	10 11%	9 11%	9 6%	-	
NET: Good	279 27%	149 31%b	130 24%	35 22%	63 20%	74 29%cd	106 38%cdgh	50 22%	122 24%	38 25%	107 31%	70 26%	42 28%	59 23%	118 27%nop	23 17%	8 12%	5 9%	32 30%op	85 46%mnop23%ps	8 2%	209 31%w	128 35%vyz	81 26%z	62 19%	24 26%	15 18%	23 16%	8 29%	
NET: Poor	351 35%	155 32%	197 37%	57 36%	133 41%f	86 34%	75 27%	81 35%	195 39%f	47 32%	118 34%	92 35%	47 32%	94 37%	156 36%r	50 36%r	32 52%mnqr49%qs	27 49%qr	30 27%	45 24%	11 33%	206 31%	98 27%	107 35%	133 42%t	44 49%uv	34 41%u	54 38%u	13 49%	
Don't know	51 5%	11 2%	41 8%a	14 9%eh	17 5%	8 3%	12 4%	21 9%efh	19 4%	5 3%	7 2%	11 4%	11 7%i	23 9%ij	15 3%	10 7%	5 8%	7 13%mr	8 7%	5 3%	2 5%	27 4%	14 4%	13 4%	22 7%	2 2%	5 6%	16 11%uvx	2 6%	
Mean	2.88	2.95b	2.80	2.87	2.69	2.88d	3.09cde gh	2.85	2.77	2.88	2.93	2.85	2.93	2.79	2.87op	2.72	2.48	2.46	3.00op ps	3.18mno	2.80	2.96w	3.04xyz	2.87	2.70	2.71	2.67	2.71	2.81	
Standard deviation	0.97	0.96	0.98	0.99	0.99	0.94	0.93	1.01	0.96	0.91	1.01	0.94	0.96	0.96	1.00	0.86	0.91	0.86	0.88	0.97	1.00	0.96	0.93	0.99	0.98	1.11	0.98	0.89	0.94	
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.06	0.06	0.04	0.08	0.06	0.06	0.07	0.06	0.05	0.07	0.10	0.12	0.12	0.07	0.12	0.04	0.05	0.06	0.05	0.12	0.11	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) - West Midlands

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 council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)	
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26	
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**	
A lot better	(5)	31 3%	18 4%	13 2%	11 7% ^{defh}	10 3%	2 1%	7 2%	16 7% ^{defh}	8 2%	1 *	16 4% ^l	5 2%	7 5% ^l	3 1%	19 4%	3 2%	1 1%	- -	7 4%	- -	22 3%	8 2%	14 4%	8 3%	3 3%	2 2%	4 3%	* 1%	
A little better	(4)	191 19%	98 20%	93 17%	20 13%	50 15%	52 21%	69 24% ^{cdg}	31 13%	91 18%	30 21%	64 18%	56 21%	25 17%	45 18%	83 19%	21 15%	6 9%	7 13%	29 27% ^o	41 22% ^o	4 13%	125 19%	73 20%	53 17%	63 20%	18 21%	18 19%	27 10%	3
Stay the same	(3)	265 26%	146 30% ^b	119 22%	32 20%	97 30% ^c	60 24%	75 26%	55 24%	135 27%	37 25%	74 21%	65 24%	49 33% ⁱ	76 30% ⁱ	108 25%	37 27%	10 16%	18 33% ^o	35 33% ^o	47 26%	10 29% ^o	179 27%	91 25%	88 29%	81 26%	19 21%	28 33%	35 24%	4 15%
A little worse	(2)	327 32%	143 29%	185 35%	60 38%	94 29%	92 36%	82 29%	78 34%	167 33%	58 39%	126 36% ^l	92 35%	42 29%	67 27%	152 35%	47 34%	25 39%	15 27%	27 25%	51 28%	11 33%	221 33%	120 33%	100 33%	91 29%	30 33%	19 23%	43 30%	16 58%
A lot worse	(1)	107 11%	47 10%	60 11%	15 9%	43 13%	20 8%	29 10%	21 9%	57 11%	9 6%	44 13%	26 10%	13 8%	24 10%	46 11%	14 10%	8 13%	5 10%	8 8%	22 12%	3 10%	63 9%	31 9%	31 10%	42 13%	18 20% ^{uvz}	11 13%	13 9%	3 10%
NET: Better		221 22%	116 24%	106 20%	32 20%	60 19%	55 22%	76 27% ^d	46 20%	100 20%	31 21%	80 23%	61 23%	32 21%	48 19%	102 23% ^o	24 18%	7 10%	7 13%	29 27% ^o	48 26% ^{os}	4 13%	147 22%	81 22%	67 22%	71 22%	21 23%	19 23%	31 21%	3 12%
NET: Worse		435 43%	190 39%	245 46%	74 47%	138 43%	112 44%	111 39%	100 44%	224 44%	66 45%	170 49% ^{kl}	118 45%	55 37%	91 36%	198 45%	61 45%	33 52% ^{cq}	20 36%	35 33%	73 40%	14 43%	283 42%	151 41%	132 43%	134 42%	47 52%	30 36%	56 39%	18 68%
Don't know		96 9%	33 7%	63 12% ^a	21 13%	27 8%	27 11%	22 8%	28 12%	47 9%	13 9%	26 7%	21 8%	12 8%	36 14% ^{ej}	28 6%	15 11%	14 22% ^{mnr}	10 18% ^m	8 8%	16 9%	5 14% ^m	62 9%	43 12% ^v	20 6%	32 10%	3 4%	7 8%	22 15% ^{vx}	2 6%
Mean		2.69	2.77 ^b	2.60	2.67	2.62	2.67	2.78	2.71	2.62	2.68	2.63	2.68	2.79	2.70	2.61	2.32	2.60	2.85 ^o	2.76 ^o	2.54	2.71	2.71	2.71	2.66	2.53	2.74	2.71	2.31	
Standard deviation		1.03	1.03	1.03	1.11	1.04	0.96	1.04	1.09	1.00	0.91	1.09	1.01	1.01	0.97	1.06	0.99	0.94	0.90	0.94	1.10	0.91	1.02	1.00	1.04	1.07	1.14	1.04	1.03	0.87
Standard error		0.03	0.05	0.05	0.08	0.06	0.07	0.07	0.07	0.05	0.09	0.06	0.07	0.08	0.06	0.08	0.11	0.13	0.13	0.08	0.11	0.04	0.06	0.06	0.06	0.13	0.11	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) - West Midlands

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 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26	
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**	
Very positive	(5)	31 3%	19 4%	12 2%	10 6%fh	10 3%	6 2%	4 2%	15 7%efh	12 2%	3 4%	6 2%	5 3%	6 2%	21 5%	2 1%	1 1%	2 3%	3 3%	3 2%	-	17 2%	4 1%	13 4%u	15 5%	4 4%	2 2%	9 6%u	-	
Fairly positive	(4)	106 10%	71 15%b	35 7%	14 9%	31 10%	33 13%	28 10%	56 11%	19 13%	45 13%	20 8%	19 13%	22 9%	53 12%	16 12%	4 6%	2 4%	7 7%	22 12%	2 7%	79 12%	42 12%	36 12%	24 8%	7 8%	6 7%	11 8%	3 13%	
No impact	(3)	368 36%	190 39%	178 33%	53 33%	97 30%	96 38%	122 43%dgh	76 33%	170 34%	60 41%	129 37%	99 33%	49 36%	92 32%	142 37%	50 27%	17 31%	48 44%	81 44%mo	13 40%	258 38%	157 43%vz	101 33%	102 32%	33 37%	29 34%	40 28%	8 30%	
Fairly negative	(2)	342 34%	142 29%	200 38%a	50 31%	120 37%	80 31%	93 33%	72 31%	177 35%	50 34%	118 34%	101 38%	48 32%	75 30%	155 35%	46 34%	25 39%	16 29%	33 30%	57 31%	10 32%	217 32%	108 29%	109 36%	111 35%	30 33%	32 38%	50 35%	14 53%
Very negative	(1)	77 8%	32 7%	45 8%	10 7%	33 10%f	20 8%	14 5%	16 7%	48 9%	7 5%	30 9%	15 6%	10 7%	22 9%	34 8%	7 5%	7 11%	9 16%nr	6 6%	11 6%	3 10%	46 7%	23 6%	24 8%	31 10%	10 12%	11 13%	10 7%	1 2%
NET: Positive		137 13%	90 19%b	47 9%	24 15%	41 13%	39 15%	33 12%	37 16%	68 13%	22 15%	59 17%j	26 10%	24 16%	28 11%	74 17%os	18 13%	4 6%	4 7%	10 10%	24 13%	2 7%	95 14%	46 13%	49 16%	38 12%	11 12%	7 9%	20 14%	3 13%
NET: Negative		420 41%	174 36%	246 46%a	60 38%	153 47%fg	100 39%	107 38%	88 38%	225 44%	58 39%	148 42%	116 44%	58 39%	98 39%	189 43%	53 38%	32 50%	25 44%	39 36%	69 37%	14 42%	263 39%	130 36%	132 43%	142 45%	40 44%	42 50%u	15 42%	55%
Don't know		93 9%	31 6%	62 12%a	22 14%f	31 10%	19 7%	21 7%	29 13%	43 8%	8 6%	15 4%	25 9%i	18 12%j	35 14%k	31 7%	16 10%	10 17%mr	11 17%mr	10 10%	10 6%	4 12%	56 8%	33 9%	23 8%	36 11%	6 7%	6 7%	24 17%lvxy	1 3%
Mean		2.64	2.79b	2.51	2.73	2.54	2.68	2.68	2.74d	2.58	2.71	2.69	2.59	2.70	2.68o	2.67o	2.36	2.41	2.68	2.70o	2.48	2.68	2.69y	2.67	2.58	2.58	2.44	2.66	2.55	
Standard deviation		0.91	0.94	0.86	1.00	0.95	0.91	0.80	1.01	0.92	0.84	0.96	0.83	0.93	0.98	0.83	0.84	0.99	0.83	0.83	0.81	0.89	0.82	0.96	0.97	0.98	0.90	1.01	0.76	
Standard error		0.03	0.04	0.04	0.07	0.05	0.06	0.06	0.06	0.04	0.08	0.06	0.06	0.07	0.05	0.07	0.10	0.15	0.11	0.06	0.10	0.04	0.05	0.06	0.05	0.11	0.10	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) - West Midlands

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?

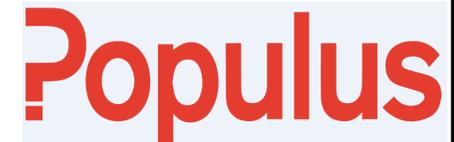
-Summary
Base: All respondents

Q16 Summary

	Banking (by this we mean day to day banking services, like current accounts, savings accounts)	Longer-term financial products (e.g. investments/pensions, life insurance etc)	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)
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	(j)	(k)	(l)	(m)	(n)
Unweighted base	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017
Weighted base	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017
Trust a great deal (5)	84 8%bgjklmn	31 3%mn	138 14%abdefghijklmn	78 8%bgjklmn	90 9%bfgghijklmn	67 7%bgjklmn	46 4%mn	66 7%bgjklmn	178 17%abdefghijklmn	35 3%mn	38 4%mn	40 4%mn	12 1%	20 2%
Trust quite a lot (4)	371 36%bhijklmn	225 22%mn	489 48%abfghijklmn	473 47%abfghijklmn	466 46%abfghijklmn	341 34%bhijklmn	334 33%bhijklmn	283 28%bkmn	457 45%abfghijklmn	307 30%bkmn	215 21%mn	283 28%bkmn	56 6%	75 7%
Neither trust nor don't trust (3)	288 28%i	376 37%acdehikmn	265 26%	332 33%aci	314 31%ci	360 35%acehim	363 36%acehim	313 31%ci	238 23%	399 39%acdehikmn	326 32%ci	372 37%acehikm	308 30%i	330 32%aci
Don't trust very much (2)	174 17%cdei	214 21%acdefij	86 9%	83 8%	88 9%	178 18%cdei	198 19%cdei	237 23%acdefgijl	100 10%	178 17%cdei	244 24%acdefgijl	190 19%cdei	374 37%abdefghijkl n	313 31%abdefghijkl n
Don't trust at all (1)	77 8%cdefgijl	87 9%cdefgijl	14 1%	23 2%	25 2%c	44 4%cdei	45 4%cdei	97 10%cdefgijl	20 2%	50 5%cdei	81 8%cdefgijl	44 4%cdei	171 17%abdefghijkl	157 15%abdefghijkl
NET: Trust	455 45%bfgghijklmn	256 25%mn	627 62%abdefghijklmn	551 54%abfghijklmn	556 55%abfghijklmn	408 40%bhijklmn	380 37%bkmn	349 34%bkmn	634 62%abdefghijklmn	342 34%bkmn	253 25%mn	324 32%bkmn	68 7%	95 9%mn
NET: Don't trust	252 25%cdei	301 30%acdefgijl	100 10%	106 10%	113 11%	222 22%cdei	243 24%cdei	333 33%acdefgijl	120 12%	228 22%cdei	325 32%acdefgijl	234 23%cdei	545 54%abdefghijkl n	470 46%abdefghijkl n
Don't know	22 2%	84 8%acdefghij	24 2%	27 3%	34 3%ah	27 3%	31 3%	22 2%	24 2%	47 5%acdfghi	113 11%abdefghijl	87 9%acdefghij	97 9%acdefghij	121 12%abdefghijlm
Mean	3.21bhijklmn	2.89mn	3.66abdefghijkl n	3.50abfghijklmn	3.52abfghijklmn	3.21bghijklmn	3.14bhkmn	2.98bkmn	3.68abdefghijkl n	3.10bhkmn	2.87mn	3.09bhkmn	2.31	2.43mn
Standard deviation	1.07	0.98	0.87	0.85	0.87	0.96	0.94	1.09	0.95	0.92	1.01	0.93	0.88	0.95
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03

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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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 (AA)	Rent free (AB)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 84 8%	31 6%	53 10%	17 11%	23 7%	18 7%	26 9%	25 11%	34 7%	7 5%	31 9%	24 9%	11 7%	19 8%	29 7%	16 12%	5 8%	6 10%	21 5%	3 11%	52 8%	24 7%	28 9%	26 8%	10 11%	8 9%	9 6%	6 21%	
Trust quite a lot	(4) 371 36%	175 36%	196 37%	60 38%	111 35%	87 34%	112 40%	87 38%	171 34%	44 30%	130 37%	99 37%	47 32%	95 38%	154 35%	36 26%	28 45% n	17 30%	40 37%	80 44% n	16 49% mnp	256 38%	139 38% z	118 38% z	110 34%	38 42% z	33 39%	39 27%	5 19%
Neither trust nor don't trust	(3) 288 28%	132 27%	156 29%	47 30%	100 31%	59 23%	82 29%	64 28%	142 28%	36 24%	87 25%	76 28%	57 39% jkl	68 27%	122 28%	44 32%	14 22%	19 34%	37 35%	43 23%	10 30%	184 27%	99 27%	85 28%	97 31%	23 25%	22 27%	53 37% u	6 24%
Don't trust very much	(2) 174 17%	87 18%	87 16%	21 13%	52 16%	59 23% cfg	42 15%	34 15%	99 20%	37 25%	72 20% k	42 16%	18 12%	42 17%	83 19%	26 19%	8 12%	10 17%	14 13%	30 16%	4 11%	114 17%	66 18%	48 16%	55 17%	14 16%	14 16%	27 19%	6 22%
Don't trust at all	(1) 77 8%	52 11% ab	26 5%	5 3%	26 8% c	26 10% cg	20 7%	11 5%	46 9% c	20 14%	26 7%	18 7%	12 8%	22 9%	39 9% s	9 7%	6 9%	2 4%	11 10%	10 5%	* 1%	52 8%	28 8%	24 8%	23 7%	6 7%	7 8%	10 7%	2 8%
NET: Trust	455 45%	207 43%	249 47%	78 49%	135 42%	105 41%	138 49%	112 49%	206 41%	51 35%	161 46%	124 46%	57 39%	114 45%	183 42%	52 38%	33 53% n	23 40%	46 42%	101 55% mn	19 57% mn	309 46%	163 44% z	146 48% z	136 43%	47 53% z	41 48% z	48 34%	11 40%
NET: Don't trust	252 25%	139 29% b	113 21%	26 17%	79 24%	84 33% cdfg	62 22%	45 20%	145 29% cg	57 38%	97 28%	60 23%	30 20%	65 26%	122 28% s	36 26% s	13 21%	12 21%	25 23%	40 22%	4 13%	165 25%	93 25%	72 24%	78 25%	20 22%	20 24%	38 26%	8 30%
Don't know	22 2%	7 1%	15 3%	7 5% f	9 3% f	6 2% f	-	9 4% f	13 3% f	4 3%	6 2%	4 3%	5 3%	10 2%	5 4% r	2 4%	3 5% qr	-	1 1%	* 1%	14 2%	11 3%	3 1%	6 2%	-	1 1%	5 4% v	2 6%	
Mean	3.21	3.10	3.32a	3.42deh	3.17	3.05	3.29e	3.37deh	3.10	2.87	3.20	3.27	3.19	3.19	3.12	3.17	3.32	3.27	3.14	3.39m	3.52mnq	3.22	3.19	3.25	3.20	3.34	3.25	3.07	3.24
Standard deviation	1.07	1.11	1.03	0.98	1.06	1.14	1.06	1.03	1.09	1.15	1.10	1.06	1.02	1.10	1.08	1.11	1.11	1.01	1.06	1.05	0.86	1.07	1.06	1.08	1.06	1.08	1.10	1.02	1.30
Standard error	0.03	0.05	0.05	0.07	0.06	0.08	0.07	0.06	0.05	0.10	0.06	0.07	0.07	0.07	0.06	0.09	0.12	0.14	0.14	0.08	0.10	0.04	0.06	0.06	0.06	0.12	0.12	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) - West Midlands

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 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 31 3%	15 3%	15 3%	13 8%defh	8 3%	7 3%	2 1%	17 8%defh	11 2%	1 1%	15 4%	3 1%	4 3%	8 3%	19 4%	2 1%	4 6%q	2 3%	- -	3 2%	1 2%	24 4%	6 2%	18 6%u	7 2%	2 2%	2 2%	3 2%	- -
Trust quite a lot	(4) 225 22%	115 24%	110 21%	41 26%	65 20%	54 21%	65 23%	61 27%h	99 20%	19 13%	98 28%kl	64 24%k	20 14%	43 17%	103 24%	28 20%	11 17%	7 13%	20 18%	50 27%p	7 20%	169 25%w	94 26%yz	75 25%z	49 15%	17 19%	12 14%	20 14%	7 25%
Neither trust nor don't trust	(3) 376 37%	189 39%	187 35%	47 29%	132 41%cg	84 33%	112 40%cg	66 29%	198 39%cg	55 37%	134 38%	112 42%l	49 33%	80 32%	164 38%	47 34%	20 32%	19 34%	43 40%	70 38%	13 40%	238 35%	132 36%	105 34%	130 41%	41 45%	27 32%	62 43%	8 31%
Don't trust very much	(2) 214 21%	97 20%	117 22%	31 20%	58 18%	61 24%	64 23%	40 18%	110 22%	43 29%	58 17%	44 16%	50 34%ij	62 25%ij	83 19%	30 22%	12 19%	16 28%	23 22%	42 23%	9 26%	138 21%	79 22%	60 19%	68 21%	16 18%	20 24%	31 22%	8 29%
Don't trust at all	(1) 87 9%	47 10%	40 8%	5 3%	30 9%c	31 12%c	21 7%	15 7%	51 10%c	22 15%	28 8%	19 7%	12 8%	28 11%	38 9%	13 9%	7 11%	6 11%	10 10%	11 6%	2 5%	58 9%	32 9%	26 8%	27 8%	7 7%	9 10%	11 8%	3 10%
NET: Trust	256 25%	130 27%	125 24%	55 34%defh	74 23%	61 24%	67 24%	79 34%defh	110 22%	20 14%	113 32%kl	67 25%	25 17%	51 20%	122 28%	30 22%	15 23%	9 17%	20 18%	53 29%	7 23%	193 29%w	100 27%z	93 30%yz	56 18%	19 21%	14 16%	23 16%	7 25%
NET: Don't trust	301 30%	144 30%	158 30%	37 23%	87 27%	93 37%cdg	85 30%	55 24%	162 32%cg	65 44%	87 25%	63 24%	62 42%ij	90 36%ij	121 28%	43 31%	18 29%	21 38%	34 31%	53 29%	10 32%	196 29%	111 30%	85 28%	95 30%	23 25%	29 35%	43 30%	10 38%
Don't know	84 8%	22 4%	62 12%a	21 13%efh	29 9%	16 6%	19 7%	30 13%efh	36 7%	7 5%	17 5%	24 9%	12 8%	31 12%i	29 7%	18 13%mr	10 16%mr	6 11%	11 10%	8 5%	2 6%	45 7%	23 6%	22 7%	37 12%t	7 8%	14 17%uv	16 11%	2 6%
Mean	2.89	2.90	2.88	3.19def	2.88	2.76	2.86	3.13def	2.80	2.53	3.04kl	2.95kl	2.68	2.73	2.96	2.80	2.87	2.68	2.75	2.95	2.87	2.94	2.89	3.00y	2.79	2.90	2.68	2.78	2.76
Standard deviation	0.98	0.99	0.97	1.02	0.96	1.04	0.90	1.07	0.97	0.94	1.00	0.90	0.94	1.02	1.01	0.97	1.10	1.00	0.91	0.93	0.91	1.00	0.97	1.05	0.92	0.90	0.98	0.90	0.98
Standard error	0.03	0.05	0.05	0.07	0.05	0.07	0.06	0.07	0.05	0.09	0.06	0.06	0.07	0.07	0.05	0.08	0.13	0.14	0.13	0.07	0.10	0.04	0.06	0.06	0.05	0.10	0.11	0.07	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) - West Midlands

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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26	
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**	
Trust a great deal	(5) 138	58	80	28	45	39	26	43	69	16	50	38	16	34	64	18	9	11	5	26	4	86	37	49	49	23	16	11	2	
		14%	12%	15%	18% ^f	14%	15%	9%	19% ^f	14%	11%	14%	11%	14%	15% ^q	13%	15% ^q	19% ^q	5%	14%	14%	13%	10%	16% ^{uz}	16%	25% ^{uz}	19% ^{uz}	8%	8%	
Trust quite a lot	(4) 489	226	263	73	148	105	163	102	225	61	191	127	58	114	189	66	32	22	65	100	15	328	195	132	149	44	37	69	13	
		48%	47%	49%	46%	46%	42%	58% ^{cdeg}	44%	44%	41%	54% ^k	48%	39%	45%	43%	48%	51%	38%	60% ^{mp}	54% ^m	47%	49%	53% ^v	43%	47%	49%	48%	47%	
Neither trust nor don't trust	(3) 265	146	120	32	86	78	69	25%	46	150	52	77	63	56	70	124	33	13	16	24	47	10	176	99	76	85	18	22	45	5
		26%	30% ^b	22%	20%	27%	31% ^{cg}	25%	20%	30% ^{cg}	35%	22%	24%	38% ^{ij}	28%	24%	20%	29%	22%	26%	31%	26%	27%	25%	27%	20%	26%	31%	19%	
Don't trust very much	(2) 86	40	46	14	27	26	20	23	43	16	21	27	14	25	39	12	7	6	12	9	1	60	26	34	22	4	5	13	4	
		9%	8%	9%	9%	8%	10%	7%	10%	9%	11%	6%	10%	10%	10%	9%	8%	11%	11%	5%	4%	9%	7%	11%	7%	5%	6%	9%	16%	
Don't trust at all	(1) 14	7	7	3	8	1	1	4	8	1	9	2	1	2	8	4	-	-	-	1	1	10	4	7	2	-	1	1	1	
		1%	1%	2%	2%	1%	*	2%	2%	1%	2%	1%	1%	1%	2%	3%	-	-	-	1%	2%	2%	1%	2%	1%	-	1%	1%	4%	
NET: Trust	627	284	344	101	193	144	189	145	293	76	241	165	74	148	253	84	42	32	70	127	20	414	232	182	199	66	53	80	15	
		62%	59%	65%	64%	60%	67% ^{eh}	63%	58%	52%	69% ^{kl}	62% ^k	50%	59%	58%	62%	66%	57%	65%	69% ^m	61%	62%	63%	59%	63%	74% ^{vz}	62%	56%	56%	
NET: Don't trust	100	47	53	17	35	28	21	28	51	17	30	28	15	27	47	15	7	6	12	10	2	70	29	41	24	4	6	15	5	
		10%	10%	10%	11%	11%	7%	12%	10%	12%	8%	11%	10%	11%	11%	11%	11%	11%	11%	6%	6%	10%	8%	13% ^x	8%	5%	7%	10%	19%	
Don't know	24	8	16	9	8	4	3	10	11	2	3	10	3	8	13	5	2	2	2	1	1	13	6	7	10	1	4	5	2	
		2%	2%	3%	6% ^{efh}	3%	2%	1%	5% ^f	2%	1%	4%	2%	3%	3%	3%	3%	3%	2%	*	2%	2%	2%	2%	3%	1%	5%	3%	6%	
Mean	3.66	3.60	3.70	3.73	3.62	3.61	3.69	3.71	3.61	3.50	3.73 ^k	3.67	3.50	3.63	3.62	3.63	3.72	3.67	3.60	3.77	3.67	3.64	3.65	3.61	3.72	3.95 ^{uvz}	3.77	3.54	3.44	
Standard deviation	0.87	0.86	0.88	0.94	0.92	0.89	0.75	0.97	0.89	0.87	0.87	0.88	0.85	0.88	0.92	0.93	0.86	0.93	0.76	0.77	0.87	0.88	0.80	0.97	0.84	0.81	0.87	0.82	1.02	
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.05	0.06	0.04	0.08	0.05	0.06	0.06	0.05	0.05	0.07	0.09	0.13	0.10	0.06	0.10	0.04	0.04	0.06	0.05	0.09	0.09	0.06	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) - West Midlands

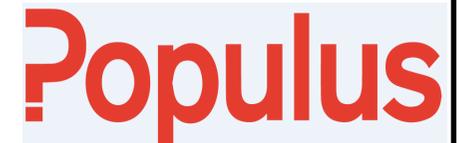
ONLINE Fieldwork : January to December 2018

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 (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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 78 8%	33 7%	45 8%	21 13% ^{efh}	27 9%	9 4%	20 7%	29 13% ^{eh}	29 6%	5 3%	30 9%	15 6%	11 7%	22 9%	32 7%	7 5%	9 15% ^{mnq}	5 8%	4 3%	18 10%	2 7%	43 6%	23 6%	30 9%	11 12%	10 12%	9 6%	5 4%	5 19%
Trust quite a lot	(4) 473 47%	210 43%	263 49%	66 42%	140 43%	123 48%	144 51% ^g	93 41%	236 47%	71 48%	174 50%	125 47%	62 42%	111 44%	191 44%	69 51%	29 47%	22 39%	56 52%	89 48%	17 51%	321 48%	180 49%	141 46%	141 44%	45 50%	37 44%	59 41% ^u	12 24%
Neither trust nor don't trust	(3) 332 33%	172 35%	160 30%	46 29%	115 36%	84 33%	87 31%	73 32%	172 34%	45 30%	99 28%	95 36%	58 39% ⁱ	80 32%	144 33%	43 32%	17 28%	21 38%	33 31%	61 33%	12 38%	216 32%	111 30%	105 34%	110 35%	26 29%	25 30%	59 41% ^u	6 24%
Don't trust very much	(2) 83 8%	42 9%	41 8%	12 8%	22 7%	22 9%	27 10%	16 7%	40 8%	14 10%	31 9%	18 7%	9 6%	25 10%	37 8%	10 7%	4 7%	5 8%	13 12%	14 8%	1 4%	62 9%	33 9%	28 9%	21 6%	7 7%	5 5%	10 7%	1 4%
Don't trust at all	(1) 23 2%	17 3% ^b	6 1%	3 2%	8 3%	11 4% ^f	1 *	5 2%	17 3% ^f	9 6%	12 3%	5 2%	4 3%	2 1%	19 4% ^f	2 2%	-	1 1%	-	1 1%	-	18 3%	11 3%	7 2%	4 1%	1 2%	1 1%	1 1%	1 2%
NET: Trust	551 54%	243 50%	308 58% ^a	88 55%	167 52%	132 52%	164 58%	122 53%	265 52%	76 51%	204 58%	141 53%	73 50%	133 53%	223 51%	77 56%	39 62%	26 47%	60 55%	107 58%	19 58%	364 54%	203 55%	160 52%	171 54%	56 62%	47 56%	68 47%	17 64%
NET: Don't trust	106 10%	59 12%	47 9%	15 10%	30 9%	33 13%	28 10%	21 9%	57 11%	23 16%	43 12%	22 8%	13 9%	27 11%	56 13% ^s	12 9%	4 7%	5 10%	13 12%	15 8%	1 4%	80 12%	45 12%	35 12%	25 8%	8 9%	6 7%	11 8%	2 6%
Don't know	27 3%	10 2%	17 3%	10 6% ^{efh}	10 3%	5 2%	2 1%	13 6% ^{fh}	12 2%	4 3%	5 1%	7 3%	3 2%	12 5% ⁱ	13 3%	5 4%	3 4% ^r	3 5% ^r	2 2%	1 1%	-	13 2%	7 2%	6 2%	12 4%	-	6 7% ^{uvx}	6 4%	2 6%
Mean	3.50	3.42	3.58 ^a	3.61 ^e	3.50	3.40	3.55	3.58 ^e	3.45	3.34	3.52	3.50	3.46	3.52	3.43	3.53	3.73 ^m	3.47	3.48	3.59	3.61	3.47	3.48	3.46	3.56	3.64	3.63	3.47	3.81
Standard deviation	0.85	0.88	0.81	0.90	0.85	0.87	0.78	0.90	0.86	0.93	0.90	0.79	0.83	0.84	0.92	0.78	0.81	0.83	0.75	0.80	0.69	0.86	0.87	0.85	0.81	0.85	0.85	0.77	0.89
Standard error	0.03	0.04	0.04	0.06	0.05	0.06	0.05	0.05	0.04	0.09	0.05	0.05	0.06	0.05	0.05	0.06	0.09	0.12	0.10	0.06	0.08	0.03	0.05	0.05	0.04	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) - West Midlands

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: Homeowners (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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 90 9%	42 9%	48 9%	18 12%	30 9%	18 7%	23 8%	23 10%	43 9%	11 7%	34 10%	25 9%	13 9%	18 7%	40 9%	11 8%	6 10%	5 8%	9 8%	17 9%	3 8%	54 8%	26 7%	29 9%	36 11%	14 16%u	12 14%	10 7%	-
Trust quite a lot	(4) 466 46%	221 46%	245 46%	70 44%	151 47%	112 44%	133 47%	108 47%	225 45%	68 46%	177 50%kl	129 48%	59 40%	101 40%	203 47%	64 47%	28 44%	20 35%	41 38%	93 51%	18 54%p	329 49%w	180 49%	149 49%	127 40%	35 39%	33 40%	58 40%	11 42%
Neither trust nor don't trust	(3) 314 31%	153 32%	161 30%	37 23%	101 31%	84 33%cg	92 32%	55 24%	167 33%cg	42 29%	83 24%	88 33%l	58 39%l	84 33%l	127 29%	38 28%	15 23%	24 43%mmo	43 40%	56 30%	10 32%	195 29%	111 30%	83 27%	111 35%	32 36%	25 30%	54 38%v	8 30%
Don't trust very much	(2) 88 9%	43 9%	45 8%	17 11%	25 8%	26 10%	19 7%	22 10%	47 9%	15 10%	37 11%j	12 4%	11 7%	28 11%j	40 9%	12 9%	11 18%mqrs	4 7%	6 5%	13 7%	2 5%	57 9%	33 9%	24 8%	25 8%	5 5%	6 7%	14 10%	5 19%
Don't trust at all	(1) 25 2%	18 4%b	7 1%	6 4%	8 3%	7 3%	4 2%	8 3%	13 3%	6 4%	14 4%	4 2%	2 1%	5 2%	17 4%r	4 3%r	1 1%	- 4%	3 3%	- -	- -	20 3%	5 1%	15 5%u	4 1%	1 2%	1 1%	2 1%	1 4%
NET: Trust	556 55%	263 54%	293 55%	89 56%	180 56%	131 52%	156 55%	132 57%	268 53%	79 53%	211 60%kl	154 58%l	73 49%	119 47%	243 56%	75 55%	34 53%	24 44%	50 46%	110 60%p	20 62%	383 57%	205 56%	177 58%z	162 51%	49 55%	45 53%	68 47%	11 42%
NET: Don't trust	113 11%	61 13%	52 10%	23 14%	33 10%	33 13%	24 8%	30 13%	59 12%	21 14%	51 15%j	16 6%	13 9%	33 13%j	56 13%	17 12%	12 19%rs	4 7%	9 9%	13 7%	2 5%	77 11%	38 10%	39 13%	29 9%	6 7%	7 8%	16 11%	6 23%
Don't know	34 3%	8 2%	27 5%a	11 7%deh	7 2%	5 2%	11 4%	13 5%h	11 2%	6 4%	2 6%	8 3%	5 3%	16 6%l	9 2%	8 6%	3 4%	3 6%	5 5%	5 3%	* 1%	18 3%	11 3%	7 2%	15 5%	2 2%	8 9%uv	5 4%	2 6%
Mean	3.52	3.47	3.56	3.53	3.54	3.44	3.56	3.54	3.48	3.44	3.52	3.611	3.50	3.42	3.49	3.50	3.45	3.48	3.45	3.64	3.66	3.52	3.53	3.51	3.54	3.64	3.64	3.43	3.16
Standard deviation	0.87	0.91	0.83	0.98	0.87	0.88	0.81	0.94	0.88	0.93	0.96	0.79	0.81	0.87	0.93	0.91	0.95	0.77	0.86	0.75	0.71	0.88	0.82	0.95	0.86	0.88	0.87	0.83	0.90
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.06	0.06	0.04	0.09	0.05	0.05	0.06	0.05	0.05	0.07	0.10	0.11	0.11	0.06	0.08	0.04	0.05	0.06	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) - West Midlands

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)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)	
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26	
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**	
Trust a great deal	(5)	67 7%	28 6%	39 7%	11 7%	16 5%	19 7%	21 7%	17 6%	29 3%	4 7%	24 5%	14 7%	19 7%	24 6%	5 4%	4 7%	6 11%	6 5%	19 10%	2 5%	42 6%	24 7%	18 6%	22 7%	8 9%	8 10%	7 5%	2 8%	
Trust quite a lot	(4)	341 34%	153 32%	188 35%	51 32%	111 34%	76 30%	103 36%	72 33%	166 32%	48 34%	120 37%	98 27%	39 33%	84 34%	23 37%	17 34%	38 35%	62 40%	34 34%	13 39%	214 36%	112 38%	102 35%	122 33%	38 42%	33 39%	51 35%	5 20%	
Neither trust nor don't trust	(3)	360 35%	175 36%	185 35%	59 37%	107 33%	89 35%	104 37%	84 37%	171 34%	51 32%	112 34%	61 41%	94 37%	150 34%	46 33%	23 37%	19 35%	43 40%	66 36%	13 39%	244 36%	138 38%	106 35%	104 33%	27 31%	25 30%	52 36%	11 43%	
Don't trust very much	(2)	178 18%	94 19%	85 16%	23 15%	59 18%	43 21%	36 15%	99 20%	33 23%	78 22%kl	46 17%	20 13%	35 14%	81 19%	33 24%o	6 10%	7 13%	13 12%	33 18%	46 14%	5 18%	123 18%	65 18%	58 19%	50 16%	17 19%	10 12%	23 16%	5 18%
Don't trust at all	(1)	44 4%	26 5%	18 3%	5 3%	17 5%	10 4%	12 4%	8 4%	24 5%	7 5%	13 4%	9 3%	12 8%	11 4%	21 5%	6 4%	4 6%	1 1%	9 8%	4 2%	* 1%	32 5%	16 4%	16 5%	11 3%	- -	5 6%x	6 4%	2 6%
NET: Trust		408 40%	180 37%	228 43%	62 39%	127 39%	95 38%	124 44%	89 39%	195 35%	52 41%	112 42%	49 33%	103 41%	173 40%	43 32%	28 44%	24 43%	44 41%	81 44%en	15 45%	256 38%	136 37%	120 39%	144 45%t	46 51%u	41 49%	57 40%	8 28%	
NET: Don't trust		222 22%	119 25%	103 19%	28 18%	77 24%	63 25%	55 19%	44 19%	123 24%	40 27%	54 20%	31 21%	46 18%	103 24%	39 28%p	10 16%	8 14%	21 20%	37 20%	5 15%	155 23%	81 22%	74 24%	61 19%	17 19%	15 18%	29 20%	6 23%	
Don't know		27 3%	10 2%	17 3%	10 6%f	11 4%f	6 2%f	- -	12 5%f	16 3%f	5 4%	4 3%	6 4%l	8 3%	10 2%	9 7%mqr	2 3%	5 9%mqr	- -	1 1%	* 1%	17 3%	11 3%	7 2%	9 3%	- -	3 4%	6 4%	2 6%	
Mean		3.21	3.13	3.28a	3.27	3.16	3.17	3.28	3.25	3.16	3.07	3.19	3.24	3.12	3.26	3.17	3.03	3.31	3.42n	3.18	3.33n	3.34n	3.17	3.18	3.16	3.31	3.41	3.36	3.21	3.08
Standard deviation		0.96	0.98	0.95	0.93	0.98	0.98	0.95	0.95	0.98	0.94	0.98	1.01	0.96	0.97	0.95	0.96	0.93	0.99	0.96	0.85	0.97	0.96	0.98	0.94	0.89	1.02	0.92	1.02	
Standard error		0.03	0.04	0.04	0.07	0.05	0.07	0.06	0.06	0.04	0.09	0.06	0.06	0.07	0.06	0.08	0.11	0.13	0.13	0.07	0.10	0.04	0.05	0.06	0.05	0.10	0.11	0.07	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) - West Midlands

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

	Total	Gender		Age						Social Grade				Working Status						Tenure									
		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 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 (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 46 4%	13 3%	33 6%a	14 9%fh	14 4%	11 4%	7 3%	18 8%fh	20 4%	6 4%	14 4%	5 4%	14 5%	21 5%	6 4%	4 7%	4 7%	4 3%	4 2%	2 6%	22 3%	8 2%	14 4%	22 7%t	10 11%lvz	6 8%u	5 3%	3 10%	
Trust quite a lot	(4) 334 33%	141 29%	193 36%a	50 31%	115 36%	74 29%	95 34%	81 36%	158 31%	38 26%	135 38%kl	84 32%	42 28%	74 29%	140 32%	49 36%	24 38%	18 32%	32 30%	60 33%	11 35%	221 33%	120 33%	101 33%	108 34%	33 37%	33 39%	43 30%	5 18%
Neither trust nor don't trust	(3) 363 36%	189 39%	174 33%	52 33%	120 37%	85 34%	107 38%	71 31%	186 37%	51 34%	101 29%	112 42%l	61 41%l	89 35%	157 36%	43 30%	19 30%	20 35%	41 38%	69 37%	15 45%	236 35%	132 36%	105 34%	115 36%	32 35%	24 28%	59 41%	12 45%
Don't trust very much	(2) 198 19%	97 20%	101 19%	33 21%	49 15%	59 23%d	57 20%	45 19%	96 19%	34 23%	75 21%	43 16%	28 19%	52 21%	88 20% s	21 16%	13 20%	9 16%	25 23%	38 21% s	3 9%	135 20%	73 20%	63 20%	58 18%	14 16%	16 18%	28 20%	4 15%
Don't trust at all	(1) 45 4%	33 7% b	13 2%	3 2%	16 5%	13 5%	13 5%	6 2%	27 5%	10 7%	19 5%	6 2%	6 4%	14 6%	19 4%	8 6%	1 2%	2 4%	7 6%	7 4%	* 1%	33 5%	15 4%	18 6%	11 3%	1 1%	3 4%	6 5%	2 6%
NET: Trust	380 37%	154 32%	226 42%a	64 40%	129 40%	84 33%	102 36%	100 44%eh	178 35%	44 30%	149 42%k	97 36%	47 32%	88 35%	161 37%	55 40%	28 45%	22 39%	36 33%	65 35%	13 41%	242 36%	128 35%	115 38%	130 41%	43 48%z	39 47%	48 33%	8 28%
NET: Don't trust	243 24%	130 27%	114 21%	36 23%	65 20%	72 28%d	70 25%	50 22%	123 24%	45 30%	94 27%j	49 18%	34 23%	66 26%	107 25% s	30 22%	14 22%	11 20%	32 29% s	46 25% s	3 10%	169 25%	88 24%	81 26%	69 22%	15 17%	19 22%	35 24%	6 21%
Don't know	31 3%	11 2%	19 4%	7 4%	8 3%	12 5% f	3 1%	9 4%	19 4%	8 6%	6 2%	8 3%	6 4%	10 4%	10 2%	9 6% mq	2 3%	3 6% q	- -	5 3%	1 4% q	25 4%	19 5%	6 2%	4 1%	* -	2 3%	2 1%	2 6%
Mean	3.14	3.01	3.26a	3.25e	3.20	3.04	3.10	3.28efh	3.10	2.97	3.14	3.21	3.09	3.09	3.13	3.18	3.28	3.23	3.01	3.09	3.38qr	3.10	3.09	3.10	3.23	3.41uvz	3.29	3.08	3.12
Standard deviation	0.94	0.94	0.93	0.97	0.93	0.97	0.91	0.97	0.95	1.00	0.99	0.86	0.90	0.99	0.95	0.99	0.95	0.97	0.96	0.90	0.78	0.94	0.90	0.98	0.94	0.92	1.00	0.91	1.03
Standard error	0.03	0.04	0.04	0.07	0.05	0.07	0.06	0.06	0.04	0.09	0.06	0.06	0.07	0.06	0.05	0.08	0.10	0.13	0.12	0.07	0.09	0.04	0.05	0.06	0.05	0.10	0.11	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) - West Midlands

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 with 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 66 7%	32 7%	35 6%	11 7%	16 5%	20 8%	19 7%	16 7%	31 6%	10 7%	27 8%	12 4%	6 8%	21 8%	29 7%	6 5%	5 7%	6 10%	9 8%	11 6%	1 3%	41 6%	25 7%	16 5%	23 7%	8 9%	7 8%	8 6%	2 8%
Trust quite a lot	(4) 283 28%	118 24%	165 31%a	48 30%	93 29%	63 25%	78 28%	71 31%	133 26%	30 20%	104 30%k	82 31%k	30 20%	68 27%	112 26%	42 31%	19 31%	15 26%	27 25%	56 30%	12 35%	190 28%	100 27%	90 29%	82 26%	25 28%	26 31%	31 21%	11 40%
Neither trust nor don't trust	(3) 313 31%	151 31%	161 30%	50 31%	101 32%	70 28%	92 33%	67 29%	154 30%	43 29%	102 29%	79 30%	55 37%	77 30%	145 33%o	43 32%	13 20%	17 31%	31 29%	56 30%	7 23%	199 30%	107 29%	91 30%	111 35%	32 35%	23 27%	56 39%u	4 13%
Don't trust very much	(2) 237 23%	119 25%	118 22%	34 22%	69 22%	66 26%	67 24%	50 22%	120 24%	43 29%	81 23%	63 24%	35 24%	57 23%	97 22%	27 20%	17 27%	12 22%	28 26%	45 25%	10 31%	164 24%	89 24%	75 24%	66 21%	13 15%	20 23%	33 23%	6 22%
Don't trust at all	(1) 97 10%	59 12%b	38 7%	7 4%	36 11%ccg	30 12%cg	24 9%	13 6%	59 12%ccg	20 13%	30 9%	25 9%	19 13%	23 9%	44 10%	15 11%	6 10%	4 6%	12 11%	15 8%	2 6%	65 10%	36 10%	29 9%	30 9%	12 14%	6 7%	11 8%	3 10%
NET: Trust	349 34%	149 31%	199 37%	58 37%	110 34%	83 33%	98 35%	87 38%	164 32%	40 27%	130 37%k	94 35%k	36 24%	89 35%k	141 32%	48 35%	24 38%	21 37%	35 33%	67 36%	13 39%	231 34%	125 34%	106 35%	105 33%	33 36%	33 39%	39 27%	13 49%
NET: Don't trust	333 33%	177 37%b	156 29%	41 26%	105 33%	96 38%cg	91 32%	63 28%	180 36%cg	62 42%	111 32%	88 33%	54 36%	80 32%	140 32%	42 31%	23 37%	16 28%	40 37%	60 33%	12 37%	229 34%	125 34%	104 34%	96 30%	26 28%	25 30%	45 31%	9 32%
Don't know	22 2%	6 1%	16 3%	10 6%defh	6 2%	4 2%	2 1%	12 5%dfh	8 2%	2 2%	8 2%	5 2%	3 2%	6 2%	9 2%	4 3%	3 5%r	2 4%	2 2%	1 1%	1 2%	13 2%	8 2%	5 2%	7 2%	* *	3 4%	4 3%	2 6%
Mean	2.98	2.89	3.08a	3.14h	2.95	2.91	3.01	3.12h	2.91	2.78	3.05k	2.97	2.79	3.03k	2.97	2.98	2.99	3.13	2.93	3.01	2.99	2.97	2.97	2.96	3.01	3.03	3.10	2.94	3.17
Standard deviation	1.09	1.11	1.05	1.00	1.08	1.15	1.07	1.04	1.11	1.13	1.10	1.06	1.05	1.11	1.08	1.07	1.16	1.10	1.13	1.06	1.04	1.09	1.10	1.07	1.07	1.16	1.09	1.01	1.21
Standard error	0.03	0.05	0.05	0.07	0.06	0.08	0.07	0.06	0.05	0.10	0.06	0.07	0.08	0.07	0.06	0.08	0.13	0.15	0.15	0.08	0.12	0.04	0.06	0.06	0.06	0.13	0.12	0.08	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) - West Midlands

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

	Total	Gender		Age							Social Grade				Working Status					Tenure									
		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)	Unemploye d (p)	Not work- ing 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 178 17%	85 18%	92 17%	27 17%	46 14%	53 21%	51 18%	40 17%	86 17%	26 18%	72 21%	43 16%	23 15%	40 16%	78 18%	19 14%	7 11%	6 11%	17 16%	44 24%no	6 20%	129 19%	76 21%z	53 17%	47 15%	21 24%z	11 13%	14 10%	2 8%
Trust quite a lot	(4) 457 45%	188 39%	269 50%a	62 39%	137 42%	109 43%	149 53%cdgh	94 41%	213 42%	64 43%	155 44%	124 47%	63 42%	115 46%	175 40%	68 50%	25 41%	26 46%	60 55%m	88 48%	14 44%	302 45%	177 48%	125 41%	143 45%	38 43%	44 52%	61 42%	12 46%
Neither trust nor don't trust	(3) 238 23%	126 26%	113 21%	38 24%	93 29%f	55 22%	51 18%	54 24%	133 26%f	36 24%	75 21%	65 24%	42 28%	57 22%	112 26%r	35 25%	16 26%	16 28%	20 18%	31 17%	9 28%	153 23%	66 18%	87 28%u	79 25%	20 22%	16 19%	43 30%u	6 22%
Don't trust very much	(2) 100 10%	62 13%b	38 7%	18 11%	28 9%	29 11%	26 9%	25 11%	50 10%	14 10%	31 9%	28 10%	15 10%	26 10%	50 12%n	5 4%	11 17%ns	5 9%	9 8%	19 10%n	1 4%	65 10%	37 10%	29 9%	32 10%	9 10%	5 6%	18 13%	3 11%
Don't trust at all	(1) 20 2%	15 3%b	5 1%	3 2%	9 3%	5 2%	3 1%	4 2%	13 3%	5 3%	12 4%j	1 *	3 2%	4 2%	10 2%	5 3%	1 1%	1 2%	- 3	3 2%	1 2%	13 2%	5 1%	8 3%	5 2%	1 1%	2 2%	3 2%	2 7%
NET: Trust	634 62%	273 56%	361 68%a	89 56%	182 57%	162 64%	200 71%cdgh	134 59%	299 59%	90 61%	227 65%	167 63%	85 58%	155 62%	254 58%	87 64%	32 51%	32 57%	77 72%o	132 71%mo	21 64%	430 64%	253 69%vz	178 58%	190 60%	60 66%	55 65%	75 53%	14 54%
NET: Don't trust	120 12%	77 16%b	43 8%	21 13%	37 12%	34 13%	29 10%	29 12%	63 13%	19 13%	43 12%	28 11%	18 12%	30 12%	60 14%	10 7%	11 18%ns	6 11%	9 8%	22 12%	2 6%	78 12%	42 11%	37 12%	37 10%	9 8%	7 14%	21 18%	5
Don't know	24 2%	8 2%	16 3%	10 6%efh	9 3%	3 1%	2 1%	12 5%efh	10 2%	3 2%	5 2%	6 2%	3 2%	10 4%	11 2%	5 4%r	3 5%r	2 4%r	2 2%	- 1	1 2%r	11 2%	6 2%	5 2%	12 4%	1 1%	7 8%uvx	4 3%	2 6%
Mean	3.68	3.56	3.79a	3.62	3.58	3.71	3.79d	3.65	3.62	3.64	3.70	3.69	3.60	3.67	3.62	3.69	3.45	3.57	3.81o	3.82mo	3.77o	3.71	3.78z	3.62	3.63	3.79z	3.72	3.48	3.39
Standard deviation	0.95	1.03	0.86	0.99	0.95	0.99	0.88	0.97	0.97	0.99	1.01	0.88	0.94	0.94	0.99	0.89	0.96	0.90	0.81	0.96	0.90	0.96	0.94	0.97	0.92	0.94	0.88	0.92	1.07
Standard error	0.03	0.05	0.04	0.07	0.05	0.07	0.06	0.06	0.04	0.09	0.06	0.06	0.07	0.06	0.05	0.07	0.11	0.12	0.11	0.07	0.10	0.04	0.05	0.06	0.05	0.10	0.10	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) - West Midlands

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 (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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26	
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**	
Trust a great deal	(5)	35 3%	14 3%	21 4%	11 7%efh	14 4%	6 2%	4 1%	16 7%efh	15 3%	2 3%	10 3%	8 5%	9 3%	19 4%	5 4%	5 7%q	3 5%	-	4 2%	*	21 3%	8 2%	13 4%	14 4%	4 4%	5 6%	5 3%	-	
Trust quite a lot	(4)	307 30%	127 26%	180 34%a	46 29%	79 24%	75 29%	107 38%dgh	64 28%	136 27%	39 27%	126 36%kl	82 31%	35 23%	64 26%	123 28%	44 32%p	14 22%	10 18%	41 38%p	67 26%	8 31%	210 31%	126 34%z	84 27%	92 29%	34 38%z	24 29%	33 23%	5 20%
Neither trust nor don't trust	(3)	399 39%	204 42%	196 37%	53 34%	128 40%	103 41%	115 41%	79 34%	206 41%	58 39%	123 35%	106 40%	66 45%	104 41%	166 38%	46 34%	30 48%	24 43%	38 35%	15 44%	252 37%	137 38%	115 37%	136 43%	35 39%	33 40%	67 47%	11 41%	
Don't trust very much	(2)	178 17%	95 20%	83 15%	27 17%	62 19%	48 19%	41 15%	43 19%	94 19%	30 20%	63 18%	44 17%	27 18%	44 17%	77 18%	24 17%	10 16%	11 20%	19 18%	28 15%	8 25%	129 19%w	67 18%	62 20%y	41 13%	9 10%	8 10%	24 17%	7 27%
Don't trust at all	(1)	50 5%	22 5%	28 5%	9 6%f	22 7%f	15 6%f	5 2%	11 5%	35 7%f	11 7%	22 6%	11 4%	6 4%	11 5%	31 7%r	8 6%r	2 4%	4 7%r	2 2%	2 1%	*	39 6%	13 4%	26 8%uz	10 3%	3 3%	4 4%	3 2%	2 6%
NET: Trust		342 34%	141 29%	201 38%a	57 36%	93 29%	80 32%	111 39%dh	80 35%	151 30%	42 28%	137 39%kl	90 34%	42 28%	73 29%	141 32%	49 36%	19 30%	13 22%	41 38%	71 38%p	9 26%	231 34%	134 37%z	97 32%	105 33%	38 42%z	29 35%	38 26%	5 20%
NET: Don't trust		228 22%	117 24%	111 21%	36 22%	84 26%f	63 25%f	46 16%	54 23%	129 25%f	40 27%	85 24%	55 21%	32 22%	55 25%r	109 23%	32 20%	13 20%	15 27%	22 20%	30 16%	9 27%	168 25%w	81 22%	88 29%xyz	51 16%	12 14%	12 14%	27 19%	9 33%
Don't know		47 5%	22 5%	26 5%	12 8%e	17 5%	8 3%	10 4%	17 7%e	20 4%	8 5%	6 2%	15 6%i	8 5%i	20 8%i	20 5%	10 7%r	2 3%	4 8%r	7 7%	3 2%	1 2%	21 3%	14 4%	7 2%	25 8%t	4 4%	10 12%uv	11 8%v	2 6%
Mean		3.10	3.04	3.16	3.16	3.01	3.03	3.24deh	3.15	3.00	2.95	3.11	3.13	3.09	3.06	3.05	3.12	3.14	2.93	3.17	3.23mps	2.99	3.07	3.14	2.99	3.20	3.31v	3.25	3.10	2.80
Standard deviation		0.92	0.89	0.94	1.01	0.97	0.91	0.79	0.99	0.94	0.93	0.96	0.89	0.90	0.90	0.98	0.97	0.92	0.96	0.82	0.78	0.78	0.94	0.88	1.01	0.86	0.87	0.92	0.82	0.86
Standard error		0.03	0.04	0.04	0.07	0.05	0.06	0.05	0.06	0.04	0.09	0.05	0.06	0.07	0.06	0.05	0.08	0.10	0.13	0.11	0.06	0.09	0.04	0.05	0.06	0.05	0.10	0.06	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) - West Midlands

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 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 38 4%	18 4%	20 4%	15 9% <i>defh</i>	14 4%	5 2%	5 2%	20 24%	13 3%	1 *	13 4%	10 4%	6 4%	9 4%	18 4%	7 5%	4 6%	3 6%	1 1%	4 2%	1 2%	21 3%	7 2%	14 5%	17 5%	5 6%	5 6%	6 4%	-
Trust quite a lot	(4) 215 21%	102 21%	113 21%	40 25%	65 20%	54 21%	56 20%	55 24%	105 21%	27 18%	82 23% <i>k</i>	61 23% <i>k</i>	18 12%	54 21% <i>k</i>	99 23%	23 17%	15 24%	8 14%	18 17%	45 24%	7 21%	151 22%	91 25%	60 20%	58 18%	19 21%	14 16%	25 17%	6 24%
Neither trust nor don't trust	(3) 326 32%	146 30%	179 34%	49 31%	120 37% <i>e</i>	69 27%	87 31%	74 32%	165 33%	41 28%	101 29%	77 29%	55 37%	92 36%	129 30%	46 33% <i>r</i>	25 40% <i>r</i>	25 44% <i>m</i> <i>r</i>	48 45% <i>m</i> <i>r</i>	39 21%	13 41% <i>r</i>	189 28%	101 28%	88 29%	126 40% <i>t</i>	35 38%	39 46% <i>u</i> <i>v</i>	53 37% <i>u</i>	10 39%
Don't trust very much	(2) 244 24%	124 26%	120 23%	32 20%	67 21%	65 26%	80 28%	48 21%	116 23%	40 27%	103 29% <i>l</i>	67 25% <i>l</i>	34 23%	40 16%	101 23%	34 25%	10 16%	10 19%	22 21%	60 33% <i>m</i> <i>o</i> <i>s</i>	6 17%	174 26%	94 26% <i>y</i>	80 26% <i>y</i>	63 20%	19 21%	11 14%	33 23%	7 28%
Don't trust at all	(1) 81 8%	50 10% <i>b</i>	31 6%	11 7%	28 9%	27 10%	16 6%	16 7%	50 10%	16 11%	33 10%	18 7%	14 10%	16 6%	47 11% <i>s</i>	11 8%	5 7%	2 4%	5 5%	11 6%	1 2%	63 9%	33 9%	30 10% <i>x</i>	17 5%	2 2%	3 4%	12 8%	1 4%
NET: Trust	253 25%	120 25%	133 25%	55 35% <i>defh</i>	78 24%	59 23%	61 22%	75 33% <i>defh</i>	117 23%	28 19%	95 27% <i>k</i>	71 27% <i>k</i>	24 16%	63 25%	117 27%	31 22%	19 30%	11 20%	19 18%	48 26%	8 23%	173 26%	98 27%	74 24%	74 23%	25 27%	19 22%	31 22%	6 24%
NET: Don't trust	325 32%	174 36% <i>b</i>	151 28%	43 27%	95 30%	92 36%	96 34%	64 28%	166 33%	56 38%	136 39% <i>l</i>	85 32% <i>l</i>	49 33% <i>l</i>	56 22%	148 34% <i>s</i>	45 33%	15 24%	13 22%	27 25%	72 39% <i>o</i> <i>p</i> <i>s</i>	6 19%	237 35% <i>w</i>	127 35% <i>y</i>	110 36% <i>y</i>	80 25%	21 23%	15 18%	45 31% <i>y</i>	8 31%
Don't know	113 11%	44 9%	69 13%	12 8%	29 9%	34 13%	39 14% <i>g</i>	17 7%	57 11%	23 16%	18 5%	34 13% <i>i</i>	19 13% <i>i</i>	41 16% <i>i</i>	12 10%	15 11%	3 5%	8 13%	13 12%	26 14%	5 17% <i>o</i>	74 11%	40 11%	34 11%	37 12%	10 11%	12 15%	15 10%	2 8%
Mean	2.87	2.81	2.94	3.11 <i>def</i>	2.89	2.75	2.82	3.07 <i>efh</i>	2.81	2.65	2.82	2.91	2.74	3.00 <i>k</i>	2.85	2.85	3.06	3.00	2.88	2.81	3.05	2.82	2.84	2.81	2.98	3.09	3.08	2.85	2.88
Standard deviation	1.01	1.05	0.97	1.09	1.01	1.03	0.93	1.08	1.01	0.98	1.04	1.01	0.99	0.96	1.07	1.03	1.01	0.92	0.83	1.01	0.83	1.04	1.02	1.07	0.96	0.92	0.91	1.00	0.85
Standard error	0.03	0.05	0.05	0.08	0.06	0.07	0.07	0.06	0.05	0.10	0.06	0.07	0.08	0.06	0.06	0.08	0.11	0.13	0.12	0.08	0.10	0.04	0.06	0.06	0.05	0.11	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) - West Midlands

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)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 40 4%	14 3%	26 5%	9 6%	17 5%	7 3%	7 3%	16 7%efh	17 3%	1 1%	14 4%	14 5%	5 3%	8 3%	20 5%	3 2%	5 8%en	1 2%	3 3%	7 4%	2 5%	26 4%	14 4%	12 4%	13 4%	4 5%	8 9%z	1 1%	1 5%
Trust quite a lot	(4) 283 28%	137 28%	146 27%	49 31%	88 27%	71 28%	75 27%	72 31%	136 27%	30 21%	113 32%l	74 28%	38 26%	58 23%	132 30%	36 26%	14 22%	12 21%	23 21%	60 32%	7 28%	202 30%	103 28%y	99 32%y	75 24%	23 26%	13 16%	39 27%	6 21%
Neither trust nor don't trust	(3) 372 37%	182 38%	190 36%	54 34%	127 39%	95 37%	97 34%	80 35%	195 39%	65 44%	128 37%	101 38%	55 37%	89 35%	160 37%	57 42%r	25 40%	22 39%	38 35%	53 29%	17 52%mr	236 35%	129 35%	107 35%	126 40%	36 40%	29 35%	60 42%	9 35%
Don't trust very much	(2) 190 19%	92 19%	98 18%	28 18%	53 16%	48 19%	61 22%	39 17%	90 18%	27 18%	71 20%	51 19%	26 18%	42 17%	78 18%	25 18%	10 16%	8 14%	20 18%	46 25% s	4 11%	132 20%	74 20%	58 19%	52 16%	13 14%	15 18%	23 16%	6 24%
Don't trust at all	(1) 44 4%	30 6% b	14 3%	6 4%	14 4%	13 5%	12 4%	8 4%	24 5%	10 7%	18 5%	7 3%	4 3%	15 6%	21 5%	4 3%	3 5%	4 7%	6 6%	5 3%	* 1%	28 4%	14 4%	14 4%	4 4%	4 4%	6 4%	2 8%	
NET: Trust	324 32%	152 31%	172 32%	58 37%	105 33%	78 31%	82 29%	88 38%fh	153 30%	32 22%	126 36%l	88 33%	43 29%	66 26%	152 35%	38 28%	19 30%	13 23%	26 24%	67 36%	8 26%	228 34%	117 32%	111 36%	89 28%	28 31%	21 25%	40 28%	7 26%
NET: Don't trust	234 23%	122 25%	112 21%	34 22%	67 21%	61 24%	73 26%	47 21%	114 23%	38 25%	88 25%	58 22%	30 21%	57 23%	99 23%	29 21%	14 22%	12 24%	26 27% s	51 12%	4 24%	160 24%	88 24%	72 23%	66 21%	17 18%	20 23%	29 20%	8 31%
Don't know	87 9%	29 6%	58 11% a	12 8%	24 7%	20 8%	31 11%	15 6%	42 8%	13 9%	8 2%	19 7% i	20 13% l	40 16% j	25 6%	12 9%	5 9%	9 16% m	18 17% m	14 8%	4 11%	48 7%	31 9%	16 5%	38 12% t	10 11%	14 17% u v	14 10%	2 8%
Mean	3.09	3.03	3.15	3.19	3.14	3.05	3.02	3.23fh	3.07	2.89	3.10	3.15	3.11	3.01	3.13	3.06	3.12	2.97	2.97	3.10	3.21	3.11	3.08	3.13	3.08	3.15	3.06	3.05	2.91
Standard deviation	0.93	0.94	0.91	0.96	0.93	0.92	0.92	0.96	0.92	0.88	0.94	0.91	0.88	0.96	0.95	0.84	1.00	0.93	0.95	0.94	0.76	0.93	0.93	0.94	0.92	0.91	1.05	0.84	1.03
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.07	0.06	0.04	0.08	0.05	0.06	0.07	0.06	0.05	0.07	0.11	0.14	0.14	0.07	0.09	0.04	0.05	0.06	0.05	0.10	0.12	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) - West Midlands

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 Ret-ired (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 (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 12 1%	3 1%	9 2%	5 3%ef	6 2%	1 *	- -	7 3%ef	5 1%	- -	2 1%	3 2%	5 2%	7 2%	1 1%	3 4%r	- -	- -	1 *	* 1%	8 1%	2 1%	6 2%	3 1%	3 3%	* *	* *	- -	- -
Trust quite a lot	(4) 56 6%	27 6%	29 5%	12 8%	17 5%	13 5%	14 5%	18 8%	24 5%	7 4%	24 7%	16 6%	5 3%	11 4%	28 6%	6 5%	3 5%	3 5%	3 3%	11 6%	2 6%	39 6%	24 7%	15 5%	16 5%	5 6%	7 8%	5 3%	* 1%
Neither trust nor don't trust	(3) 308 30%	151 31%	157 29%	46 29%	102 32%	77 30%	83 29%	67 29%	158 31%	38 26%	121 34%	74 28%	48 32%	66 26%	140 32%	36 26%	17 28%	20 35%	31 29%	54 29%	10 31%	203 30%	113 31%	91 30%	98 31%	25 28%	25 30%	48 33%	6 24%
Don't trust very much	(2) 374 37%	185 38%	188 35%	65 41%d	101 31%	93 37%	115 41%d	86 37%	173 34%	57 39%	141 40%	102 38%	52 35%	79 31%	147 34%	51 37%	24 38%	17 31%	34 31%	88 48%mpq	13 39%	266 40%w	153 42%xy	114 37%y	95 30%	25 28%	18 21%	52 36%y	12 45%
Don't trust at all	(1) 171 17%	92 19%	79 15%	17 11%	63 20%c	49 19%c	42 15%	31 13%	98 19%c	29 19%	52 15%	42 16%	31 21%	46 18%	81 18%r	23 17%	12 19%r	8 13%	26 24%r	18 10%	4 14%	116 17%	50 14%	66 21%u	49 15%	16 17%	13 15%	20 14%	6 24%
NET: Trust	68 7%	30 6%	38 7%	17 11%fh	23 7%	14 5%	14 5%	25 11%efh	28 6%	7 4%	27 8%	18 7%	8 5%	16 6%	34 8%	7 5%	6 9%	3 5%	3 3%	12 7%	2 7%	48 7%	27 7%	21 7%	20 6%	8 9%	7 8%	5 4%	* 1%
NET: Don't trust	545 54%	277 57%b	267 50%	82 51%	164 51%	141 56%	157 56%	116 51%	271 54%	86 58%	193 55%	144 54%	83 56%	125 50%	227 52%	74 54%	36 57%	25 44%	59 55%	106 58%	17 53%	382 57%w	203 55%y	179 59%y	144 45%	41 45%	31 37%	72 50%	18 69%
Don't know	97 9%	26 5%	70 13%a	14 9%	32 10%	22 9%	28 10%	20 9%	48 9%	18 12%	11 3%	31 12%i	10 6%	45 18%ik	35 8%	20 15%mr	4 6%	9 15%r	15 14%	12 6%	3 9%	39 6%	24 7%	15 5%	56 18%t	16 18%uv	22 26%uvz	18 13%uv	2 6%
Mean	2.31	2.27	2.35	2.47efh	2.31	2.24	2.27	2.45eh	2.27	2.17	2.37	2.29	2.25	2.28	2.33	2.25	2.33	2.38	2.12	2.35	2.35	2.30	2.34	2.25	2.35	2.37	2.42	2.31	2.04
Standard deviation	0.88	0.87	0.90	0.93	0.94	0.86	0.80	0.96	0.89	0.83	0.85	0.86	0.92	0.95	0.93	1.01	0.83	0.86	0.77	0.86	0.88	0.84	0.93	0.90	1.01	0.96	0.80	0.77	
Standard error	0.03	0.04	0.04	0.07	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	0.12	0.12	0.06	0.10	0.04	0.05	0.05	0.12	0.11	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) - West Midlands

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

	Total	Gender		Age							Social Grade				Working Status					Tenure									
		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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 20 2%	9 2%	11 2%	11 7%defh	7 2%e	-	2 1%	14 6%defh	4 1%	1 1%	10 3%	3 1%	1 1%	6 2%	11 3%	2 2%	3 5%r	2 3%	-	1 1%	*	14 2%	2 1%	12 4%u	6 2%	2 2%	2 2%	3 2%	-
Trust quite a lot	(4) 75 7%	25 5%	50 9%a	18 11%f	36 11%f	15 6%	7 3%	30 13%efh	38 8%f	4 3%	32 9%	17 6%	15 10%	12 5%	42 10%q	16 12%q	2 3%	1 3%	-	10 5%	5 14%opqr	57 9%	20 6%	37 12%uz	17 5%	5 6%	6 8%	5 4%	1 4%
Neither trust nor don't trust	(3) 330 32%	157 32%	173 33%	51 32%	121 38%e	69 27%	89 31%	72 32%	169 33%	28 19%	116 33%	90 34%	47 32%	77 30%	149 34%	37 27%	19 31%	21 38%	39 36%	52 28%	12 36%	213 32%	115 31%	98 32%	107 34%	28 31%	24 29%	55 38%	10 36%
Don't trust very much	(2) 313 31%	155 32%	158 30%	45 28%	79 24%	101 40%cdg	88 31%	60 26%	164 32%d	72 49%	115 33%	86 32%	40 27%	72 29%	131 30%	46 34%q	21 33%q	16 29%	19 17%	70 38%q	10 30%	221 33%	118 32%	103 34%	83 26%	23 25%	20 23%	40 28%	8 31%
Don't trust at all	(1) 157 15%	98 20%b	60 11%	17 10%	50 16%	45 18%	45 16%	27 12%	85 17%	25 17%	59 17%	38 14%	22 15%	37 15%	69 16%	18 14%	9 15%	8 14%	23 21%	27 15%	3 8%	99 15%	60 16%	38 13%	53 17%	16 18%	10 12%	27 19%	5 20%
NET: Trust	95 9%	34 7%	61 11%a	29 18%efh	42 13%ef	15 6%	9 3%	43 19%efh	43 8%f	5 3%	41 12%	20 7%	16 11%	18 7%	53 12%qr	18 13%qr	5 8%q	3 6%q	-	11 6%q	5 15%qr	71 11%	22 6%	49 16%uz	23 7%	7 8%	8 10%	8 6%	1 4%
NET: Don't trust	470 46%	253 52%b	217 41%	62 39%	129 40%	146 58%cdg	134 47%	88 38%	249 49%cdg	97 66%	174 50%	125 47%	62 42%	109 43%	200 46%	65 47%	30 48%	24 43%	42 39%	97 52%	12 38%	320 48%	178 49%	142 46%	136 43%	39 43%	30 36%	67 47%	14 52%
Don't know	121 12%	41 8%	81 15%a	17 11%	30 9%	24 10%	50 18%deh	26 11%	45 9%	18 12%	19 5%	32 12%i	23 16%i	48 19%ij	33 8%	16 12%	13 13%	7 13%	28 26%mnr	25 13%am	4 11%	68 10%	50 14%v	18 6%	51 16%t	16 18%v	22 26%uvz	13 9%	2 8%
Mean	2.43	2.31	2.55a	2.73efh	2.55efh	2.23	2.28	2.72efh	2.38	2.11	2.45	2.40	2.46	2.40	2.49	2.48	2.42	2.45	2.20	2.30	2.66qr	2.45	2.32	2.58uz	2.40	2.37	2.51	2.36	2.25
Standard deviation	0.95	0.94	0.94	1.08	0.99	0.84	0.84	1.08	0.91	0.77	0.99	0.89	0.95	0.95	0.99	0.97	1.00	0.94	0.86	0.85	0.90	0.95	0.88	1.01	0.95	0.98	0.98	0.93	0.86
Standard error	0.03	0.04	0.04	0.08	0.05	0.06	0.06	0.07	0.04	0.07	0.06	0.06	0.07	0.06	0.05	0.08	0.11	0.14	0.13	0.07	0.11	0.04	0.05	0.06	0.05	0.12	0.12	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) - West Midlands

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	1017	1017	1017	1017	507	1017	1017	1017	1017	1017	1017	1017
Weighted base	1017	1017	1017	1017	506	1017	1017	1017	1017	1017	1017	1017
Trust a great deal	(5) 272 27%bcdefghijkl	228 22%defghijkl	218 21%defghijkl	94 9%hijkl	38 8%hijkl	76 7%hijkl	77 8%hijkl	41 4%jik	240 24%defghijkl	28 3%k	11 1%	33 3%k
Trust quite a lot	(4) 488 48%defghijkl	486 48%defghijkl	493 48%defghijkl	323 32%fghijkl	147 29%hijkl	274 27%hijkl	259 25%hijkl	193 19%jkl	468 46%defghijkl	103 10%k	42 4%	112 11%k
Neither trust nor don't trust	(3) 145 14%	180 18%a	198 19%a	215 21%abi	147 29%abcdgijkl	295 29%abcdgijkl	229 23%abi	323 32%abcdgijkl	176 17%a	259 25%abcdk	194 19%a	229 23%abi
Don't trust very much	(2) 75 7%dg	81 8%cdg	56 6%g	53 5%	37 7%g	76 8%dg	37 4%	227 22%abcdefgi	88 9%cdg	320 31%abcdefghil	377 37%abcdefghijl	227 22%abcdefgi
Don't trust at all	(1) 21 2%	26 3%dg	21 2%cd	10 1%	8 2%	33 3%dg	13 1%	91 9%abcdefgi	27 3%dg	287 28%abcdefghi	364 36%abcdefghij	350 34%abcdefghij
NET: Trust	760 75%bcdefghijkl	714 70%defghijkl	710 70%defghijkl	417 41%fghijkl	185 37%hijkl	350 34%hijkl	336 33%hijkl	234 23%jkl	708 70%defghijkl	130 13%k	54 5%	144 14%k
NET: Don't trust	96 9%dg	106 10%cdg	77 8%g	63 6%	45 9%g	109 11%cdg	49 5%	318 31%abcdefgi	116 11%cdg	608 60%abcdefghi	741 73%abcdefghijl	577 57%abcdefghi
Don't know	16 2%	16 2%	32 3%abi	322 32%abcefghijkl	129 25%abchijkl	262 26%abchijkl	402 40%abcdefhijkl	142 14%abcijkl	17 2%	20 2%	28 3%abij	67 7%abcijk
Mean	3.91bdefghijkl	3.81defghijkl	3.84defghijkl	3.63efhijkl	3.45hijkl	3.38hijkl	3.57efhijkl	2.85jkl	3.81defghijkl	2.26k	1.95	2.21k
Standard deviation	0.95	0.96	0.90	0.86	0.88	0.95	0.86	1.03	0.99	1.07	0.92	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	0.04

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

Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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 (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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 272 27%	134 28%	138 26%	41 26%	70 22%	66 26%	95 34% dgh	56 24%	121 24%	36 24%	100 28%	70 26%	40 27%	62 25%	98 23%	26 19%	21 34% mn	12 21%	32 30%	73 40% mnp	9 28%	202 30% w	118 32% z	84 27% z	61 19%	24 27% z	20 23% z	17 12%	9 36%
Trust quite a lot	(4) 488 48%	223 46%	265 50%	66 41%	151 47%	140 55% cg	133 47%	93 41%	263 52% cg	83 56%	166 47%	136 51%	68 46%	119 47%	206 56% s	76 50%	32 50%	26 46%	53 49%	83 45%	13 40%	307 46%	172 47%	135 44%	174 55% t	52 58%	39 46%	83 58% uv	8 28%
Neither trust nor don't trust	(3) 145 14%	71 15%	74 14%	23 15%	63 20% ef	27 10%	32 11%	39 17%	74 15%	14 10%	51 15%	32 12%	24 16%	38 15%	73 17% r	22 16% r	5 8%	9 17%	14 13%	15 8%	8 23% or	93 14%	36 10%	57 19% ux	49 16%	5 6%	16 19% ux	28 19% ux	3 11%
Don't trust very much	(2) 75 7%	39 8%	37 7%	18 11%	20 6%	19 7%	18 6%	25 11%	32 6%	13 9%	26 7%	17 7%	11 7%	21 8%	42 10%	5 4%	2 3%	5 10%	6 5%	13 7%	2 6%	52 8%	28 8%	24 8%	19 6%	6 6%	3 4%	10 7%	4 16%
Don't trust at all	(1) 21 2%	12 2%	8 2%	5 3%	9 3%	3 1%	4 1%	8 3%	9 2%	2 1%	4 1%	6 2%	4 3%	6 3%	8 2%	4 3%	2 2%	2 3%	3 3%	1 *	1 3% r	14 2%	10 3%	4 1%	6 2%	1 1%	5 6% vz	1 1%	1 2%
NET: Trust	760 75%	357 74%	403 76%	107 67%	220 68%	205 81% cdg	228 81% cdg	149 65%	383 76% cdg	119 80%	265 76%	206 77%	107 72%	182 72%	305 70%	102 75%	53 84% mps	37 67%	85 79%	156 84% mnps	22 68%	508 76%	290 79% vz	219 71%	235 74%	76 84% vyz	58 69%	100 70%	17 64%
NET: Don't trust	96 9%	51 10%	45 8%	23 14% h	29 9%	22 9%	22 8%	32 14% fh	41 8%	15 10%	31 9%	23 9%	14 10%	28 11%	50 11%	9 7%	4 6%	7 13%	9 8%	14 7%	3 9%	66 10%	38 10%	28 9%	25 8%	6 7%	8 9%	11 8%	5 19%
Don't know	16 2%	5 1%	10 2%	6 4% ef	10 3% ef	-	-	9 4% efh	7 1%	-	4 1%	5 2%	2 2%	4 2%	9 2%	3 3% r	2 3% r	2 3% r	-	-	-	5 1%	3 1%	3 1%	9 3% t	2 2%	2 3%	4 3%	2 6%
Mean	3.91	3.89	3.93	3.79	3.80	3.97g	4.05cdg	3.75	3.91g	3.93	3.95	3.94	3.89	3.85	3.81	3.86	4.13mnp	3.74	3.97	4.16mnp	3.84	3.95	3.99z	3.89	3.85	4.06z	3.80	3.75	3.83
Standard deviation	0.95	0.98	0.91	1.07	0.95	0.87	0.92	1.07	0.90	0.92	0.93	0.98	0.98	0.96	0.88	0.89	1.02	0.96	0.88	1.01	0.97	0.99	0.94	0.88	0.82	1.03	0.78	1.21	
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.06	0.06	0.04	0.08	0.05	0.06	0.07	0.06	0.05	0.10	0.14	0.13	0.07	0.11	0.04	0.05	0.05	0.05	0.09	0.11	0.06	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) - West Midlands

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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 22%	117 24%	110 21%	41 26%	65 20%	57 22%	65 23%	57 25%	105 21%	31 21%	73 26%	68 19%	29 23%	57 21%	92 21%	27 20%	20 32%	12 21%	21 19%	50 27%	6 17%	146 22%	73 20%	74 24%z	74 23%	29 32%uz	24 28%z	21 15%	8 30%
Trust quite a lot	(4) 48%	235 49%	251 47%	74 46%	149 46%	134 53%	129 46%	103 45%	254 50%	83 56%	183 52%k	127 48%	59 40%	117 46%	205 47%	71 52%	35 56%	24 43%	53 49%	84 45%	15 46%	324 48%	177 48%	147 48%	150 47%	34 38%	33 39%	83 58%xy	12 45%
Neither trust nor don't trust	(3) 18%	83 17%	98 18%	23 14%	62 19%	37 15%	58 21%	35 15%	87 17%	23 16%	54 15%	41 23%	34 21%	52 21%	77 18%o	25 18%o	2 3%	13 23%o	25 23%o	28 15%o	10 32%mnor	122 18%	68 19%	54 18%	56 17%	15 17%	17 20%	24 17%	3 9%
Don't trust very much	(2) 8%	33 7%	48 9%	9 6%	27 9%	15 6%	29 10%	16 7%	36 7%	6 4%	31 9%	18 7%	14 9%	17 7%	38 9%n	3 2%	4 6%	4 8%	9 9%	20 11%n	1 4%	54 8%	34 9%	21 7%	25 8%	7 8%	9 11%	9 6%	1 4%
Don't trust at all	(1) 3%	9 2%	17 3%	5 3%f	12 4%f	8 3%f	1 3%	8 4%f	16 3%f	4 2%	4 1%	7 2%	10 7%ijl	5 2%	16 4%	5 4%	- 2%	2 3%	- 3%	3 2%	- 2%	17 2%	10 3%	6 2%	8 2%	2 2%	1 2%	4 3%	2 6%
NET: Trust	714 70%	353 73%	361 68%	114 72%	214 67%	191 75%d	194 69%	160 70%	359 71%	114 77%	256 73%k	196 74%k	88 59%	174 69%	297 68%	98 72%	55 88%mnppqrs	36 64%	73 68%	133 72%	21 64%	470 70%	250 68%	220 72%	224 70%	63 70%	56 67%	104 73%	20 75%
NET: Don't trust	106 10%	42 9%	64 12%	14 9%	39 12%	23 9%	30 11%	24 11%	52 10%	10 7%	35 10%	25 9%	24 17%jkl	22 9%	54 12%	9 6%	4 6%	6 11%	9 9%	23 13%	1 4%	71 11%	44 12%	27 9%	33 10%	10 11%	10 12%	13 9%	3 10%
Don't know	16 2%	7 1%	9 2%	8 5%efh	6 2%f	2 1%	-	10 4%efh	7 1%	1 1%	5 2%	5 2%	2 1%	4 2%	9 2%	5 4%r	1 2%r	1 2%	-	-	-	10 1%	5 1%	5 2%	5 2%	2 2%	1 1%	2 2%	2 6%
Mean	3.81	3.88	3.75	3.90	3.72	3.86	3.81	3.84	3.79	3.90	3.84k	3.89k	3.56	3.83k	3.75	3.84	4.16mnpqrs	3.73	3.78	3.85	3.77	3.80	3.74	3.87	3.82	3.91	3.82	3.77	3.94
Standard deviation	0.96	0.92	0.99	0.97	1.01	0.94	0.92	1.02	0.96	0.86	0.90	0.96	1.13	0.93	1.01	0.92	0.78	1.00	0.86	0.99	0.80	0.96	0.98	0.93	0.96	1.03	1.02	0.88	1.09
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.06	0.06	0.04	0.08	0.05	0.06	0.08	0.06	0.05	0.07	0.09	0.14	0.11	0.07	0.09	0.04	0.05	0.05	0.05	0.11	0.11	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) - West Midlands

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 (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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 218	105	112	39	53	61	65	53	100	32	90	56	26	45	93	24	14	8	17	56	5	157	88	69	55	25	15	16	6
	21%	22%	21%	24% _d	16%	24% _d	23%	23%	20%	22%	26%	21%	17%	18%	21%	18%	22%	13%	16%	31% _{mnpq}	17%	23%	24% _z	22% _z	17%	28% _z	17%	11%	22%
Trust quite a lot	(4) 493	230	262	73	147	130	143	103	246	76	173	141	65	114	202	71	36	22	52	92	18	347	199	148	134	33	34	67	11
	48%	47%	49%	46%	46%	51%	51%	45%	49%	51%	49%	53%	44%	45%	46%	52%	57%	39%	48%	50%	54%	52% _w	54% _{xy}	48%	42%	37%	40%	47%	43%
Neither trust nor don't trust	(3) 198	106	92	29	81	40	48	48	102	24	53	45	38	61	94	22	7	19	22	25	9	105	47	57	89	25	18	46	5
	19%	22%	17%	18%	25% _{ef}	16%	17%	21%	20%	16%	15%	17%	26% _{ij}	24% _{il}	22% _{or}	16%	11%	34% _{mnor}	20%	14%	27% _{or}	16%	13%	19%	28% _t	27% _u	21%	32% _{uv}	17%
Don't trust very much	(2) 56	27	30	8	21	14	13	13	31	11	20	9	11	16	27	9	3	4	7	6	1	38	17	21	16	3	7	6	2
	6%	5%	6%	5%	7%	6%	4%	6%	6%	7%	6%	3%	7%	7%	6%	6%	5%	7%	7%	3%	2%	6%	5%	7%	5%	3%	9%	4%	9%
Don't trust at all	(1) 21	8	12	5	10	5	1	6	14	5	8	5	2	5	8	7	2	3	-	1	-	11	4	7	9	1	4	4	1
	2%	2%	2%	3% _f	3% _f	2%	*	2% _f	3% _f	3%	2%	2%	2%	2%	2%	5% _{mr}	3%	5% _{qr}	-	*	-	2%	1%	2%	3%	2%	5%	3%	4%
NET: Trust	710	335	375	112	200	191	208	156	346	108	263	197	91	159	295	95	50	30	69	149	23	504	287	217	189	58	49	83	17
	70%	69%	70%	70%	62%	75% _d	74% _d	68%	69%	73%	75% _{kl}	74% _{kl}	61%	63%	68% _p	69% _p	79% _p	53%	64%	81% _{mnpq}	70%	75% _w	78% _{xyz}	71% _{yz}	60%	64%	58%	58%	65%
NET: Don't trust	77	35	42	13	31	19	13	18	45	16	28	14	13	22	35	16	5	7	7	7	1	48	21	27	25	4	11	9	3
	8%	7%	8%	8%	10% _f	8%	5%	8%	9%	11%	8%	5%	9%	9%	8%	12% _{rs}	7%	12% _{rs}	7%	4%	2%	7%	6%	9%	8%	5%	13% _{tu}	7%	12%
Don't know	32	8	24	5	10	4	13	6	13	*	7	9	6	10	12	4	2	1	10	4	1	16	11	5	15	3	7	5	2
	3%	2%	5% _{aa}	3%	3%	2%	5%	3%	3%	*	2%	4%	4%	4%	3%	3%	3%	1%	9% _{mnr}	2%	2%	2%	3%	2%	5%	4%	8% _{vv}	4%	6%
Mean	3.84	3.84	3.85	3.86	3.68	3.91 _d	3.96 _{dh}	3.83	3.79	3.81	3.93 _{kl}	3.91 _{kl}	3.71	3.73	3.82 _p	3.72	3.94 _p	3.50	3.81	4.09 _{mnpq}	3.86 _p	3.92 _w	3.99 _{yz}	3.83 _z	3.70	3.89 _z	3.63	3.62	3.75
Standard deviation	0.90	0.89	0.91	0.96	0.94	0.90	0.80	0.94	0.93	0.97	0.92	0.84	0.91	0.92	0.91	1.02	0.89	0.99	0.81	0.79	0.71	0.88	0.82	0.93	0.93	0.92	1.05	0.84	1.06
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.05	0.05	0.04	0.09	0.05	0.06	0.07	0.06	0.05	0.08	0.10	0.14	0.11	0.06	0.08	0.04	0.05	0.05	0.10	0.11	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) - West Midlands

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)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)	
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26	
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**	
Trust a great deal	(5) 94	39	54	19	42	13	20	30	43	7	45	21	10	18	50	9	5	6	6	14	4	63	22	40	29	14	5	10	2	
		9%	8%	10%	12%ef	13%ef	5%	7%	13%ef	9%	5%	13%kl	8%	6%	7%	11%	7%	8%	10%	6%	8%	13%	9%	6%	13%u	9%	15%u	6%	7%	8%
Trust quite a lot	(4) 323	154	170	68	122	78	55	96	172	43	121	86	45	71	157	61	26	11	12	45	11	210	89	121	103	29	19	54	10	
		32%	32%	32%	43%efh	38%ef	31%ef	19%	42%efh	34%ef	29%	35%	32%	31%	28%	36%pqr	45%pqr	41%pqr	20%	11%	25%q	33%q	31%	24%	40%uy	32%	32%	23%	38%uy	38%
Neither trust nor don't trust	(3) 215	109	107	29	80	55	52	47	117	29	65	45	39	67	87	26	12	23	27	30	10	126	68	59	86	27	21	39	3	
		21%	22%	20%	18%	25%	22%	18%	20%	23%	20%	18%	17%	26%ij	26%ij	20%	19%	19%	41%mnor	25%	16%	31%mr	19%	18%	19%	27%t	30%u	24%	27%u	11%
Don't trust very much	(2) 53	26	27	8	20	12	13	11	29	10	15	13	10	14	31	4	4	2	7	4	1	33	18	16	17	4	6	7	3	
		5%	5%	5%	5%	6%	5%	5%	5%	6%	7%	4%	5%	7%	6%	3%	6%	3%	7%	2%	3%	5%	5%	5%	5%	4%	7%	5%	11%	
Don't trust at all	(1) 10	7	3	2	5	2	1	3	6	2	2	3	3	2	4	3	*	1	-	1	-	3	3	-	6	1	3	2	1	
		1%	1%	1%	1%	1%	*	1%	1%	1%	1%	1%	2%	1%	1%	3%	1%	1%	-	1%	-	*	1%	-	2%	2%	3%v	1%	4%	
NET: Trust	417	193	224	88	164	91	75	127	215	50	167	107	55	89	207	70	31	17	19	59	15	273	112	161	132	43	24	64	12	
		41%	40%	42%	55%efh	51%efh	36%	27%	55%efh	43%ef	48%kl	40%	37%	35%	47%pqr	51%pqr	49%pqr	30%	17%	32%q	46%q	41%	30%	53%uy	41%	48%uy	29%	45%uy	47%	
NET: Don't trust	63	33	30	11	25	14	14	13	36	12	17	16	14	16	35	7	4	2	7	5	1	36	21	16	22	5	8	9	4	
		6%	7%	6%	7%	8%	5%	6%	7%	8%	5%	6%	9%	6%	8%r	5%	7%	4%	7%	3%	3%	5%	6%	5%	7%	6%	10%	6%	14%	
Don't know	322	150	172	31	54	94	142	43	137	57	102	98	41	81	107	33	16	14	55	90	7	237	166	71	77	15	31	31	7	
		32%	31%	32%	20%	17%	37%cdgh	19%	50%cdgh	38%	27%cdg	29%	37%	28%	25%	24%	25%	25%	51%mnop	49%mnop	20%	35%w	45%vxz	23%	24%	17%	37%vxz	22%	28%	
Mean	3.63	3.58	3.68	3.74	3.66	3.55	3.57	3.76eh	3.59	3.47	3.77kl	3.65	3.44	3.52	3.66	3.66	3.65	3.46	3.34	3.70	3.71	3.68	3.55	3.79uyz	3.55	3.67	3.34	3.57	3.51	
Standard deviation	0.86	0.87	0.85	0.86	0.89	0.79	0.87	0.85	0.86	0.87	0.85	0.85	0.90	0.83	0.89	0.83	0.82	0.84	0.87	0.82	0.79	0.84	0.87	0.80	0.88	0.90	0.98	0.80	1.07	
Standard error	0.03	0.05	0.04	0.06	0.05	0.07	0.08	0.05	0.04	0.10	0.05	0.07	0.07	0.06	0.05	0.07	0.10	0.13	0.16	0.09	0.10	0.04	0.06	0.05	0.05	0.11	0.12	0.07	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) - West Midlands

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 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	507	253	254	108	174	118	107	150	250	62	161	116	96	134	202	71	48	30	20	101	35	333	177	156	162	31	42	89	12
Weighted base	506	245	260	80*	165	126*	135*	113	258	71*	183	129*	75*	119	223	59*	34*	30**	36**	109*	14**	354	193	161	139	32**	36*	71*	13**
Trust a great deal	(5) 38	16	22	14	12	5	7	16	15	2	12	10	3	13	16	4	5	6	2	4	1	16	4	12	20	4	7	9	2
	8%	6%	9%	18%defh	7%	4%	5%	14%efh	6%	3%	7%	8%	3%	11%	7%	7%	14%r	20%	6%	4%	7%	4%	2%	7%u	14%t	11%	20%uv	13%u	18%
Trust quite a lot	(4) 147	68	79	32	50	31	33	43	70	17	63	41	17	26	67	22	12	6	4	33	3	103	52	50	38	7	8	23	6
	29%	28%	30%	40%efh	31%	25%	25%	38%efh	27%	23%	34%l	32%	23%	22%	30%	37%	36%	19%	12%	31%	18%	29%	27%	31%	28%	22%	33%	48%	
Neither trust nor don't trust	(3) 147	84	63	17	58	39	33	30	85	24	56	35	22	34	66	20	9	12	8	25	8	97	52	45	47	15	9	23	3
	29%	34%b	24%	22%	35%c	31%	24%	26%	33%	34%	27%	29%	29%	29%	29%	33%	27%	40%	22%	23%	55%	27%	27%	28%	34%	46%	26%	32%	21%
Don't trust very much	(2) 37	18	18	6	13	11	6	8	22	5	8	6	12	10	21	-	3	2	5	5	1	27	17	10	10	1	3	6	-
	7%	8%	7%	8%	8%	9%	5%	7%	9%	7%	5%	5%	16%ij	8%	10%n	-	8%n	6%	14%	4%	7%	8%	9%	6%	7%	3%	8%	8%	-
Don't trust at all	(1) 8	5	3	2	4	2	1	2	6	2	3	1	3	1	4	3	1	-	-	1	-	8	6	2	1	-	1	*	-
	2%	2%	1%	3%	2%	2%	1%	2%	2%	3%	2%	1%	3%	1%	2%	5%	2%	-	-	1%	-	2%	3%	1%	1%	-	2%	1%	-
NET: Trust	185	84	101	46	63	36	40	59	85	19	75	51	20	39	82	26	17	11	7	37	4	118	56	62	58	11	15	32	8
	37%	34%	39%	58%defh	38%	29%	30%	52%defh	33%	26%	41%k	39%	27%	33%	37%	44%	50%	39%	18%	34%	25%	33%	29%	39%	42%	33%	42%	46%u	65%
NET: Don't trust	45	24	22	8	16	13	7	10	28	7	11	8	15	11	26	3	3	2	5	5	1	35	23	12	11	1	4	6	-
	9%	10%	8%	11%	10%	10%	5%	9%	11%	10%	6%	6%	20%ij	9%	11%	5%	10%	6%	14%	5%	7%	10%	12%	7%	8%	3%	10%	9%	-
Don't know	129	54	75	8	28	38	55	14	60	21	40	36	18	34	50	11	5	17	41	2	104	63	41	23	6	8	10	2	
	25%	22%	29%	10%	17%	30%cdg	41%cdgh	13%	23%cg	30%	22%	28%	24%	29%	22%	18%	14%	15%	46%	38%mmo	13%	29%w	33%z	26%	17%	6	8	14%	13%
Mean	3.45	3.37	3.53	3.69deh	3.40	3.29	3.49	3.64deh	3.34	3.23	3.51k	3.55k	3.09	3.47k	3.39	3.51	3.60	3.61	3.19	3.52	3.29	3.37	3.24	3.51u	3.58t	3.50	3.65	3.57u	3.96
Standard deviation	0.88	0.87	0.89	0.99	0.87	0.84	0.81	0.92	0.88	0.85	0.82	0.83	0.94	0.95	0.90	0.89	0.96	0.95	0.97	0.76	0.76	0.87	0.88	0.85	0.90	0.78	1.06	0.88	0.70
Standard error	0.04	0.06	0.06	0.10	0.07	0.09	0.10	0.08	0.06	0.12	0.07	0.09	0.11	0.09	0.07	0.12	0.15	0.19	0.31	0.10	0.14	0.06	0.08	0.08	0.15	0.18	0.10	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) - West Midlands

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 Ret-ired (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 (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 76 7%	32 7%	43 8%	26 16% ^d ^{efh}	28 9% ^e	9 4%	13 4%	35 15% ^d ^{efh}	28 6%	-	29 8%	20 8%	10 7%	17 7%	37 9%	14 10%	6 9%	5 8%	5 5%	8 4%	1 3%	44 7%	17 5%	27 9%	29 9%	10 11% ^u	8 9%	11 8%	3 10%
Trust quite a lot	(4) 274 27%	140 29%	134 25%	55 34% ^f	101 31% ^f	70 28% ^f	48 17%	77 33% ^f	150 30% ^f	31 21%	127 36% ^{ijkl}	68 26%	28 31%	52 30%	145 33% ^{qqr}	33 24% ^q	24 38% ^{nqr}	12 22%	10 10%	42 23% ^q	8 24% ^q	191 28%	87 24%	105 34% ^{uy}	77 24%	20 22%	14 16%	44 31% ^y	5 20%
Neither trust nor don't trust	(3) 295 29%	151 31%	144 27%	38 24%	98 30%	75 30%	84 30%	56 24%	156 31%	46 31%	91 26%	82 31%	46 31%	76 30%	117 27%	42 31%	18 29%	19 34%	38 35%	46 25%	15 45% ^m ^r	174 26%	100 27%	73 24%	114 36% ^t	38 42% ^{uv}	32 37% ^v	44 31%	8 29%
Don't trust very much	(2) 76 8%	37 8%	39 7%	16 10% ^f	24 7%	23 9%	13 5%	24 10% ^f	40 8%	20 14%	28 8%	19 7%	15 10%	15 6%	44 10%	9 7%	3 5%	6 10%	3 3%	9 5%	2 7%	55 8%	29 8%	25 8%	17 5%	5 5%	5 6%	7 5%	4 16%
Don't trust at all	(1) 33 3%	26 5% ^b	7 1%	5 3%	10 3%	5 2%	14 5%	7 3%	13 2%	4 3%	8 2%	5 2%	4 3%	15 6% ^{ij}	10 2%	5 4%	3 4%	2 3%	5 5%	9 5%	-	24 3%	16 4%	8 3%	8 3%	2 3%	3 3%	3 2%	2 6%
NET: Trust	350 34%	173 36%	178 33%	81 51% ^d ^{efh}	129 40% ^f	80 31% ^f	61 22%	111 49% ^{efh}	178 35% ^f	31 21%	155 44% ^{ijkl}	89 33%	38 25%	69 27%	182 42% ^{qrs}	47 34% ^q	29 47% ^{qrs}	17 31% ^q	15 14%	50 27% ^q	9 27%	236 35%	104 28%	132 43% ^{uy}	107 34%	30 33%	21 25%	56 39% ^u	8 30%
NET: Don't trust	109 11%	63 13%	46 9%	21 13%	34 11%	28 11%	27 9%	30 13%	52 10%	24 16%	36 10%	24 9%	20 13%	30 12%	54 10%	14 10%	6 10%	7 13%	8 8%	18 10%	2 7%	78 12%	45 12%	33 11%	25 8%	7 8%	8 10%	10 7%	6 22%
Don't know	262 26%	98 20%	165 31% ^a	19 12%	61 19%	71 28% ^c ^d ^g	111 39% ^c ^d ^g	32 14%	119 24% ^c ^g	46 31%	69 20%	71 27%	45 31% ⁱ	77 30% ⁱ	83 19%	34 25%	9 15%	12 22%	46 43% ^m ⁿ ^o ^p	71 38% ^m ⁿ ^o ^p	7 22%	185 28%	117 32% ^{vx}	68 22%	72 23%	15 16%	23 28%	34 24%	5 19%
Mean	3.38	3.30	3.45 ^a	3.58 ^b ^{efh}	3.43 ^f	3.31	3.19	3.55 ^{efh}	3.37	3.03	3.50 ^{kl}	3.41	3.23	3.23	3.44	3.40	3.50	3.30	3.11	3.28	3.30	3.37	3.24	3.50 ^u	3.42	3.40	3.30	3.49 ^u	3.15
Standard deviation	0.95	0.99	0.90	1.03	0.94	0.85	0.97	1.02	0.88	0.82	0.91	0.90	0.96	1.03	0.93	0.99	0.95	0.97	0.95	0.99	0.69	0.96	0.97	0.94	0.91	0.92	0.96	0.87	1.12
Standard error	0.03	0.05	0.05	0.08	0.06	0.07	0.08	0.06	0.05	0.09	0.06	0.07	0.08	0.07	0.05	0.09	0.11	0.15	0.17	0.09	0.09	0.04	0.06	0.06	0.05	0.11	0.12	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) - West Midlands

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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 77 8%	37 8%	41 8%	21 13%efh	29 9%	13 5%	15 5%	31 14%efh	31 6%	4 3%	37 11%	16 6%	10 7%	14 5%	42 10%	11 8%	5 8%	3 5%	5 5%	10 6%	1 3%	50 7%	16 4%	34 11%uz	25 8%	9 10%	9 11%u	7 5%	3 10%
Trust quite a lot	(4) 259 25%	122 25%	137 26%	49 31%f	101 31%f	61 24%	47 17%	69 30%f	142 28%f	36 24%	103 29%k	69 26%	30 20%	57 22%	122 28%q	45 33%pqr	18 29%q	10 18%	12 12%	38 21%	13 39%ppqr	175 26%	80 22%	95 31%u	77 24%	26 29%	16 19%	35 24%	7 24%
Neither trust nor don't trust	(3) 229 23%	118 24%	111 21%	39 25%f	85 26%f	65 26%f	40 14%	59 26%f	130 26%f	36 24%	84 24%	47 18%	38 26%	60 24%	110 25%r	30 22%r	13 21%	25 44%mnqr	18 17%	23 12%	11 35%nqr	137 20%	68 19%	69 22%	90 28%t	27 31%u	16 19%	47 32%uvy	3 11%
Don't trust very much	(2) 37 4%	12 3%	24 5%	12 7%deh	10 3%	2 1%	13 5%e	15 7%eh	9 2%	2 1%	5 2%	15 6%i	8 6%i	8 3%	18 4%	3 2%	3 5%	*	9 8%	4 2%	*	18 3%	12 3%	6 2%	11 4%	3 4%	3 4%	5 3%	7 27%
Don't trust at all	(1) 13 1%	7 1%	6 1%	3 2%	6 2%	2 1%	2 1%	5 2%	7 1%	2 1%	3 1%	3 1%	2 1%	5 2%	4 1%	3 2%	3 5%mr	2 3%r	2 2%	-	-	6 1%	3 1%	3 1%	6 2%	2 2%	3 3%	1 1%	1 4%
NET: Trust	336 33%	159 33%	178 33%	70 44%efh	130 40%ef	74 29%	62 22%	101 44%efh	174 34%f	40 27%	140 40%kl	86 32%	40 27%	70 28%	164 38%pqr	56 41%pqr	24 38%q	13 23%	17 16%	49 26%	14 42%ppqr	225 34%	96 26%	130 42%uz	102 32%	35 39%u	25 30%	42 29%	9 34%
NET: Don't trust	49 5%	20 4%	30 6%	15 10%eh	16 5%e	4 1%	15 5%e	20 9%eh	15 3%	4 2%	9 2%	18 7%i	10 7%i	13 5%	21 5%	5 4%	6 9%rs	2 4%	11 10%r	4 2%	*	24 4%	15 4%	9 3%	17 5%	5 6%	6 7%	5 4%	8 31%
Don't know	402 40%	188 39%	214 40%	34 22%	91 28%	111 44%cdg	166 59%cdg	49 22%	187 37%cdg	68 46%	118 34%	116 43%i	60 40%	109 43%i	141 32%	46 34%	20 32%	16 29%	62 57%mnop	109 59%mnop	7 22%	286 43%w	187 51%vxz	99 32%	110 35%	22 25%	38 45%x	50 35%	6 23%
Mean	3.57	3.57	3.57	3.58	3.60	3.57	3.52	3.60	3.57	3.48	3.71kl	3.54	3.44	3.46	3.61p	3.65p	3.47	3.29	3.22	3.73p	3.57	3.63	3.52	3.73uz	3.50	3.54	3.55	3.45	3.12
Standard deviation	0.86	0.85	0.87	0.97	0.85	0.73	0.91	0.96	0.79	0.74	0.81	0.88	0.88	0.88	0.85	0.84	1.04	0.81	1.02	0.77	0.60	0.83	0.82	0.83	0.87	0.91	1.06	0.74	1.21
Standard error	0.03	0.05	0.05	0.07	0.05	0.06	0.10	0.06	0.04	0.09	0.05	0.07	0.08	0.07	0.05	0.08	0.13	0.13	0.21	0.09	0.08	0.04	0.06	0.06	0.06	0.11	0.14	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) - West Midlands

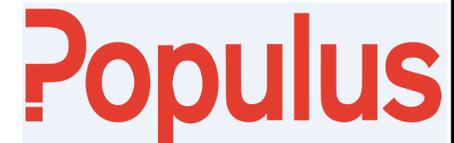
ONLINE Fieldwork : January to December 2018

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

	Total	Gender		Age							Social Grade				Working Status					Tenure									
		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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 41 4%	17 3%	25 5%	13 8%efh	14 4%	7 3%	7 3%	18 8%efh	16 3%	1 1%	18 5%	6 2%	8 5%	10 4%	21 5%	6 4%	4 6%	2 4%	4 3%	5 3%	1 2%	30 4%	16 4%	14 5%	9 3%	2 3%	3 3%	4 3%	2 8%
Trust quite a lot	(4) 193 19%	105 22%	87 16%	40 25%f	57 18%	53 21%	43 15%	59 26%dfh	90 18%	31 21%	83 24%k	50 19%	17 12%	44 17%	87 20%	29 21%	16 26%q	7 13%	13 12%	34 18%	6 19%	133 20%	67 18%	66 21%	55 17%	12 13%	22 26%xz	21 14%	5 20%
Neither trust nor don't trust	(3) 323 32%	175 36%b	148 28%	47 30%	119 37%f	82 32%	75 27%	68 30%	181 36%f	49 33%	107 31%	86 32%	50 33%	80 32%	154 35%r	37 27%	17 27%	26 46%nor	39 36%r	37 20%	14 42%nr	190 28%	95 26%	95 31%	124 39%t	35 39%u	23 28%	65 46%uvy	9 35%
Don't trust very much	(2) 227 22%	90 19%	137 26%a	30 19%	60 19%	52 21%	85 30%cd	44 19%	98 19%	23 15%	82 23%	54 20%	35 23%	56 22%	76 17%	30 22%	14 23%	10 17%	27 25%	62 34%mp	7 22%	163 24%	98 27%z	65 21%	60 19%	22 24%	15 18%	23 16%	4 14%
Don't trust at all	(1) 91 9%	35 7%	56 10%	11 7%	28 9%	27 11%	25 9%	13 5%	54 11%g	22 15%	31 9%	17 6%	17 12%	26 10%	38 9%	19 14%r	4 7%	4 7%	7 7%	18 10%r	* 1%	57 9%	39 11%	19 6%	30 9%	10 11%	8 9%	12 9%	4 14%
NET: Trust	234 23%	122 25%	112 21%	53 33%dfh	71 22%	60 24%	50 18%	77 34%defh	107 21%	32 22%	100 29%k	56 21%	25 17%	53 21%	108 25%	34 25%	20 32%q	9 17%	16 15%	39 21%	7 22%	163 24%	83 23%	80 26%z	63 20%	14 15%	25 30%xz	25 17%	8 28%
NET: Don't trust	318 31%	125 26%	193 36%a	41 26%	88 27%	79 31%	110 39%cdgh	57 25%	152 30%	45 30%	112 32%	72 27%	52 35%	82 33%	114 26%	49 36%am	19 30%	14 25%	35 32%	80 43%mps	8 23%	220 33%	136 37%vz	84 27%	90 28%	32 35%	23 27%	36 25%	8 29%
Don't know	142 14%	62 13%	80 15%	17 11%	44 14%	33 13%	47 17%	28 12%	66 13%	22 15%	31 9%	52 20%i	22 15%	36 14%	60 14%	16 12%	8 12%	7 12%	18 17%	29 16%	4 13%	99 15%	51 14%	48 16%	40 13%	9 10%	13 16%	18 12%	2 8%
Mean	2.85	2.95b	2.75	3.09efh	2.89f	2.83	2.67 h	3.13def	2.81	2.73	2.92	2.88	2.71	2.79	2.94r	2.77	3.01r	2.87	2.75	2.65	2.99r	2.85	2.76	2.97u	2.83	2.69	2.96	2.84	2.93
Standard deviation	1.03	0.98	1.07	1.08	1.01	1.03	0.99	1.05	1.02	1.06	1.06	0.96	1.06	1.04	1.03	1.12	1.07	0.92	0.94	1.04	0.82	1.05	1.08	1.01	0.97	0.97	1.06	0.92	1.19
Standard error	0.03	0.05	0.05	0.08	0.06	0.07	0.07	0.06	0.05	0.10	0.06	0.07	0.08	0.07	0.06	0.09	0.12	0.13	0.13	0.09	0.10	0.05	0.06	0.06	0.11	0.12	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) - West Midlands

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 (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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 240 24%	120 25%	121 23%	44 28%	74 23%	55 22%	68 24%	61 27%	111 22%	30 20%	75 21%	64 24%	37 25%	65 26%	102 23%	28 21%	23 36%	12 mn	20 22%	51 18%	5 16%	155 23%	75 20%	80 26%	80 25%	26 29%	26 31%	28 20%	6 22%
Trust quite a lot	(4) 468 46%	226 47%	242 46%	67 42%	141 44%	132 52%g	128 45%	95 42%	245 49%	80 54%	175 50%k	123 46%	54 37%	115 46%	196 45%	71 52%	26 42%	25 44%	57 52%	76 41%	17 53%	319 47%	178 49%y	140 46%	138 43%	40 45%	29 34%	69 48%	11 43%
Neither trust nor don't trust	(3) 176 17%	82 17%	93 18%	23 14%	63 20%	41 16%	49 17%	35 15%	92 18%	23 15%	53 15%	49 18%	30 21%	43 17%	76 18%	23 17%	7 11%	13 18%	20 18%	30 16%	7 21%	107 16%	61 17%	47 15%	64 20%	14 15%	21 25%	30 21%	4 13%
Don't trust very much	(2) 88 9%	39 8%	49 9%	14 9%	22 7%	18 7%	34 12%h	20 9%	35 7%	11 8%	38 11%	18 7%	16 11%	17 7%	37 8%	7 5%	5 7%	4 8%	11 10%	23 12%n	2 6%	66 10%	41 11%y	26 8%	20 6%	6 7%	2 3%	11 8%	2 9%
Don't trust at all	(1) 27 3%	12 2%	16 3%	4 3%	13 4%	6 3%	4 1%	8 3%	16 3%	3 2%	7 2%	5 2%	9 6%ij	6 2%	15 3%	5 3%	1 1%	1 1%	4 1%	2 2%	1 3%	18 3%	9 3%	9 3%	7 2%	1 1%	4 4%	2 2%	2 8%
NET: Trust	708 70%	345 71%	363 68%	110 69%	216 67%	187 74%	196 69%	157 68%	356 70%	110 75%	250 71%k	187 70%	91 61%	181 72%k	298 68%	99 73%	49 78%	37 65%	76 70%	127 69%	22 69%	473 70%	253 69%	221 72%	218 69%	66 73%	55 65%	97 68%	17 64%
NET: Don't trust	116 11%	51 10%	65 12%	18 12%	35 11%	25 10%	37 13%	28 12%	50 10%	14 9%	44 13%	23 9%	26 17%jl	23 9%	52 12%	11 8%	5 8%	5 9%	12 11%	27 15%	3 9%	85 13%	50 14%	35 11%	27 8%	7 8%	6 7%	14 10%	4 17%
Don't know	17 2%	6 1%	11 2%	7 5%efh	8 3%	1 *	1 *	9 4%efh	7 1%	1 1%	3 1%	7 3%	1 1%	6 2%	10 2%	3 2%	2 3%	1 2%	-	1 *	1 2%	7 1%	3 3%	4 1%	9 3%	3 4%	3 3%	3 2%	2 6%
Mean	3.81	3.84	3.77	3.87	3.77	3.83	3.79	3.83	3.81	3.84	3.79	3.86k	3.63	3.88k	3.78	3.83	4.08ms	3.79	3.76	3.79	3.74	3.79	3.74	3.85	3.85	3.97	3.87	3.77	3.64
Standard deviation	0.99	0.97	1.00	1.03	1.02	0.94	0.99	1.05	0.97	0.90	0.97	0.94	1.16	0.96	1.02	0.93	0.94	0.92	0.91	1.05	0.91	1.00	0.99	1.00	0.95	0.91	1.04	0.92	1.20
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.07	0.06	0.04	0.08	0.05	0.06	0.08	0.06	0.05	0.07	0.10	0.13	0.12	0.08	0.10	0.04	0.05	0.06	0.05	0.10	0.11	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) - West Midlands

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 (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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 28 3%	11 2%	16 3%	12 7%defh	10 3%	2 1%	3 1%	16 7%defh	8 2%	-	12 4%	8 3%	5 3%	3 1%	19 4%	3 2%	1 1%	1 2%	-	3 2%	1 2%	20 3%	8 2%	13 4%	7 2%	2 2%	4 4%	1 1%	-
Trust quite a lot	(4) 103 10%	54 11%	49 9%	11 7%	27 8%	31 12%	33 12%	17 7%	52 10%	14 9%	46 13%k	29 11%	8 5%	20 8%	46 11%	11 8%	4 6%	3 6%	13 12%	23 12%	3 8%	82 12%w	44 12%	38 13%	19 6%	6 7%	4 5%	9 6%	1 5%
Neither trust nor don't trust	(3) 259 25%	125 26%	134 25%	38 24%	69 21%	64 25%	88 31%dh	58 25%	113 22%	39 27%	98 28%	68 26%	30 20%	63 25%	102 23%	34 25%	10 16%	13 23%	38 35%o	53 28%o	9 28%	175 26%	109 30%v	66 21%	79 25%	21 23%	17 21%	41 29%	5 17%
Don't trust very much	(2) 320 31%	152 31%	169 32%	51 32%	100 31%	82 32%	87 31%	71 31%	162 32%	52 35%	112 32%	90 34%	53 36%l	65 26%	135 31%	45 33%	27 44%mpq	11 20%	26 25%	63 34%	12 37%p	210 31%	111 30%	100 33%	98 31%	30 33%	23 27%	46 32%	11 42%
Don't trust at all	(1) 287 28%	139 29%	148 28%	39 24%	106 33%g	73 29%	69 25%	57 25%	161 32%	40 27%	78 22%	62 23%	49 33%ij	98 39%ij	127 29%	35 26%	20 31%	25 45%mnrs	31 28%	42 23%	8 26%	172 26%	91 25%	82 27%	107 34%t	31 34%	36 42%uvz	40 28%	8 30%
NET: Trust	130 13%	65 13%	65 12%	23 14%	38 12%	33 13%	37 15%	33 15%	60 12%	14 9%	58 17%kl	38 14%	12 8%	22 9%	65 15%	14 10%	5 7%	5 8%	13 12%	26 14%	3 10%	103 15%w	51 14%z	51 17%z	26 8%	8 9%	8 10%	10 7%	1 5%
NET: Don't trust	608 60%	291 60%	317 60%	89 56%	207 64%	155 61%	157 55%	128 56%	323 64%g	92 62%	190 54%	152 57%	102 69%ij	163 65%ij	261 60%	80 59%	47 75%mnqr	36 64%	57 53%	105 57%	20 63%	383 57%	201 55%	182 59%	206 65%t	61 67%	58 69%u	87 60%	19 72%
Don't know	20 2%	4 1%	17 3%a	8 5%efh	9 3%f	2 1%	1 *	10 4%ef	10 2%	2 1%	5 1%	8 3%	4 3%	4 1%	7 2%	8 6%mqr	1 2%	2 4%r	-	1 *	-	12 2%	4 1%	8 3%	7 2%	1 1%	1 1%	6 4%	2 6%
Mean	2.26	2.27	2.26	2.38dh	2.15	2.23	2.34	2.38dh	2.16	2.18	2.43kl	2.35kl	2.07	2.05	2.29	2.23	2.01	1.96	2.31	2.36op	2.23	2.35w	2.36y	2.33y	2.10	2.09	2.02	2.16	1.97
Standard deviation	1.07	1.07	1.07	1.17	1.09	1.03	1.02	1.17	1.04	0.95	1.08	1.06	1.03	1.03	1.13	1.01	0.93	1.08	1.02	1.03	0.99	1.09	1.05	1.13	1.02	1.03	1.12	0.96	0.85
Standard error	0.03	0.05	0.05	0.08	0.06	0.07	0.07	0.07	0.05	0.09	0.06	0.07	0.07	0.06	0.08	0.10	0.10	0.15	0.13	0.08	0.11	0.04	0.06	0.07	0.05	0.11	0.12	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) - West Midlands

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

	Total	Gender		Age							Social Grade				Working Status					Tenure									
		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)	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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 11%	5%	6%	4%	3% ^{eh}	2%	-	1%	3%	1%	1%	2%	2%	2%	2%	1%	2%	2%	-	1%	-	1%	2%	2%	1%	1%	1%	-	-
Trust quite a lot	(4) 42%	24%	19%	9%	12%	13%	9%	14%	20%	3%	21%	11%	3%	8%	21%	6%	1%	2%	1%	8%	2%	33%	19%	14%	9%	2%	4%	4%	-
Neither trust nor don't trust	(3) 19%	96%	98%	31%	65%	42%	56%	50%	88%	11%	68%	59%	24%	43%	82%	24%	11%	9%	30%	32%	6%	131%	67%	64%	59%	12%	13%	34%	3%
Don't trust very much	(2) 37%	179%	198%	66%	94%	109%	108%	85%	184%	78%	141%	110%	49%	77%	153%	57%	29%	15%	33%	77%	13%	250%	147%	104%	111%	34%	28%	49%	16%
Don't trust at all	(1) 36%	176%	188%	40%	134%	87%	103%	62%	198%	54%	111%	74%	67%	112%	161%	40%	20%	26%	40%	65%	12%	233%	126%	108%	125%	36%	38%	51%	6%
NET: Trust	5%	29%	25%	13%	18%	13%	10%	22%	22%	3%	25%	13%	5%	10%	28%	7%	2%	4%	1%	9%	2%	42%	21%	21%	11%	3%	5%	4%	-
NET: Don't trust	74%	355%	386%	106%	228%	196%	212%	148%	382%	132%	252%	184%	116%	189%	315%	97%	49%	41%	73%	142%	24%	484%	272%	211%	236%	70%	66%	100%	22%
Don't know	3%	5%	24%	9%	12%	3%	5%	10%	14%	2%	6%	10%	3%	10%	11%	8%	1%	2%	4%	1%	1%	15%	5%	10%	12%	5%	1%	6%	2%
Mean	1.95	1.96	1.93	2.15 ^{def}	1.91	1.92	1.90	2.18 ^{def}	1.87	1.75	2.03 ^{kl}	2.06 ^{kl}	1.79	1.80	1.96	2.00	1.95	1.83	1.93	1.93	1.94	1.99	1.96	2.02	1.87	1.79	1.85	1.93	1.89
Standard deviation	0.92	0.93	0.90	0.98	0.98	0.84	0.85	1.03	0.88	0.69	0.94	0.88	0.90	0.90	0.96	0.88	0.87	1.01	0.85	0.87	0.90	0.94	0.90	0.99	0.88	0.84	0.96	0.85	0.60
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.06	0.06	0.04	0.06	0.05	0.06	0.07	0.06	0.05	0.07	0.09	0.14	0.11	0.07	0.10	0.04	0.05	0.06	0.05	0.09	0.10	0.07	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) - West Midlands

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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Trust a great deal	(5) 33 3%	15 3%	17 3%	12 8%defh	11 3%	2 1%	7 3%	17 7%defh	9 2%	2 1%	16 4%	7 3%	5 3%	5 2%	15 3%	7 5%	3 5%	2 4%	2 2%	3 2%	-	19 3%	9 3%	10 3%	11 3%	3 3%	3 4%	5 3%	2 8%
Trust quite a lot	(4) 112 11%	55 11%	57 11%	36 23%defh	35 11%	24 9%	17 6%	44 19%defh	51 10%	8 5%	62 18%ijkl	25 10%	10 7%	15 6%	56 13%q	21 15%q	12 18%pqr	3 6%	1 1%	15 8%	4 13%q	74 11%	33 9%	41 13%x	33 11%	4 5%	11 13%	19 13%	4 16%
Neither trust nor don't trust	(3) 229 23%	109 22%	120 23%	38 24%	89 28%ef	55 22%	46 16%	60 26%ef	123 24%ef	31 21%	80 23%	61 23%	25 17%	63 25%	99 23%r	33 24%r	19 31%r	20 36%mq	20 19%	27 14%	10 32%r	146 22%	70 19%	75 25%	80 25%	24 27%	16 19%	40 28%u	3 11%
Don't trust very much	(2) 227 22%	99 20%	128 24%	29 19%	66 21%	60 24%	71 25%	44 19%	111 22%	37 25%	79 22%	66 25%	28 19%	55 22%	93 21%	23 17%	14 22%	13 22%	31 28%	47 26%	7 21%	145 22%	80 22%	65 21%	74 23%	23 26%	21 24%	30 21%	9 33%
Don't trust at all	(1) 350 34%	195 40%ab	155 29%	22 14%	88 27%cg	102 40%cdg	137 49%cdgh	39 17%	175 35%cg	65 44%	104 30%	82 31%	70 47%ij	94 37%	144 33%o	36 26%	9 14%	11 20%	52 48%mnop	90 49%mnop	8 24%	252 38%w	157 43%vz	96 31%	91 29%	32 35%	27 32%	32 22%	7 25%
NET: Trust	144 14%	70 14%	74 14%	48 30%defh	46 14%	26 10%	24 9%	61 26%defh	59 12%	10 7%	77 22%ijkl	32 12%	15 10%	20 8%	71 16%q	27 20%qr	15 24%pqr	5 10%	4 3%	19 10%	4 13%q	94 14%	42 12%	51 17%	44 14%	7 8%	14 16%	23 16%	6 24%
NET: Don't trust	577 57%	294 61%ab	283 53%	52 33%	155 48%cg	162 64%cdg	208 74%cdgh	83 36%	286 57%cdg	102 69%	183 52%	148 56%	98 66%ai	149 59%	238 54%no	59 43%	23 36%	24 42%	83 77%mnop	137 74%mnop	15 46%	397 59%	237 65%vz	160 52%	165 52%	55 61%z	48 57%	62 43%	15 58%
Don't know	67 7%	12 2%	55 10%a	20 13%efh	32 10%ef	10 4%	4 1%	26 11%ef	37 7%f	5 3%	11 3%	25 9%ai	11 7%ai	20 8%ai	29 7%r	18 13%mq	6 10%qr	7 12%qr	1 1%	3 1%	3 10%qr	36 5%	16 4%	20 6%	29 9%	4 4%	7 8%	18 13%uv	2 8%
Mean	2.21	2.15	2.27	2.90def	2.36efh	2.03	1.87	2.78def	2.16f	1.91	2.43kl	2.21k	1.92	2.06	2.27qr	2.49qr	2.76mqr	2.45qr	1.79	1.87	2.36qr	2.16	2.02	2.32u	2.31	2.12	2.25	2.47lux	2.45
Standard deviation	1.16	1.17	1.14	1.22	1.15	1.06	1.06	1.22	1.10	1.00	1.23	1.11	1.14	1.06	1.19	1.24	1.13	1.05	0.94	1.06	1.04	1.16	1.13	1.18	1.14	1.08	1.19	1.14	1.32
Standard error	0.04	0.05	0.05	0.09	0.06	0.07	0.07	0.07	0.05	0.09	0.07	0.08	0.09	0.07	0.06	0.10	0.13	0.15	0.12	0.08	0.13	0.05	0.06	0.07	0.06	0.12	0.13	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



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
NET: Any	480	221	259	90	201	116	74	129	277	67	159	137	65	120	238	77	38	31	29	53	15	276	111	165	190	52	45	93	14
	47%	46%	49%	57%ef	62%ef	46%f	26%	56%ef	55%ef	45%	45%	51%	44%	47%	55%qr	56%qr	60%qr	54%qr	27%	29%	46%qr	41%	30%	54%u	60%t	58%u	54%u	64%u	52%
Cut back spending on essential household items	233	95	137	47	107	49	29	70	134	31	64	75	31	63	115	35	22	25	14	15	8	121	40	81	104	24	30	51	7
	23%	20%	26%a	30%ef	33%ef	19%f	10%	30%ef	27%f	21%	18%	28%i	21%	25%	26%qr	26%qr	34%qr	44%mnqr	13%	8%	25%r	18%	11%	26%u	33%t	27%u	35%u	35%u	28%
Taken money out of savings accounts, or transferred savings into current account, to cover this month's spending	227	107	121	39	81	56	52	56	119	34	86	69	24	48	98	37	17	13	18	37	7	148	72	76	70	14	19	37	9
	22%	22%	23%	25%	25%	22%	18%	25%	24%	23%	24%	26%k	16%	19%	22%	27%	27%	23%	16%	20%	23%	22%	20%	25%	22%	16%	22%	26%	34%
Used an authorised overdraft facility of your bank account	151	63	88	31	60	41	18	40	92	23	50	41	24	35	81	23	14	10	5	14	3	81	25	57	66	14	16	36	3
	15%	13%	17%	19%f	19%f	16%f	7%	17%f	18%f	15%	14%	16%	16%	14%	19%qr	17%qr	23%qr	17%qr	5%	8%	10%	12%	7%	19%u	21%t	15%u	19%u	25%u	13%
Borrowed money from friends or family	120	58	62	34	67	18	1	45	74	9	36	37	13	34	63	22	14	14	-	4	4	55	15	40	61	21	14	26	4
	12%	12%	12%	21%ef	21%efh	7%f	*	20%ef	15%ef	6%	10%	14%	9%	13%	15%qr	16%qr	22%qr	24%qr	-	2%	12%qr	8%	4%	13%u	19%t	24%uv	17%u	18%u	14%
Taken out a new credit card/store card	67	30	37	15	29	18	5	22	40	11	23	25	9	10	35	14	6	4	-	7	1	47	16	31	20	9	5	6	-
	7%	6%	7%	9%ef	9%f	7%f	2%	10%ef	8%f	7%	6%	10%l	6%	4%	8%q	10%qr	9%q	7%q	-	4%	4%q	7%	4%	10%u	6%	10%	6%	4%	-
Defaulted on a bill (e.g. phone, utilities)	52	25	27	5	29	18	-	14	38	11	4	15	9	24	28	9	5	8	-	1	1	13	7	6	37	11	10	15	2
	5%	5%	5%	3%f	9%cf	7%f	-	6%f	8%f	7%	1%	6%i	6%i	9%i	6%qr	6%qr	9%qr	15%mqrs	-	*	3%	2%	2%	2%	12%t	13%uv	12%uv	11%uv	6%
Defaulted on a loan	26	10	15	4	13	8	-	9	16	6	6	9	1	9	19	3	1	2	-	-	-	9	2	7	17	5	2	9	-
	3%	2%	3%	3%f	4%f	3%f	-	4%f	3%f	4%	2%	3%	1%	4%	4%r	2%r	2%r	4%r	-	-	-	1%	*	2%	5%t	6%u	3%	6%u	-
Used an unauthorised overdraft facility	22	11	11	3	14	5	-	6	16	1	8	5	3	6	16	4	2	1	-	-	*	11	1	10	11	1	4	6	1
	2%	2%	2%	2%f	4%f	2%	-	3%f	3%f	1%	2%	2%	2%	2%	4%r	3%r	3%r	1%	-	-	2%r	2%	*	3%u	3%	1%	5%u	4%u	4%
Defaulted on rent payment	18	6	12	2	9	7	-	5	14	6	1	7	1	9	10	2	2	3	-	-	*	-	-	-	18	9	2	7	-
	2%	1%	2%	1%	3%f	3%f	-	2%f	3%f	4%	*	3%i	1%	4%i	2%	2%	3%r	6%qr	-	-	1%	-	-	-	6%t	10%uv	3%uv	5%uv	-

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) - West Midlands

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 (B)
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Taken out a short term, or 'pay day loan' (e.g. Wonga, Payday UK, Quick Quid)	18 2%	9 2%	9 2%	4 2% _f	12 4% _f	2 1%	-	7 3% _f	11 2% _f	1 1%	7 2%	2 1%	2 1%	7 3%	13 3% _f	2 1%	1 1%	2 3% _f	-	-	*	5 1%	2 *	3 1%	12 4% _t	4 5% _{uv}	4 5% _u	4 3% _u	1 4%
Taken out a commercial loan	14 1%	9 2%	5 1%	7 4% _{efh}	5 2%	2 1%	-	8 3% _f	6 1%	-	6 2%	2 1%	2 1%	4 2%	9 2%	1 1%	2 3% _r	1 2%	-	-	*	8 1%	2 *	6 2%	6 2%	1 1%	1 1%	5 3% _u	-
Defaulted on a mortgage payment	6 1%	3 1%	3 1%	-	3 1%	4 1%	-	2 1%	5 1%	-	4 1%	1 *	-	1 *	4 1%	2 2%	-	-	-	-	-	6 1%	-	6 2% _u	-	-	-	-	-
None of these	521 51%	258 53%	263 49%	61 38%	119 37%	136 54% _{cdgh}	206 73% _{cdeg}	90 39%	226 45% _d	81 55%	190 54%	124 46%	81 55%	127 51%	195 45%	56 41%	22 35%	24 42%	76 71% _{mnop}	131 71% _{mnop}	17 51%	389 58% _w	251 68% _{wxyz}	138 45% _z	122 38%	37 41%	37 44%	48 33%	11 40%
Prefer not to say	8 1%	1 *	7 1%	3 2%	1 *	2 1%	2 1%	4 2%	2 *	-	*	1 *	2 2% _d	4 2%	3 1%	1 1%	*	1 1%	2 2%	-	1 2% _r	4 1%	3 1%	1 *	4 1%	1 1%	-	3 2%	-
Don't know	7 1%	4 1%	4 1%	6 4% _{defh}	2 *	-	-	6 3% _{defh}	1 *	-	2 *	4 2%	*	1 *	1 *	3 2% _m	3 4% _{mr}	1 2% _m	-	-	*	3 *	1 *	2 1%	2 1%	-	2 2%	*	2 8%

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) - West Midlands

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 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 (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Defaulted on loan, bill, mortgage or rent	74 7%	32 7%	41 8%	11 7% ^f	40 13% ^f	23 9% ^f	-	24 11% ^f	49 10% ^f	15 10%	13 4%	23 8% ⁱ	11 7%	27 11% ⁱ	43 10% ^{qr}	13 9% ^{qr}	7 12% ^{qr}	8 15% ^{qr}	-	1 *	1 4% ^{qr}	22 3%	8 2%	14 5%	50 16% ^t	18 20% ^{uv}	11 13% ^{uv}	21 14% ^{uv}	2 6%
Used unauthorised overdraft or payday loan	19 2%	10 2%	9 2%	3 2% ^f	12 4% ^f	4 1%	-	4 2% ^f	14 3% ^f	1 1%	9 3%	3 1%	2 2%	4 2%	15 3% ^r	2 2%	-	1 1%	-	-	1 2% ^r	9 1%	1 *	8 2% ^u	9 3%	4 4% ^u	2 3% ^u	3 2% ^u	1 2%
Took loan or c card, borrowed from friends or family, or used authorised overdraft & cutting back	78 8%	36 7%	42 8%	22 14% ^{efh}	29 9% ^f	17 7%	10 4%	28 12% ^f	40 8% ^f	11 8%	22 6%	29 11%	12 8%	16 6%	39 9% ^r	14 10% ^{qr}	8 13% ^{qr}	7 12% ^{qr}	2 2%	6 3%	3 8%	41 6%	13 4%	27 9% ^u	34 11% ^t	7 7%	10 12% ^u	17 12% ^u	3 13%
Took money from savings to cover spending & cutting back	47 5%	16 3%	31 6%	6 4%	23 7% ^f	10 4%	8 3%	11 5%	28 6%	6 4%	12 3%	19 7%	4 2%	13 5%	22 5%	4 3%	4 7%	6 11% ^r	3 3%	5 3%	2 6%	29 4%	11 3%	18 6%	18 6%	2 2%	7 8%	9 6%	-
Cutting back only	59 6%	25 5%	33 6%	13 8%	24 7%	10 4%	11 4%	15 7%	32 6%	7 5%	17 5%	16 6%	10 6%	16 6%	29 7% ^r	7 5%	5 8% ^r	4 6%	8 8% ^r	3 2%	2 7% ^r	34 5%	10 3%	24 8% ^u	22 7%	8 9% ^u	2 3%	12 8% ^u	3 10%
Not squeezed	742 73%	365 75%	376 71%	104 66%	194 60%	190 75% ^{dg}	253 90% ^{cdeg}	147 64%	341 68%	107 73%	278 79% ^{jl}	177 67%	110 74%	176 70%	288 66%	96 70%	38 61%	31 55%	94 87% ^{mnop}	170 92% ^{mnop}	24 73%	538 80% ^w	323 88% ^{wxyz}	216 70% ^z	185 58%	52 58%	51 61%	82 57%	18 68%

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) - West Midlands

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 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
NET: Increased	256	125	131	31	88	52	85	51	120	39	94	55	37	69	106	42	13	7	33	49	6	179	102	77	71	17	25	29	6
	25%	26%	25%	19%	27%	20%	30%ce	22%	24%	26%	27%	21%	25%	28%	24%	20%	13%	31%p	27%p	19%	27%	28%	25%	22%	18%	30%	20%	22%	
Increased a lot	39	16	23	9	17	4	9	16	14	3	19	11	5	5	20	9	1	-	-	7	2	29	13	16	10	3	3	4	-
	4%	3%	4%	6%e	5%e	2%	3%	7%eh	3%	2%	5%	4%	3%	2%	5%	6%q	2%	-	-	4%	5%ppq	4%	4%	5%	3%	4%	3%	3%	-
Increased a little	217	109	108	22	71	48	77	35	106	36	75	45	33	65	85	33	12	7	33	42	4	150	89	61	13	23	25	6	
	21%	22%	20%	14%	22%c	19%	27%cg	15%	21%	24%	21%	17%	22%	26%j	20%	24%	18%	13%	31%ps	23%	13%	22%	24%	20%	19%	15%	27%	17%	22%
Stayed the same	550	275	274	81	147	154	167	112	271	83	190	148	84	127	222	68	35	29	64	113	19	366	214	152	172	51	41	79	12
	54%	57%	51%	51%	46%	61%dg	59%dg	49%	54%d	56%	54%	56%	57%	51%	51%	50%	55%	51%	59%	61%m	57%	54%	58%v	50%	54%	49%	55%	46%	
Decreased a little	147	58	90	32	58	31	25	45	77	21	45	44	21	37	78	16	7	12	9	18	7	91	37	53	50	13	15	22	7
	14%	12%	17%	20%ef	18%f	12%	9%	19%ef	15%f	14%	13%	17%	14%	15%	18%r	12%	12%	21%qr	8%	10%	20%qr	13%	10%	17%u	16%	14%	18%	16%	25%
Decreased a lot	56	21	35	10	26	15	5	17	34	5	20	16	4	17	28	7	7	2	4	1	32	11	20	24	9	3	12	1	
	6%	4%	7%	6%f	8%f	6%	2%	7%f	7%f	4%	6%	6%	3%	7%	6%r	5%	12%qr	12%qr	2%	2%	3%	5%	3%	7%	7%	10%u	3%	8%u	5%
NET: Decreased	204	79	125	43	84	46	31	61	111	26	65	60	25	54	106	24	15	19	11	22	8	122	48	74	74	22	18	34	8
	20%	16%	23%a	27%f	26%ef	18%	11%	27%ef	22%f	18%	18%	23%	17%	21%	24%qr	17%	23%qr	33%nqr	10%	12%	23%qr	18%	13%	24%u	23%	24%u	21%	24%u	30%
Don't know	8	6	3	4	2	2	-	5	3	-	3	2	2	1	2	3	1	2	-	-	*	5	2	4	2	*	-	2	1
	1%	1%	*	3%fh	1%	1%	-	2%fh	1%	-	1%	1%	1%	1%	1%	2%	2%	3%r	-	-	1%	1%	1%	1%	1%	*	-	1%	2%

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) - West Midlands

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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
NET: Increase	219	98	121	39	58	46	76	51	93	30	84	44	37	54	83	31	15	8	23	56	4	159	96	63	53	14	18	21	7
	22%	20%	23%	24%	18%	18%	27% ^{dh}	22%	18%	21%	24%	17%	25%	21%	19%	22%	24%	14%	21%	30% ^{mps}	13%	24% ^w	26% ^z	21%	17%	16%	22%	15%	27%
Increase a lot	29	8	21	7	12	3	7	11	10	2	11	4	5	9	14	4	1	2	-	8	*	23	10	13	5	1	1	4	1
	3%	2%	4% ^{aa}	4%	4%	1%	3%	5% ^e	2%	2%	3%	1%	4%	3%	3%	3%	2%	3%	-	4%	1%	3%	3%	4%	1%	1%	1%	2%	3%
Increase a little	190	91	100	32	46	44	68	40	82	28	73	40	32	45	68	27	14	6	23	48	4	136	86	49	48	13	18	17	6
	19%	19%	19%	20%	14%	17%	24% ^{dh}	17%	16%	19%	21%	15%	21%	18%	16%	20%	22%	11%	21%	26% ^{mps}	12%	20%	24% ^{vz}	16%	15%	15%	21%	12%	24%
No change	573	296	277	77	184	150	162	119	292	78	191	167	83	132	246	73	36	30	65	103	21	387	211	176	175	45	46	84	12
	56%	61% ^b	52%	48%	57%	59% ^c	57%	52%	58% ^c	53%	54%	63% ^{al}	56%	52%	56%	53%	57%	53%	60%	56%	65%	57%	58%	57%	55%	50%	55%	58%	45%
Decrease a little	143	66	77	29	54	36	25	38	81	32	58	33	19	33	79	21	5	7	8	17	5	85	34	51	54	20	11	22	5
	14%	14%	14%	18% ^f	17% ^f	14%	9%	16% ^f	16% ^f	22%	17%	13%	13%	13%	18% ^{qr}	16%	8%	13%	8%	9%	16%	13%	9%	17% ^u	17%	22% ^u	13%	16%	19%
Decrease a lot	44	15	29	8	17	13	5	11	28	5	13	16	4	11	22	6	5	4	2	3	1	20	8	12	22	9	3	10	2
	4%	3%	5%	5%	5% ^f	5%	2%	5%	5% ^f	4%	4%	6%	2%	5%	5%	4%	8% ^r	8% ^r	2%	2%	4%	3%	2%	4%	7% ^t	10% ^{uv}	4%	7% ^u	6%
NET: Decrease	187	81	106	37	72	49	29	49	109	38	71	50	22	44	101	27	10	12	10	20	6	104	41	63	76	29	15	32	7
	18%	17%	20%	23% ^f	22% ^f	19% ^f	10%	21% ^f	22% ^f	25%	20%	19%	15%	18%	23% ^{qr}	20% ^r	16%	21%	10%	11%	20%	15%	11%	20% ^u	24% ^t	33% ^{uvy}	17%	22% ^u	26%
Don't know	38	9	29	6	8	8	15	11	12	2	5	5	5	22	6	6	2	7	10	6	1	23	18	5	14	2	5	7	1
	4%	2%	5% ^{aa}	4%	3%	3%	5%	5%	2%	1%	2%	2%	4%	9% ^{ij}	1%	5% ^m	3%	12% ^{mr}	9% ^m	3%	3%	3%	5% ^v	2%	4%	2%	6% ^v	5%	2%

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) - West Midlands

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	1017	1017	1017	1017	1017	507	507	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017
Weighted base	1017	1017	1017	1017	1017	506	506	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017
Base (excl NA for %)	727	1006	891	993	997	369	322	722	815	992	919	1012	779	967	966	897	597
NET: Increase	122 17%degknq	324 32%acdefghjkmnopq	191 21%adefghjkmnopq	81 8%nopq	123 12%cd	55 15%dq	38 12%cd	113 16%denq	249 31%acdefghjkmnopq	137 14%dq	121 13%dq	294 29%acdefghjkmnopq	106 14%dq	117 12%cd	133 14%dq	125 14%dq	54 9%
Very likely increase (+2)	25 3%djppq	50 5%dehjklnopq	44 5%dehjklnopq	18 2%	24 2%	13 3%	11 3%	20 3%	33 4%dejnopq	19 2%	25 3%	33 3%djppq	28 4%djppq	21 2%	21 2%	15 2%	9 1%
Likely increase (+1)	97 13%degmnq	273 27%acdefghjkmnopq	148 17%defghjkmnopq	63 6%nopq	99 10%cd	42 11%cd	27 8%	92 13%dgq	216 27%acdefghjkmnopq	119 12%dq	96 10%cd	261 26%acdefghjkmnopq	79 10%cd	96 10%cd	113 12%dq	110 12%dq	46 8%
Stay the same (0)	547 75%bcfijklmnop	550 55%	495 55%	805 81%abcefghjklmnop	768 77%bcfghijklmnop	245 66%abcikl	231 72%bcijklnop	514 71%bcijklmnop	470 58%	636 64%bcikl	515 56%	581 57%	512 66%bcikln	589 61%bck	632 65%bcikln	555 62%bckl	458 77%bcfghijklmnop
Likely decrease (-1)	17 2%	75 7%aq	91 10%adehiq	62 6%a	59 6%a	36 10%adehq	25 8%aq	38 5%a	58 7%aq	133 13%abcdeghilq	100 11%abdehiq	99 10%adehiq	93 12%abdeghiq	156 16%abcdeghiklmoq	108 11%abdehiq	122 14%abcdeghilq	23 4%
Very likely decrease (-2)	12 2%	20 2%	53 6%abdehil	27 3%e	14 1%	19 5%abdehil	16 5%abehil	15 2%	14 2%	54 5%abdehil	84 9%abcdeghijklmnopq	18 2%	48 6%abdehil	77 8%abcdehijloq	51 5%abdehil	54 6%abdehil	29 5%abdehil
NET: Decrease	29 4%	95 9%a	144 16%abdehilq	89 9%a	73 7%a	55 15%abdehiq	40 12%aeh	53 7%a	72 9%a	186 19%abdeghilq	184 20%abcdeghilq	117 12%adehi	141 18%abdeghilq	233 24%abcdeghijklmnopq	159 16%abdehilq	176 20%abcdeghilq	53 9%a
Don't know	29 4%dl	37 4%dl	61 7%abdefijlmnop	19 2%	34 3%dl	14 4%dl	13 4%dl	42 6%bdeijlmn	24 3%	32 3%dl	99 11%abcdeghijklmnopq	20 2%	21 3%	28 3%	42 4%dlmn	41 5%dlmn	31 5%deijlmn

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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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 %)	727	1006	891	993	997	369	322	722	815	992	919	1012	779	967	966	897	597	
Not applicable	290bcdejklmno p	11	126bdeijklno	24bl	20l	137bcdejklmno op	183abcdehijkl mnop	295bcdejklmno op	202bcdejklino	25bl	98bdejlno	5	238bcdejklino	50bdejl	51bdejl	120bdejlno	420bcdehijklmop	
Mean	0.15cdefgijkmn opq	0.27acdefghijk lmnopq	0.05jkmnop	-0.02jknop	0.06dfgijkmno pq	-0.02kn	-0.02kn	0.10dfgijkmno q	0.25acdefghj kmnopq	-0.09n	-0.15	0.19cdefghijk mnopq	-0.07n	-0.18	-0.06kn	-0.11n	-0.03knp	
Standard deviation	0.60	0.76	0.87	0.56	0.56	0.76	0.72	0.62	0.72	0.75	0.87	0.73	0.79	0.81	0.74	0.76	0.63	
Standard error	0.02	0.02	0.03	0.02	0.02	0.04	0.04	0.02	0.03	0.02	0.03	0.02	0.03	0.03	0.02	0.03	0.03	

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

Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**	
Base (exl NA for %)	727	355	373	147	297	174	109*	212	407	96*	239	203	106	180	397	101*	54*	44*	56*	51*	25*	401	100*	301	307	87*	79*	141	19**
NET: Increase	122 17%	73 21%b	49 13%	29 20%	50 17%	24 14%	19 17%	36 17%	68 17%	18 18%	43 16%	33 11%	12 19%	34 17%	67 15%	15 17%	9 21%	9 21%	7 13%	10 20%	4 15%	60 13%	13 16%	47 18%	56 20%	18 19%	15 16%	23 16%	6 34%
Very likely increase (+2)	25 3%	11 3%	14 4%	5 4%	11 4%	6 3%	3 3%	8 4%	14 3%	3 3%	5 2%	7 3%	3 3%	10 5%	10 3%	6 6%	1 2%	3 7%	2 4%	1 3%	* 2%	12 3%	4 4%	8 3%	13 4%	4 5%	3 3%	6 4%	-
Likely increase (+1)	97 13%	63 18%b	34 9%	24 16%	39 13%	19 11%	16 14%	27 13%	54 13%	15 15%	38 16%	26 13%	9 9%	24 13%	57 14%	9 9%	8 16%	6 13%	5 9%	9 17%	3 14%	48 12%	9 9%	39 13%	43 14%	13 15%	12 15%	17 12%	6 34%
Stay the same (0)	547 75%	256 72%	291 78%	98 66%	223 75%	142 82%cg	84 77%	147 69%	316 78%cg	74 76%	180 75%	86 74%	131 81%	299 73%	73 75%	42 78%	29 67%	47 84%	38 74%	19 75%	315 79%	79 79%	236 78%	222 72%	61 70%	57 71%	105 74%	9 50%	
Likely decrease (-1)	17 2%	7 2%	10 3%	7 5%e	8 3%	1 1%	1 1%	8 4%	8 2%	1 1%	3 1%	7 3%	3 3%	4 2%	7 2%	6 6%am	1 2%	1 3%	-	1 1%	-	6 2%	1 1%	5 2%	11 4%	5 6%v	3 3%	3 2%	-
Very likely decrease (-2)	12 2%	7 2%	5 1%	3 2%	4 1%	2 1%	3 2%	5 2%	5 1%	2 2%	5 2%	5 2%	2 1%	8 2%	3 3%	-	-	-	2 3%	* 1%	8 2%	1 1%	8 3%	4 1%	1 1%	-	3 2%	-	
NET: Decrease	29 4%	15 4%	15 4%	10 7%	12 4%	4 2%	3 3%	13 6%	13 3%	3 3%	8 3%	12 6%	4 4%	5 3%	15 4%	9 9%am	1 2%	1 3%	-	2 5%	* 1%	15 4%	2 2%	13 4%	15 5%	7 7%	3 3%	6 4%	-
Don't know	29 4%	10 3%	19 5%	11 7%h	11 4%	4 3%	3 3%	16 8%eh	10 2%	2 2%	7 3%	8 4%	3 3%	10 6%	16 4%	3 3%	1 2%	4 10%	1 3%	1 1%	2 9%r	12 3%	6 6%	6 2%	14 5%	2 2%	5 7%v	7 5%	3 17%
Not applicable	290	130	160	11	25	80cdgh	173cdgh	17	99cdg	51	112j	63	42	72	39	36mo	9	12m	52mnop	133ms	7m	271w	266v	5	11	3	5v	3	8
Mean	0.15	0.18	0.12	0.16	0.16	0.14	0.15	0.13	0.16	0.17	0.16	0.12	0.09	0.22	0.14	0.11	0.18	0.27	0.17	0.15	0.17	0.13	0.16	0.12	0.17	0.17	0.20	0.16	0.40
Standard deviation	0.60	0.62	0.57	0.67	0.60	0.53	0.60	0.66	0.56	0.58	0.57	0.63	0.55	0.61	0.58	0.72	0.48	0.67	0.48	0.64	0.49	0.58	0.54	0.59	0.62	0.68	0.56	0.62	0.51
Standard error	0.02	0.03	0.03	0.05	0.03	0.04	0.07	0.04	0.03	0.06	0.04	0.05	0.05	0.04	0.03	0.07	0.06	0.11	0.09	0.09	0.06	0.03	0.06	0.03	0.03	0.08	0.06	0.05	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) - West Midlands

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)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	1006	480	526	151	319	253	282	220	503	147*	348	262	146	250	430	135	61*	55*	108*	185	32*	668	364	304	312	89*	84*	139	25**
NET: Increase	324 32%	168 35%	156 30%	37 24%	82 26%	88 35%cdg	117 41%cdgh	52 24%	154 31%	59 40%	119 34%l	84 32%	57 39%l	64 25%	119 28%	51 38%mp	19 31%	9 16%	32 30%	85 46%mpq	9 27%	227 34%w	142 39%vz	85 28%	84 27%	26 29%	22 26%	36 26%	13 52%
Very likely increase (+2)	50 5%	21 4%	29 6%	2 1%	13 4%	15 6%c	20 7%c	7 3%	24 5%	9 6%	13 4%	15 5%	8 6%	15 6%	5 5%	1 3%	2 4%	7 6%	13 7%	1 2%	40 6%	25 7%	15 5%	10 3%	3 3%	3 3%	5 3%	-	-
Likely increase (+1)	273 27%	147 31%b	126 24%	35 23%	68 21%	73 29%	97 34%cdgh	46 21%	130 26%	50 34%	106 31%l	69 26%	50 34%l	48 19%	98 23%	46 34%mp	18 29%p	7 12%	26 24%	71 39%mpq	8 25%	187 28%	117 32%v	70 23%	73 23%	23 26%	19 23%	31 23%	13 52%
Stay the same (0)	550 55%	259 54%	291 55%	92 61%f	180 56%	145 57%	133 47%	133 61%f	283 56%f	75 51%	191 55%	136 52%	76 52%	147 59%	253 59%nr	65 48%	33 54%	34 61%r	63 58%	82 45%	21 63%nr	368 55%	188 52%	179 59%	174 56%	50 56%	52 61%	73 52%	8 31%
Likely decrease (-1)	75 7%	27 6%	48 9%	9 6%	38 12%e	9 4%	18 7%	15 7%	42 8%e	7 5%	23 7%	22 8%	9 8%	21 8%	36 8%	12 9%	4 6%	5 9%	7 6%	9 5%	2 6%	41 6%	19 5%	22 7%	33 11%t	7 8%	8 7%	20 14%uv	1 5%
Very likely decrease (-2)	20 2%	13 3%	7 1%	4 2%	8 2%	4 1%	5 2%	5 2%	10 2%	3 2%	8 2%	8 3%	2 1%	3 1%	12 3%	2 1%	3 4%	-	-	4 2%	-	15 2%	6 2%	9 3%	5 2%	4 4%	* 1%	1 1%	-
NET: Decrease	95 9%	40 8%	55 11%	13 8%	46 14%ef	13 5%	23 8%	20 9%	52 10%e	10 7%	31 9%	30 11%	11 7%	24 9%	48 11%	14 10%	6 10%	5 9%	7 6%	13 7%	2 6%	56 8%	25 7%	31 10%	38 12%	11 12%	7 8%	21 15%u	1 5%
Don't know	37 4%	14 3%	23 4%	10 7%h	12 4%	7 3%	9 3%	15 7%h	14 3%	3 2%	7 2%	13 5%	1 1%	16 6%ik	10 2%	5 4%	3 6%	8 14%mnr	6 6%	4 2%	1 4%	18 3%	9 3%	8 3%	16 5%	3 3%	4 4%	10 7%u	3 12%
Not applicable	11	4	7	8defh	3	*	-	9defh	2	*	3	4	2	2	6	2	2r	1	-	-	*	4	2	2	6	1	*	5u	1
Mean	0.27	0.29	0.24	0.16	0.14	0.35cdg	0.40cdg	0.17	0.24	0.38	0.27	0.24	0.36	0.23	0.19	0.31	0.19	0.12	0.32	0.45mop	0.24	0.30w	0.39vxz	0.20	0.17	0.16	0.22	0.15	0.53
Standard deviation	0.76	0.76	0.76	0.67	0.78	0.72	0.79	0.70	0.76	0.77	0.74	0.82	0.73	0.74	0.77	0.75	0.78	0.65	0.70	0.79	0.60	0.77	0.76	0.77	0.74	0.79	0.66	0.75	0.62
Standard error	0.02	0.03	0.03	0.05	0.04	0.05	0.05	0.04	0.03	0.07	0.04	0.06	0.05	0.05	0.04	0.06	0.09	0.10	0.09	0.06	0.07	0.03	0.04	0.05	0.04	0.09	0.07	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	891	430	462	139	281	229	242	199	451	132*	320	236	136	200	392	127	53*	41*	83*	167	29*	622	335	287	248	81*	59*	107	21**
NET: Increase	191	79	113	28	63	45	55	40	96	26	84	38	23	47	82	31	9	5	20	36	8	149	84	65	36	14	8	14	6
	21%	18%	24%	20%	22%	20%	23%	20%	21%	19%	26%jk	16%	17%	23%	21%	25%	17%	12%	24%	22%	26%	24%w	25%z	23%z	15%	17%	14%	13%	28%
Very likely increase (+2)	44	15	29	3	12	16	13	5	25	9	18	10	7	8	18	6	2	2	-	13	2	37	23	13	6	3	1	2	*
	5%	3%	6%	2%	4%	7%	5%	3%	6%	7%	6%	4%	5%	4%	5%	5%	4%	5%	-	8%q	7%q	3%	7%z	5%	3%	4%	2%	2%	2%
Likely increase (+1)	148	64	84	25	51	29	42	35	71	16	65	28	16	38	65	25	7	3	20	22	6	112	60	52	30	11	7	13	6
	17%	15%	18%	18%	18%	13%	17%	17%	16%	12%	20%jk	12%	12%	19%	16%	20%	13%	7%	24%p	13%	19%	18%	18%	12%	13%	12%	12%	26%	
Stay the same (0)	495	264	231	69	154	137	135	102	258	76	168	139	82	105	222	64	26	22	49	96	16	346	194	152	140	49	32	59	9
	55%	61%ab	50%	50%	55%	60%	56%	51%	57%	57%	53%	59%	60%	53%	57%	50%	50%	54%	60%	58%	54%	56%	58%	53%	56%	60%	54%	55%	40%
Likely decrease (-1)	91	34	57	19	28	16	28	24	39	12	33	26	17	15	38	15	4	5	4	21	3	63	37	26	24	3	8	13	4
	10%	8%	12%	14%e	10%	7%	11%	12%	9%	9%	10%	11%	13%	7%	10%	12%	7%	12%	5%	13%	12%	10%	11%	9%	10%	4%	14%	12%	18%
Very likely decrease (-2)	53	25	28	10	18	16	9	14	30	8	17	14	6	16	24	10	7	4	4	3	1	29	5	24	24	8	6	10	-
	6%	6%	6%	8%	6%	7%	4%	7%	7%	6%	5%	6%	4%	8%	6%	8%r	14%mr	10%r	4%	2%	4%	5%	2%	8%u	10%t	10%u	9%u	9%u	-
NET: Decrease	144	59	85	30	46	31	37	38	69	20	50	40	23	31	62	25	11	9	8	25	4	92	42	50	48	12	14	23	4
	16%	14%	18%	21%	16%	14%	15%	19%	15%	16%	17%	17%	16%	16%	19%	22%	22%	10%	15%	15%	15%	13%	17%	19%	14%	23%	21%u	18%	
Don't know	61	28	33	12	19	16	15	19	28	11	18	19	8	17	26	7	6	5	5	10	1	35	15	19	24	7	5	12	3
	7%	6%	7%	9%	7%	7%	6%	9%	6%	8%	6%	8%	6%	8%	7%	6%	12%	12%	6%	6%	5%	6%	5%	7%	10%	8%	9%	11%u	14%
Not applicable	126	55	71	20	41	24	40	30	55	15	31	30	12	52ijk	44	10	10n	15mnrs	25mrs	18	4	50	31	19	70t	9	25uvx	36uvx	5
Mean	0.05	0.02	0.07	-0.07	0.04	0.06	0.09	-0.04	0.05	0.05	0.12	-0.03	*	0.04	0.04	0.03	-0.17	-0.17	0.11	0.130	0.14	0.11w	0.19vz	0.02	-0.13	-0.04	-0.17	-0.18	0.14
Standard deviation	0.87	0.80	0.93	0.89	0.87	0.89	0.83	0.88	0.88	0.91	0.89	0.84	0.81	0.91	0.86	0.94	1.02	0.88	0.71	0.83	0.87	0.86	0.80	0.92	0.88	0.80	0.88	0.85	0.78
Standard error	0.03	0.04	0.05	0.07	0.05	0.06	0.06	0.06	0.04	0.09	0.05	0.06	0.06	0.06	0.05	0.08	0.13	0.16	0.11	0.07	0.11	0.04	0.05	0.06	0.05	0.10	0.11	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) - West Midlands

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 Ret-ired (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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (exl NA for %)	993	473	520	157	321	240	275	227	491	138*	349	262	142	240	433	132	62*	52*	106*	179	30*	658	356	302	309	88*	83*	138	27**
NET: Increase	81	45	36	16	26	12	27	24	30	8	30	24	9	18	29	15	1	5	9	19	3	59	34	24	15	5	4	6	7
	8%	9%	7%	10%	8%	5%	10%	10%	6%	6%	9%	9%	6%	8%	7%	11%	2%	10%	8%	10%	9%	9%	10%	8%	5%	5%	5%	5%	27%
Very likely increase (+2)	18	7	10	3	9	3	3	6	9	2	3	5	4	7	9	2	1	3	2	-	*	13	7	6	4	2	-	2	-
	2%	2%	2%	2%	3%	1%	1%	3%	2%	2%	1%	2%	3%	3%	2%	2%	1%	6%	2%	-	1%	2%	2%	2%	1%	3%	-	1%	-
Likely increase (+1)	63	38	26	13	17	9	24	18	22	6	28	19	5	11	20	13	1	2	7	19	2	45	27	18	11	2	4	4	7
	6%	8%	5%	8%	5%	4%	9%	8%	4%	4%	8%	7%	3%	5%	5%	10%	1%	4%	6%	10%	8%	7%	8%	6%	3%	5%	3%	3%	27%
Stay the same (0)	805	374	431	114	251	208	232	166	407	119	282	211	117	195	341	103	55	39	93	148	26	536	294	242	253	69	69	115	16
	81%	79%	83%	72%	78%	86%	84%	73%	83%	87%	81%	81%	82%	81%	79%	79%	90%	75%	88%	83%	84%	81%	83%	80%	82%	79%	83%	83%	59%
Likely decrease (-1)	62	29	33	16	26	10	11	19	32	4	23	16	10	13	40	7	1	2	3	8	2	42	20	23	19	6	6	7	1
	6%	6%	6%	10%	8%	4%	4%	8%	7%	3%	7%	6%	7%	6%	9%	5%	2%	3%	3%	5%	5%	6%	6%	8%	6%	7%	8%	5%	2%
Very likely decrease (-2)	27	19	7	5	10	9	3	8	16	4	8	5	6	8	15	4	2	2	1	2	-	13	3	10	13	7	2	5	-
	3%	4%	1%	3%	3%	4%	1%	3%	3%	3%	2%	2%	5%	3%	4%	3%	4%	1%	1%	1%	-	2%	1%	3%	4%	7%	2%	4%	-
NET: Decrease	89	48	41	21	36	18	14	27	48	8	31	21	16	21	55	11	3	4	4	11	2	56	23	33	33	13	8	12	1
	9%	10%	8%	13%	11%	8%	5%	12%	10%	6%	9%	8%	11%	9%	13%	8%	5%	7%	4%	6%	5%	8%	6%	11%	11%	14%	10%	9%	2%
Don't know	19	7	12	7	8	3	2	11	6	3	6	6	1	6	8	2	2	4	-	2	1	8	4	4	8	1	2	5	3
	2%	1%	2%	4%	2%	1%	1%	5%	1%	2%	2%	2%	*	2%	2%	2%	4%	7%	-	1%	2%	1%	1%	3%	1%	2%	4%	12%	
Not applicable	24	11	13	1	1	13	8	2	14	10	2	4	6	12	3	5	1	4	2	6	2	14	10	4	9	2	2	5	-
						cdg	d		d				ij		m					m	m								
Mean	-0.02	-0.03	*	-0.05	-0.04	-0.05	0.05	-0.02	-0.05	-0.01	-0.02	0.01	-0.07	-0.02	-0.08	0.02	-0.05	0.06	0.05	0.03	0.05	*w	0.04	-0.04	-0.09	-0.14	-0.07	-0.07	0.29
Standard deviation	0.56	0.61	0.51	0.64	0.61	0.52	0.47	0.65	0.56	0.50	0.52	0.54	0.63	0.60	0.59	0.44	0.72	0.47	0.46	0.43	0.55	0.50	0.59	0.57	0.70	0.46	0.55	0.51	
Standard error	0.02	0.03	0.02	0.05	0.03	0.04	0.03	0.04	0.03	0.05	0.03	0.04	0.05	0.04	0.03	0.05	0.05	0.10	0.06	0.03	0.05	0.02	0.03	0.03	0.08	0.05	0.04	0.11	

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) - West Midlands

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)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	997	478	520	154	315	249	280	222	495	144*	348	263	146	241	431	133	56*	55*	106*	184	33*	665	361	304	309	86*	82*	141	24**
NET: Increase	123	69	54	18	29	22	53	26	44	14	52	22	17	32	42	10	7	9	14	38	3	86	60	26	31	9	10	12	5
	12%	14%	10%	12%	9%	9%	19%degh	12%	9%	10%	15%j	8%	11%	13%	10%	8%	12%	16%	13%	21%mn	9%	13%	17%vz	9%	10%	11%	12%	9%	20%
Very likely increase (+2)	24	13	10	2	4	8	10	3	11	4	5	5	5	9	8	2	1	3	4	6	-	14	13	2	9	3	3	3	-
	2%	3%	2%	1%	1%	3%	4%	1%	2%	3%	1%	2%	3%	4%	2%	1%	2%	6%	3%	3%	-	2%	4%v	1%	3%	3%	4%v	2%	2%
Likely increase (+1)	99	56	43	16	26	14	43	23	33	11	47	16	12	23	34	8	6	10	32	3	72	48	24	23	6	6	10	4	19
	10%	12%	8%	11%	8%	6%	15%deh	11%	7%	7%	14%j	6%	8%	10%	8%	6%	11%	10%	18%mn	9%	11%	13%	8%	7%	7%	8%	7%	7%	19%
Stay the same (0)	768	360	407	111	247	203	205	162	401	111	261	217	112	177	337	108	44	35	82	136	26	515	272	242	238	66	61	111	15
	77%	75%	78%	73%	78%	82%cg	73%	73%	81%cfg	77%	75%	82%l	77%	74%	78%p	81%p	78%	64%	77%	74%	80%	77%	76%	80%	77%	77%	74%	79%	64%
Likely decrease (-1)	59	29	31	12	21	12	14	17	29	13	23	9	11	16	32	8	2	5	6	4	2	39	17	22	20	6	5	9	-
	6%	6%	6%	8%	7%	5%	5%	7%	6%	9%	6%	4%	7%	7%	7%r	6%	4%	9%r	6%	2%	5%	6%	5%	7%	6%	7%	7%	6%	-
Very likely decrease (-2)	14	8	6	3	5	5	1	4	9	-	4	5	1	4	9	*	2	1	-	2	1	8	2	6	5	4	-	2	1
	1%	2%	1%	2%	2%	2%	*	2%	2%	-	1%	2%	*	2%	2%	3%	3%	2%	-	1%	2%	1%	2%	2%	4%u	-	1%	2%	2%
NET: Decrease	73	37	37	16	26	17	15	21	38	13	27	15	12	20	41	8	4	6	6	6	2	47	19	28	25	9	5	11	1
	7%	8%	7%	10%	8%	7%	5%	9%	8%	9%	8%	6%	8%	8%	9%r	6%	7%	11%r	6%	3%	7%	7%	5%	9%	8%	11%	7%	8%	2%
Don't know	34	12	22	8	13	6	7	14	13	5	7	10	5	11	12	7	2	5	4	3	1	16	9	8	15	1	6	7	3
	3%	2%	4%	5%	4%	2%	3%	6%h	3%	4%	2%	4%	4%	5%	3%	5%	3%	9%mr	4%	2%	4%	2%	2%	3%	5%	2%	8%u	5%	13%
Not applicable	20	7	13	5	7	5	3	7	10	4	3	3	2	11ij	5	4	6mnqrs	1	2	1	-	8	6	2	9	4v	2	3	3
Mean	0.06	0.08	0.04	0.01	0.01	0.04	0.17cde	0.02	0.02	0.04	0.08	0.03	0.06	0.08	*	0.03	0.03	0.10	0.11	0.20mns	*	0.07	0.15vz	-0.02	0.03	-0.01	0.10	0.02	0.20
Standard deviation	0.56	0.60	0.53	0.59	0.52	0.57	0.58	0.57	0.54	0.53	0.55	0.52	0.56	0.62	0.56	0.46	0.57	0.74	0.54	0.58	0.50	0.55	0.58	0.51	0.58	0.67	0.57	0.52	0.61
Standard error	0.02	0.03	0.02	0.04	0.03	0.04	0.04	0.03	0.03	0.05	0.03	0.03	0.04	0.04	0.03	0.04	0.07	0.11	0.07	0.04	0.06	0.02	0.03	0.03	0.03	0.08	0.06	0.04	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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 (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	507	253	254	108	174	118	107	150	250	62	161	116	96	134	202	71	48	30	20	101	35	333	177	156	162	31	42	89	12
Weighted base	506	245	260	80*	165	126*	135*	113	258	71*	183	129*	75*	119	223	59*	34*	30**	36**	109*	14**	354	193	161	139	32**	36*	71*	13**
Base (exl NA for %)	369	198	171	67*	140	77*	85*	94*	190	45*	145*	94*	52*	78*	185	42*	22**	18**	17**	72*	12**	260	124*	135*	101	24**	24**	54*	8**
NET: Increase	55	34	20	11	15	9	21	13	21	5	24	12	7	13	21	5	3	4	1	21	1	42	26	15	11	6	2	3	2
	15%	17%	12%	16%	11%	11%	24% ^{dh}	14%	11%	10%	16%	12%	13%	16%	11%	12%	12%	21%	9%	29% ^{fm}	5%	16%	21% ^z	11%	11%	23%	10%	5%	28%
Very likely increase (+2)	13	12	1	1	4	4	4	1	8	1	3	1	3	5	6	-	-	3	-	4	-	7	5	2	6	3	-	3	-
	3%	6% ^b	*	1%	3%	5%	4%	1%	4%	2%	2%	6%	7%	6%	3%	-	-	14%	-	6%	-	3%	4%	1%	6%	13%	-	5%	-
Likely increase (+1)	42	23	20	10	11	4	17	12	12	4	21	10	4	7	15	5	3	1	1	16	1	35	21	14	5	2	2	-	2
	11%	11%	11%	15%	8%	6%	20% ^d	13%	7%	8%	14%	11%	7%	10%	8%	12%	12%	6%	9%	23% ^m	5%	14% ^w	17% ^z	10% ^z	5%	10%	10%	-	28%
Stay the same (0)	245	124	121	41	94	56	54	61	130	31	97	63	37	48	121	33	14	8	14	45	10	170	82	88	70	17	16	37	5
	66%	63%	71%	62%	67%	72%	64%	65%	68%	67%	67%	70%	62%	65%	80%	66%	66%	42%	81%	62%	80%	65%	66%	65%	70%	71%	69%	69%	62%
Likely decrease (-1)	36	22	14	7	18	7	5	9	22	6	9	13	7	7	25	1	1	2	2	3	2	28	9	20	8	*	1	7	-
	10%	11%	8%	10%	13%	9%	6%	10%	11%	12%	6%	14%	13%	9%	14%	3%	4%	11%	11%	5%	13%	11%	7%	14%	8%	1%	4%	12%	-
Very likely decrease (-2)	19	12	7	3	10	5	-	4	14	2	7	3	2	6	12	1	3	2	-	-	-	12	3	9	6	1	3	2	-
	5%	6%	4%	5%	7% ^f	7% ^f	-	5%	8% ^f	4%	5%	4%	4%	8%	7%	2%	14%	14%	-	-	-	5%	2%	7%	6%	5%	13%	4%	-
NET: Decrease	55	34	21	10	28	12	5	14	36	8	17	8	14	37	2	4	4	2	3	2	41	12	29	14	1	4	9	-	
	15%	17%	12%	15%	20% ^f	15%	6%	14%	19% ^f	17%	11%	17%	16%	17%	20% ^{nr}	6%	18%	24%	11%	5%	13%	16%	10%	21% ^u	14%	6%	17%	16%	-
Don't know	14	6	8	5	3	1	5	6	3	2	7	3	*	4	6	1	1	2	-	3	*	7	4	3	6	-	1	5	1
	4%	3%	5%	8% ^h	2%	1%	6%	7% ^h	2%	5%	5%	3%	1%	5%	3%	3%	4%	13%	-	5%	2%	3%	4%	2%	6%	-	5%	9% ^v	10%
Not applicable	137	47	90a	13	25	49cdgh	50cdgh	19	68cdg	26	38	35	23i	41i	38	18m	12	12	19	36m	2	95	69vz	26	38	8	12	18	4
Mean	-0.02	*	-0.04	-0.03	-0.14	-0.06	0.24cd ^{egh}	-0.04	-0.11	-0.09	0.02	-0.07	*	-0.03	-0.13	0.04	-0.21	-0.04	-0.02	0.31mn	-0.09	-0.02	0.14v	-0.16	-0.04	0.25	-0.21	-0.10	0.31
Standard deviation	0.76	0.85	0.63	0.72	0.79	0.80	0.64	0.70	0.81	0.69	0.72	0.68	0.77	0.91	0.78	0.51	0.87	1.26	0.45	0.67	0.44	0.74	0.71	0.75	0.81	0.89	0.82	0.74	0.50
Standard error	0.04	0.06	0.05	0.08	0.06	0.09	0.08	0.07	0.06	0.11	0.06	0.08	0.09	0.10	0.06	0.07	0.17	0.31	0.15	0.08	0.08	0.05	0.07	0.07	0.08	0.18	0.16	0.10	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

ONLINE Fieldwork : January to December 2018

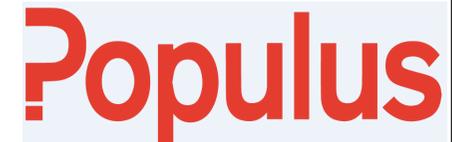
Absolutes/col percents

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 (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	507	253	254	108	174	118	107	150	250	62	161	116	96	134	202	71	48	30	20	101	35	333	177	156	162	31	42	89	12
Weighted base	506	245	260	80*	165	126*	135*	113	258	71*	183	129*	75*	119	223	59*	34*	30**	36**	109*	14**	354	193	161	139	32**	36*	71*	13**
Base (excl NA for %)	322	183	139	74*	128*	66*	55*	101*	167	39*	134*	84*	48*	57*	181	38*	21**	16**	10**	47*	10**	216	94*	122*	97*	19**	23**	55*	9**
NET: Increase	38	27	11	9	13	4	12	13	13	3	19	8	6	6	19	2	2	2	-	13	*	28	14	15	7	2	2	4	2
	12%	15%	8%	12%	11%	6%	23% ^{eh}	13%	8%	7%	14%	10%	12%	10%	10%	6%	10%	14%	-	27% ^{fmn}	3%	13%	15%	12%	8%	11%	8%	6%	26%
Very likely increase (+2)	11	10	1	1	5	2	3	1	7	-	6	2	1	2	6	-	1	1	-	3	-	8	4	4	3	1	-	2	-
	3%	5%	1%	2%	4%	3%	5%	1%	4%	-	5%	2%	2%	3%	3%	-	3%	7%	-	7%	-	4%	4%	4%	3%	4%	-	3%	-
Likely increase (+1)	27	18	10	7	8	2	10	12	6	3	12	6	5	4	13	2	2	1	-	9	*	20	10	10	5	1	2	2	2
	8%	10%	7%	10%	6%	3%	18% ^{eh}	12% ^h	3%	7%	9%	7%	10%	7%	7%	6%	8%	7%	-	19% ^m	3%	9%	10%	8%	5%	8%	8%	3%	26%
Stay the same (0)	231	126	105	48	93	55	35	64	131	30	100	55	37	39	128	28	16	10	8	33	8	154	69	85	73	15	18	40	5
	72%	69%	76%	65%	73%	83% ^c	65%	64%	78% ^c	77%	74%	65%	78%	69%	71%	75%	76%	62%	82%	70%	86%	71%	73%	69%	75%	78%	77%	73%	50%
Likely decrease (-1)	25	13	11	8	12	3	2	10	13	3	5	8	3	8	19	1	1	2	2	-	*	16	7	10	7	-	2	5	1
	8%	7%	8%	10%	9%	5%	3%	10%	8%	4%	10%	7%	13% ⁱ	10% ^r	3%	3%	3%	15%	18%	-	3%	8%	7%	8%	7%	-	7%	9%	14%
Very likely decrease (-2)	16	10	5	7	6	3	-	9	7	*	5	8	1	2	9	4	2	-	-	-	*	11	3	8	5	2	2	1	-
	5%	6%	4%	9% ^f	5%	4%	-	9% ^f	4%	1%	4%	9%	2%	4%	5%	10% ^r	11%	-	-	-	3%	5%	3%	7%	5%	9%	7%	2%	-
NET: Decrease	40	24	17	15	18	6	2	19	20	3	10	5	10	28	5	3	2	2	-	1	27	9	18	12	2	3	6	1	
	12%	13%	12%	20% ^f	14%	9%	3%	19% ^f	12%	9%	8%	19% ⁱ	9%	17%	15% ^r	13% ^r	14%	15%	18%	-	6%	13%	10%	15%	12%	9%	14%	12%	14%
Don't know	13	7	6	3	4	2	5	4	4	3	6	5	*	2	7	2	-	1	-	2	1	7	2	5	6	*	*	5	1
	4%	4%	5%	4%	3%	3%	9%	4%	2%	8%	4%	6%	1%	4%	4%	6%	-	9%	-	4%	5%	3%	2%	4%	6%	1%	1%	9%	9%
Not applicable	183	62	121 ^a	6	37 ^{cg}	60 ^{cdgh}	80 ^{cdgh}	13	90 ^{cdg}	32	48	46 ⁱ	28 ⁱ	62 ^{ijk}	42	22 ^m	13	14	26	62 ^{mn}	5	138 ^w	99 ^{yz}	39	42	13	13	16	4
Mean	-0.02	0.02	-0.07	-0.17	-0.04	-0.04	0.27 ^{cd}	-0.14	-0.04	-0.03	0.08 ^j	-0.17	0.02	-0.08	-0.07	-0.18	-0.13	0.06	-0.18	0.35 ^{mn}	-0.06	-0.01	0.07	-0.06	-0.07	-0.04	-0.14	-0.05	0.12
Standard deviation	0.72	0.80	0.59	0.81	0.72	0.60	0.62	0.80	0.67	0.44	0.69	0.81	0.58	0.71	0.72	0.71	0.83	0.77	0.41	0.62	0.45	0.74	0.68	0.78	0.67	0.80	0.66	0.63	0.70
Standard error	0.04	0.06	0.05	0.08	0.06	0.08	0.10	0.07	0.05	0.08	0.06	0.10	0.07	0.08	0.06	0.11	0.15	0.20	0.18	0.09	0.10	0.05	0.07	0.07	0.06	0.19	0.12	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	722	363	359	135	226	175	186	188	348	104*	261	193	96*	173	320	97*	49*	43*	66*	126	21*	465	254	211	236	72*	53*	112	21**
NET: Increase	113	59	54	23	36	26	28	31	53	14	45	23	17	27	46	13	9	14	9	19	3	64	40	24	40	10	9	21	9
	16%	16%	15%	17%	16%	15%	15%	17%	15%	14%	17%	12%	18%	16%	14%	14%	18%	33% ^{mnqr}	13%	15%	14%	14%	16%	11%	17%	13%	18%	19%	43%
Very likely increase (+2)	20	11	10	4	9	5	3	6	11	4	4	3	5	8	10	4	1	4	-	2	*	11	6	5	9	5	-	4	-
	3%	3%	3%	3%	4%	3%	2%	3%	3%	4%	2%	2%	6% ^{ei}	5%	3%	4%	1%	9% ^{qr}	-	2%	1%	2%	2%	4%	7%	-	4%	-	
Likely increase (+1)	92	48	44	19	27	21	25	25	42	10	41	20	12	19	36	10	8	10	9	17	3	53	33	19	31	5	9	17	9
	13%	13%	12%	14%	12%	12%	14%	13%	12%	10%	16%	10%	12%	11%	11%	10%	17%	24% ^{mn}	13%	13%	13%	11%	13%	9%	13%	7%	18%	15%	41%
Stay the same (0)	514	263	251	84	160	129	141	118	254	78	189	138	67	121	231	68	35	20	54	93	13	340	180	159	168	55	37	76	7
	71%	73%	70%	62%	71%	74% ^{cg}	76% ^{cg}	63%	73% ^{cg}	75%	72%	72%	70%	70%	72% ^p	70% ^p	70% ^p	47%	81% ^p	74% ^p	63%	73%	71%	76%	71%	77%	70%	68%	32%
Likely decrease (-1)	38	16	22	19	9	8	2	23	13	4	15	13	4	6	25	4	4	1	-	3	2	25	10	15	11	2	2	8	2
	5%	4%	6%	14% ^{dfh}	4%	5%	1%	12% ^{dfh}	4%	4%	6%	7%	4%	3%	8%	4%	8%	2%	-	2%	10% ^{qr}	5%	4%	7%	5%	2%	3%	7%	11%
Very likely decrease (-2)	15	10	5	2	6	5	1	3	10	2	2	4	2	7	6	3	1	2	-	2	*	6	1	5	9	4	3	2	-
	2%	3%	1%	1%	3%	3%	1%	2%	3%	2%	1%	2%	2%	4% ⁱ	2%	3%	3%	5%	-	1%	1%	*	2%	4% ^t	6% ^u	5% ^u	2%	-	
NET: Decrease	53	26	27	21	15	14	3	26	24	6	17	17	6	13	31	7	5	3	-	5	2	30	11	20	20	6	4	10	2
	7%	7%	7%	16% ^{dfh}	7% ^f	8% ^f	2%	14% ^{dfh}	7% ^f	6%	6%	9%	6%	7%	10%	7%	10% ^q	7%	-	4%	11% ^q	7%	4%	9% ^u	9%	8%	8%	9%	11%
Don't know	42	15	27	8	15	6	14	12	17	6	10	14	6	12	12	8	1	6	4	9	2	31	24	8	8	1	2	5	3
	6%	4%	8%	6%	7%	3%	7%	7%	5%	6%	4%	7%	6%	7%	4%	9%	1%	13% ^{mo}	6%	8%	12% ^{mo}	7%	9% ^v	4%	3%	4%	4%	15%	
Not applicable	295	121	174a	24	96cg	79cg	96cg	41	158cg	43	90	73	52j	79i	116	40	14	13	42mnop	59o	12mnop	207w	112xz	95xz	82	19	32xz	32	6
Mean	0.10	0.10	0.10	0.03	0.11	0.07	0.16	0.05	0.09	0.10	0.12	0.03	0.16	0.09	0.06	0.08	0.05	0.35m	0.14	0.13	0.03	0.09	0.15v	0.02	0.09	0.06	0.05	0.12	0.40
Standard deviation	0.62	0.64	0.60	0.69	0.67	0.65	0.48	0.70	0.65	0.64	0.55	0.59	0.70	0.72	0.64	0.67	0.64	0.91	0.35	0.53	0.62	0.57	0.54	0.60	0.70	0.78	0.65	0.68	0.76
Standard error	0.02	0.03	0.03	0.05	0.04	0.05	0.04	0.05	0.04	0.07	0.04	0.05	0.06	0.05	0.04	0.06	0.08	0.15	0.06	0.05	0.09	0.03	0.04	0.04	0.04	0.09	0.06	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) - West Midlands

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)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	815	410	404	131	269	197	218	190	407	115*	326	212	129	148	395	104*	36**	26**	70*	156	28*	593	308	285	199	55*	46*	97*	23**
NET: Increase	249	143	106	37	72	58	81	51	117	40	103	61	40	44	116	30	8	9	21	57	8	191	103	89	50	16	10	24	7
	31%	35%b	26%	28%	27%	30%	37%cdg	27%	29%	35%	32%	29%	31%	30%	29%	29%	23%	32%	30%	37%	29%	32%	33%	31%	25%	30%	21%	25%	31%
Very likely increase (+2)	33	18	15	9	10	10	4	12	17	3	9	9	5	10	18	5	2	4	-	3	*	22	11	12	8	4	1	4	2
	4%	4%	4%	7%f	4%	5%	2%	6%f	4%	3%	3%	4%	4%	7%	5%	4%	5%	17%	-	2%	2%	4%	3%	4%	4%	7%	1%	4%	10%
Likely increase (+1)	216	125	91	28	62	49	77	38	100	37	94	52	35	34	98	25	6	4	21	54	7	169	92	77	42	13	9	20	5
	27%	30%b	23%	21%	23%	25%	36%cdg	20%	25%	32%	29%	25%	27%	23%	25%	18%	16%	30%	34% ^m	27%	28%	30%	27%	21%	23%	20%	21%	21%	
Stay the same (0)	470	226	244	69	155	125	121	103	246	67	189	116	77	88	227	61	20	13	43	90	16	346	183	163	113	30	30	53	10
	58%	55%	60%	52%	58%	63%	56%	54%	60%	58%	58%	55%	60%	59%	58%	56%	56%	49%	61%	58%	58%	59%	57%	57%	56%	65%	54%	45%	
Likely decrease (-1)	58	23	35	15	25	6	13	19	26	4	23	22	6	8	30	6	6	2	7	5	2	35	15	20	4	3	13	2	
	7%	6%	9%	11%e	9%e	3%	6%	10%e	6%	3%	7%	10%	5%	5%	8%	6%	16% ^r	6%	10%	3%	8%	6%	5%	7%	10%	8%	8%	13% ^u	10%
Very likely decrease (-2)	14	8	6	2	7	5	-	3	10	*	3	4	4	3	8	1	1	-	3	1	9	2	7	5	2	1	2	-	
	2%	2%	1%	1%	3% ^f	2%	-	2%	3% ^f	*	1%	2%	3%	2%	2%	1%	3%	-	-	2%	3%	2%	1%	2%	2%	3%	3%	2%	
NET: Decrease	72	31	41	17	32	10	13	23	36	4	26	26	10	10	39	7	7	2	7	8	3	45	18	27	25	6	5	14	2
	9%	8%	10%	13% ^{ef}	12% ^e	5%	6%	12% ^e	9%	3%	8%	12%	8%	7%	10%	7%	19% ^{nr}	6%	10%	5%	11%	8%	6%	9%	13% ^t	11%	10%	15% ^u	10%
Don't know	24	11	13	8	10	3	2	14	8	4	8	9	2	6	13	6	1	3	-	1	1	11	5	6	10	2	2	6	3
	3%	3%	3%	6% ^{efh}	4%	2%	1%	7% ^{efh}	2%	4%	2%	4%	1%	4%	3%	6% ^r	2%	13%	-	*	3%	2%	2%	2%	5% ^t	4%	3%	6% ^u	13%
Not applicable	202	74	128a	28	53	57d	65d	39	98	33	25	54k	19i	104ijk	41	33mr	27mnrs	30	38mns	29m	5	79	58v	21	120t	35uv	38uvz	46uv	4
Mean	0.25	0.30	0.19	0.23	0.17	0.27	0.33d	0.21	0.22	0.35	0.26	0.20	0.25	0.29	0.23	0.07	0.49	0.20	0.32	0.17	0.27	0.31z	0.24	0.15	0.23	0.09	0.13	0.37	
Standard deviation	0.72	0.73	0.71	0.82	0.76	0.71	0.62	0.80	0.74	0.60	0.67	0.76	0.75	0.76	0.75	0.70	0.83	0.89	0.60	0.66	0.74	0.70	0.66	0.75	0.76	0.83	0.68	0.77	0.85
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.05	0.05	0.04	0.06	0.04	0.06	0.06	0.06	0.04	0.06	0.12	0.18	0.09	0.05	0.09	0.03	0.04	0.05	0.05	0.11	0.10	0.07	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	992	472	519	150	316	246	280	219	493	143*	346	259	144	242	427	132	61*	50*	106*	184	32*	660	357	303	308	89*	82*	137	24**
NET: Increase	137	66	71	34	46	22	36	46	56	15	48	30	23	37	58	20	9	10	12	24	4	93	55	38	40	9	12	19	4
	14%	14%	14%	22%cd	15%	9%	13%	21%efh	11%	10%	14%	11%	16%	15%	14%	15%	15%	20%	12%	13%	13%	14%	16%	12%	13%	10%	15%	14%	18%
Very likely increase (+2)	19	8	11	3	10	4	2	6	10	2	4	6	2	6	10	3	1	3	-	2	1	11	6	4	8	5	*	3	-
	2%	2%	2%	2%	3%	1%	1%	3%	2%	2%	1%	2%	1%	3%	2%	3%	1%	5%q	-	1%	2%	2%	2%	3%	5%	1%	2%	-	
Likely increase (+1)	119	58	61	30	36	18	34	40	45	12	44	24	20	31	48	16	8	7	12	22	4	83	49	34	32	4	12	16	4
	12%	12%	12%	20%defh	12%	7%	12%	18%deh	9%	9%	13%	9%	14%	13%	11%	12%	14%	15%	12%	12%	11%	13%	14%x	11%	10%	5%	15%	12%	18%
Stay the same (0)	636	327	309	73	193	177	193	109	334	97	226	167	93	151	274	76	31	27	71	133	24	434	247	187	189	66	45	77	13
	64%	69%b	59%	49%	61%cg	72%cdg	69%c	50%	68%cg	68%	65%	64%	64%	62%	64%	58%	52%	54%	67%	72%nop	73%nop	66%	69%yz	62%	61%	74%yz	55%	57%	54%
Likely decrease (-1)	133	49	84	22	45	30	37	32	64	20	49	30	22	33	58	21	10	6	17	18	3	84	37	47	46	8	17	21	2
	13%	10%	16%a	14%	14%	12%	13%	15%	13%	14%	14%	11%	15%	14%	13%	16%	17%	12%	16%	10%	9%	13%	10%	15%	9%	21%ux	15%	10%	
Very likely decrease (-2)	54	21	33	11	22	14	6	16	32	9	16	21	5	13	25	10	8	5	2	3	1	28	4	24	25	6	4	15	1
	5%	4%	6%	8%f	7%f	6%	2%	7%f	6%f	6%	4%	8%	3%	5%	6%	7%r	13%mq	9%r	2%	2%	4%	4%	1%	8%u	8%t	6%u	5%u	11%u	6%
NET: Decrease	186	70	117	33	67	44	42	48	96	29	64	50	27	45	83	30	18	11	19	22	4	112	41	71	71	13	22	36	4
	19%	15%	22%a	22%	21%	18%	15%	22%	19%	20%	19%	18%	18%	19%	19%	23%r	30%rs	22%	18%	12%	12%	17%	11%	23%u	23%t	15%	26%u	26%u	15%
Don't know	32	10	22	10	10	4	9	16	8	2	8	13	2	9	12	5	2	2	4	6	*	21	14	7	8	1	3	5	3
	3%	2%	4%	6%eh	3%	2%	3%	7%deh	2%	1%	2%	5%	1%	4%	3%	4%	4%	4%	4%	3%	2%	3%	4%	2%	3%	1%	3%	3%	13%
Not applicable	25	12	13	9dfh	6	7	3	10f	12	5	5	7	4	10	9	5	2r	6mqr	2	1	*	12	9	3	10	1	2	7v	3
Mean	-0.09	-0.04	-0.14	-0.06	-0.11	-0.14	-0.04	-0.06	-0.13	-0.15	-0.08	-0.14	-0.05	-0.06	-0.10	-0.13	-0.28	-0.06	-0.08	*o	-0.02	-0.06	0.05vyz	-0.18	-0.16	-0.06	-0.16	-0.22	-0.04
Standard deviation	0.75	0.69	0.79	0.89	0.82	0.69	0.61	0.89	0.75	0.73	0.71	0.79	0.70	0.77	0.76	0.83	0.91	0.95	0.59	0.59	0.65	0.71	0.61	0.79	0.82	0.78	0.76	0.88	0.77
Standard error	0.02	0.03	0.04	0.06	0.04	0.05	0.04	0.05	0.03	0.07	0.04	0.05	0.05	0.05	0.04	0.07	0.10	0.14	0.08	0.04	0.07	0.03	0.03	0.05	0.04	0.09	0.08	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) - West Midlands

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 (AA)	Rent free (AB)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	919	441	478	145	288	227	259	208	452	130*	328	243	134	214	401	122	52*	46*	97*	171	30*	619	343	276	275	85*	70*	119	25**
NET: Increase	121 13%	63 14%	58 12%	20 14%	37 13%	24 11%	39 15%	29 14%	53 12%	18 14%	48 15%	29 12%	16 12%	27 13%	53 13%	16 13%	6 12%	2 5%	10 10%	30 18%p	3 11%	84 14%	58 17%v	26 9%	31 11%	14 17%	5 7%	11 9%	7 26%
Very likely increase (+2)	25 3%	12 3%	13 3%	2 2%	8 3%	5 2%	10 4%	4 2%	12 3%	4 3%	7 2%	7 3%	3 2%	8 4%	11 3%	2 2%	1 1%	2 5%	2 2%	7 4%	-	18 3%	14 4%	4 1%	7 3%	4 5%	-	3 3%	-
Likely increase (+1)	96 10%	51 12%	45 9%	17 12%	29 10%	20 9%	29 11%	25 12%	42 9%	15 11%	41 13%	23 9%	12 9%	19 9%	42 11%p	14 12%p	6 11%p	-	7 8%	23 13%p	3 11%p	66 11%	44 13%	22 8%	23 8%	10 12%	5 7%	8 6%	7 26%
Stay the same (0)	515 56%	254 58%	261 55%	72 49%	169 59%	140 62%cg	135 52%	106 51%	275 61%cg	73 56%	191 58%	134 55%	76 57%	114 53%	241 60%o	65 53%	24 45%	24 54%	57 58%	87 51%	17 57%	364 59%	189 55%	175 63%	143 52%	43 51%	36 51%	64 54%	8 31%
Likely decrease (-1)	100 11%	52 12%	48 10%	26 18%deh	29 10%	17 8%	28 11%	32 15%eh	40 9%	14 11%	31 9%	31 13%	17 13%	22 10%	37 9%	20 17%em	7 13%	7 16%	7 7%	19 11%	3 12%	69 11%	37 11%	31 11%	27 10%	7 8%	7 9%	14 11%	4 17%
Very likely decrease (-2)	84 9%	41 9%	42 9%	14 9%	28 10%	20 9%	21 8%	22 10%	41 9%	10 8%	28 9%	23 9%	12 9%	21 10%	36 9%	9 7%	10 19%mmr	3 8%	11 12%	11 6%	3 10%	41 7%	17 5%	24 9%	40 14%t	10 12%u	12 17%u	17 15%u	3 11%
NET: Decrease	184 20%	94 21%	90 19%	39 27%eh	57 20%	38 17%	49 19%	54 26%eh	81 18%	24 19%	59 18%	53 22%	29 22%	43 20%	73 18%	30 24%	17 32%mr	11 23%	18 19%	29 17%	6 22%	110 18%	54 16%	55 20%	67 24%t	17 20%	19 27%u	31 26%u	7 28%
Don't know	99 11%	31 7%	68 14%a	14 10%	25 9%	25 11%	35 14%	21 10%	43 10%	14 11%	30 9%	27 11%	13 10%	30 14%	34 8%	11 9%	6 11%	8 18%mm	13 13%	25 14%	3 10%	61 10%	42 12%	20 7%	34 12%	10 12%	10 14%	13 11%	4 14%
Not applicable	98	43	55	14	34	27	24	21	54	18	23	23	14	38j	35	15	11mr	11mr	11	13	3	54	23	30	43t	5	14ux	24uvx	1
Mean	-0.15	-0.15	-0.15	-0.24	-0.15	-0.14	-0.10	-0.23	-0.14	-0.11	-0.10	-0.19	-0.19	-0.15	-0.13o	-0.18	-0.41	-0.26	-0.21	-0.02o	-0.24	-0.09w	z	-0.19	-0.29	-0.12	-0.43	-0.32	-0.16
Standard deviation	0.87	0.87	0.86	0.88	0.87	0.82	0.90	0.89	0.83	0.84	0.84	0.87	0.85	0.91	0.84	0.84	1.00	0.86	0.88	0.88	0.82	0.81	0.83	0.78	0.96	0.99	0.92	0.94	1.03
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.07	0.06	0.04	0.09	0.05	0.06	0.07	0.06	0.05	0.07	0.13	0.14	0.13	0.07	0.10	0.04	0.05	0.05	0.06	0.12	0.11	0.08	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) - West Midlands

ONLINE Fieldwork : January to December 2018

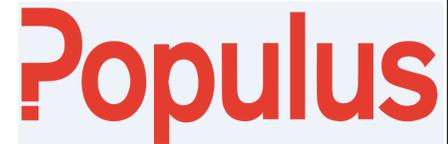
Absolutes/col percents

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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (exl NA for %)	1012	482	530	156	320	254	282	225	505	148*	349	265	146	251	434	136	62*	55*	108*	185	33*	668	364	304	318	90*	84*	143	27**
NET: Increase	294	147	147	38	88	74	93	57	143	52	111	67	47	68	115	44	11	17	31	66	9	196	119	77	85	31	22	32	13
	29%	31%	28%	24%	28%	29%	33%	25%	28%	35%	32%	25%	32%	27%	27%	32%	18%	31%	29%	36%mo	27%	29%	33%z	25%	27%	35%	26%	22%	48%
Very likely increase (+2)	33	16	17	5	14	8	6	9	18	5	12	8	3	9	13	8	1	5	-	6	1	24	15	9	9	3	2	4	*
	3%	3%	3%	3%	4%	3%	2%	4%	4%	3%	4%	3%	2%	4%	3%	6%q	2%	9%mq	-	3%	2%	4%	4%	3%	3%	4%	3%	3%	2%
Likely increase (+1)	261	131	129	33	75	66	87	48	125	47	99	59	44	59	102	37	10	12	31	60	8	172	105	68	76	28	20	28	12
	26%	27%	24%	21%	23%	26%	31%cg	21%	25%	32%	28%	22%	30%	24%	24%	27%	16%	22%	29%	33%mo	25%	26%	29%	22%	24%	31%	24%	20%	47%
Stay the same (0)	581	284	297	88	179	150	164	125	292	82	199	156	88	138	259	76	35	22	62	106	20	408	223	184	164	46	46	73	9
	57%	59%	56%	57%	56%	59%	58%	56%	58%	55%	57%	59%	60%	55%	60%p	56%	57%	41%	57%	57%p	63%p	61%w	61%z	61%	52%	51%	54%	51%	35%
Likely decrease (-1)	99	37	62	19	36	22	21	26	52	11	33	28	9	29	48	9	11	8	13	8	2	43	13	30	54	9	15	31	1
	10%	8%	12%	12%	11%	9%	8%	12%	10%	7%	10%	10%	6%	12%	11%r	7%	17%nr	14%r	12%	4%	7%	6%	4%	10%u	17%t	10%u	18%u	21%uvx	5%
Very likely decrease (-2)	18	9	9	4	8	5	1	6	11	1	2	7	2	7	6	3	5	3	-	2	1	10	2	8	8	4	1	3	-
	2%	2%	2%	3%f	3%	2%	*	3%f	2%	1%	*	3%	1%	3%i	1%	2%	7%mqr	5%	-	1%	3%	1%	1%	3%	3%	4%u	1%	2%	-
NET: Decrease	117	46	71	24	45	27	22	32	63	12	35	35	11	37	54	12	15	11	13	10	3	53	15	38	63	13	16	34	1
	12%	10%	13%	15%f	14%f	11%	8%	14%f	12%	8%	10%	13%	7%	15%k	12%r	9%	24%mnrs	19%nr	12%	5%	10%	8%	4%	12%u	20%t	14%u	19%u	24%uvv	5%
Don't know	20	5	15	6	8	3	3	11	6	2	4	7	1	8	6	4	1	5	2	2	*	11	6	5	6	-	1	5	3
	2%	1%	3%	4%h	2%	1%	1%	5%efh	1%	1%	3%	*	3%	1%	3%	1%	1%	9%mr	2%	1%	1%	2%	2%	2%	2%	-	1%	3%	12%
Not applicable	5	2	2	3efh	2	-	-	4fh	1	-	2	1	2	1	2	1	1	1	-	-	-	4	2	2	*	-	-	*	-
Mean	0.19	0.23	0.16	0.10	0.16	0.20	0.27cg	0.13	0.18	0.30	0.25	0.13	0.26	0.14	0.16o	0.28o	-0.12	0.17	0.17o	0.33mo	0.16o	0.24w	0.32vz	0.14	0.07	0.20	0.09	-0.01	0.51
Standard deviation	0.73	0.72	0.74	0.77	0.79	0.72	0.64	0.78	0.75	0.69	0.70	0.75	0.67	0.79	0.71	0.76	0.84	1.00	0.63	0.66	0.71	0.69	0.64	0.73	0.80	0.84	0.75	0.79	0.64
Standard error	0.02	0.03	0.03	0.05	0.04	0.05	0.04	0.05	0.03	0.06	0.04	0.05	0.05	0.05	0.04	0.06	0.09	0.14	0.08	0.05	0.08	0.03	0.04	0.04	0.04	0.09	0.08	0.06	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



Prepared by Populus on behalf of Which?

Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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 (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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	779	400	380	132	244	203	201	186	392	123*	296	194	112	177	359	105*	47*	38*	67*	141	23*	512	281	231	246	71*	64*	111	21**
NET: Increase	106	62	44	20	35	19	33	25	48	23	42	24	16	24	56	9	7	5	9	17	3	69	40	29	32	5	12	15	6
	14%	15%	12%	15%	14%	9%	16%	13%	12%	18%	14%	13%	15%	13%	16%	8%	15%	14%	13%	12%	13%	13%	14%	12%	13%	8%	18%	13%	26%
Very likely increase (+2)	28	15	13	5	8	8	6	5	16	7	6	8	5	9	14	2	3	4	-	5	1	16	12	4	10	2	5	2	2
	4%	4%	3%	4%	3%	4%	3%	3%	4%	6%	2%	4%	4%	5%	4%	1%	6%	9% ^{nq}	-	4%	3%	3%	4%	2%	4%	3%	8% ^v	2%	9%
Likely increase (+1)	79	47	31	15	27	10	27	20	32	15	36	17	11	15	43	7	4	2	9	12	2	53	28	24	22	3	7	13	4
	10%	12%	8%	11%	11%	5%	13% ^e	11%	8%	12%	12%	9%	10%	8%	12%	7%	9%	5%	13%	8%	10%	10%	10%	11%	9%	4%	10%	11%	17%
Stay the same (0)	512	253	259	65	156	144	146	99	267	74	201	125	71	115	222	69	32	16	56	104	14	350	201	150	150	44	40	66	12
	66%	63%	68%	50%	64% ^{cg}	71% ^{cg}	73% ^{cg}	53%	68% ^{cg}	60%	68%	65%	64%	65%	62% ^p	66% ^p	67% ^p	43%	84% ^{mnp}	74% ^{mp}	60%	68%	71% ^z	65%	61%	62%	62%	59%	57%
Likely decrease (-1)	93	49	44	30	29	19	15	35	43	12	31	27	15	20	51	15	3	6	2	12	4	55	23	32	37	16	6	15	1
	12%	12%	12%	23% ^d	12%	9%	7%	19% ^{efh}	11%	10%	11%	14%	13%	11%	14%	14%	6%	16%	4%	9%	16% ^q	11%	8%	14%	15%	22% ^u	10%	14%	3%
Very likely decrease (-2)	48	31	17	10	17	16	5	15	27	9	17	10	6	15	23	8	4	6	-	6	1	27	11	16	21	5	5	11	-
	6%	8%	5%	7%	7%	8% ^f	3%	8% ^f	7%	7%	6%	5%	5%	9%	6%	7%	9% ^q	17% ^{mqr}	-	4%	3%	5%	4%	7%	8%	7%	8%	10% ^u	-
NET: Decrease	141	79	61	39	46	35	20	50	70	22	48	37	21	35	73	22	7	13	2	18	4	82	34	48	58	21	11	26	1
	18%	20%	16%	30% ^d	19% ^f	17%	10%	27% ^d	18% ^f	18%	16%	19%	18%	20%	20% ^q	21% ^q	15%	33% ^{qr}	4%	13%	19% ^q	16%	12%	21% ^u	23% ^t	29% ^u	17%	23% ^u	3%
Don't know	21	5	15	7	7	4	2	12	7	4	6	7	4	4	8	5	1	4	-	2	2	11	6	5	7	1	2	4	3
	3%	1%	4% ^a	5% ^{fh}	3%	2%	1%	6% ^{fh}	2%	4%	2%	4%	4%	2%	2%	4%	3%	10% ^{mqr}	-	1%	7% ^{qr}	2%	2%	2%	3%	1%	3%	4%	15%
Not applicable	238	85	153 ^a	27	78 ^c	51	81 ^{cegh}	43	113	25	55	72 ⁱ	36 ⁱ	74 ⁱ	32	16	18 ^m	41 ^{mnor}	44 ^m	10 ^m	160	85	75	72	19	20	32	5	
Mean	-0.07	-0.09	-0.06	-0.19	-0.08	-0.12	0.07 ^{ce}	-0.21	-0.08	-0.01	-0.06	-0.08	-0.05	-0.10	-0.07	-0.20	-0.04	-0.30	0.09 ^{np}	-0.01	-0.07	-0.05	0.02 ^{vx}	-0.14	-0.15	-0.26	0.01	-0.18	0.38
Standard deviation	0.79	0.83	0.73	0.89	0.81	0.79	0.66	0.86	0.80	0.89	0.74	0.78	0.80	0.86	0.82	0.74	0.89	1.17	0.40	0.71	0.76	0.75	0.72	0.77	0.86	0.79	0.92	0.85	0.74
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.05	0.06	0.04	0.09	0.05	0.06	0.07	0.06	0.05	0.07	0.11	0.20	0.06	0.06	0.11	0.03	0.05	0.05	0.05	0.10	0.12	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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 (B)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	967	462	505	156	312	238	261	224	482	140*	344	259	143	220	431	132	60*	44*	90*	179	31*	650	349	301	290	85*	75*	130	27**
NET: Increase	117 12%	76 17%b	41 8%	30 19%efh	43 14%e	15 6%	29 11%	44 20%efh	44 9%	12 9%	48 14%	32 12%	16 11%	21 9%	54 12%	16 12%	10 17%q	6 13%	3 4%	26 15%q	3 9%	77 12%	49 14%	27 9%	34 12%	9 11%	6 8%	19 15%	6 22%
Very likely increase (+2)	21 2%	12 3%	9 2%	4 3%	11 3%	3 1%	3 1%	8 3%	10 2%	2 2%	6 2%	5 2%	6 4%	5 2%	10 2%	4 3%	2 3%	3 7%q	-	2 1%	1 2%	11 2%	8 2%	3 1%	8 3%	3 4%	-	5 4%	2 7%
Likely increase (+1)	96 10%	64 14%b	32 6%	26 16%eh	33 10%e	12 5%	26 10%	37 16%eh	33 7%	10 7%	42 12%	27 10%	10 7%	16 7%	44 10%	12 9%	8 14%q	3 7%	3 4%	24 13%	2 6%	65 10%	41 12%	24 8%	26 9%	6 7%	6 8%	14 11%	4 15%
Stay the same (0)	589 61%	282 61%	306 61%	73 47%	161 52%	176 74%cdgh	179 69%cdg	104 46%	306 63%cdg	101 72%	220 64%	149 58%	88 61%	132 60%	254 59%	75 57%	29 49%	21 47%	66 73%op	124 69%mnop	20 64%	421 65%w	241 69%vyz	180 60%	154 53%	51 60%	38 51%	65 50%	14 52%
Likely decrease (-1)	156 16%	60 13%	97 19%a	29 19%e	71 23%ef	24 10%	33 13%	42 19%e	81 17%e	17 12%	49 14%	47 18%	27 19%	33 15%	84 19%r	26 20%r	9 15%	4 9%	15 16%	14 8%	5 17%r	96 15%	36 10%	60 20%u	58 20%	13 16%	16 21%u	29 22%u	3 10%
Very likely decrease (-2)	77 8%	33 7%	43 9%	16 10%	29 9%	18 8%	14 5%	20 9%	42 9%	8 6%	19 6%	22 9%	10 7%	25 11%i	28 7%	12 9%	10 17%mqr	2 22%mnqrs	2 2%	12 7%	2 7%	40 6%	15 4%	25 8%	36 12%t	10 12%u	13 17%u	13 10%u	1 4%
NET: Decrease	233 24%	93 20%	140 28%a	45 29%ef	100 32%ef	42 18%	47 18%	63 28%ef	124 26%ef	24 18%	68 20%	70 27%	37 26%	58 26%	112 26%r	38 29%r	19 32%r	14 31%r	17 19%	26 15%	7 24%	136 21%	50 14%	86 28%u	93 32%t	23 28%u	28 37%u	42 32%u	4 14%
Don't know	28 3%	10 2%	18 4%	9 5%h	8 2%	5 2%	6 2%	13 6%h	8 2%	2 2%	9 2%	8 3%	2 1%	9 4%	11 3%	3 2%	1 3%	4 9%mr	4 5%	3 2%	1 3%	16 3%	9 2%	8 3%	8 3%	1 1%	3 4%	4 3%	3 12%
Not applicable	50	22	28	3	10	15g	22cdg	5	24	8	7	7	5	32jkl	5	5	3m	12mnors	18mnor	6	2m	22	17v	5	28t	5v	9uv	14uv	-
Mean	-0.18	-0.08b	-0.27	-0.18	-0.25	-0.18	-0.11	-0.15	-0.24	-0.13	-0.10l	-0.22	-0.18	-0.27	-0.18	-0.24	-0.31	-0.36	-0.18	-0.05op	-0.20	-0.14w	-0.02vx yz	-0.27	-0.31	-0.26	-0.48	-0.24	0.14
Standard deviation	0.81	0.82	0.79	0.94	0.90	0.70	0.70	0.94	0.79	0.69	0.75	0.83	0.83	0.85	0.80	0.86	1.02	1.15	0.53	0.73	0.77	0.75	0.70	0.78	0.91	0.89	0.88	0.93	0.90
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.05	0.06	0.04	0.06	0.04	0.06	0.06	0.06	0.04	0.07	0.11	0.18	0.08	0.06	0.09	0.03	0.04	0.05	0.05	0.10	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) - West Midlands

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 (AA)	Rent free (AB)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	966	469	497	155	303	239	269	222	475	138*	342	259	136	229	419	132	60*	45*	99*	180	31*	644	352	292	296	86*	74*	136	26**
NET: Increase	133	73	61	33	34	28	39	45	50	23	55	33	14	32	64	15	7	5	11	29	3	94	58	37	33	7	7	19	7
	14%	16%	12%	21% ^d	11%	12%	14%	20% ^d	10%	17%	16%	13%	10%	14%	15%	11%	12%	11%	16%	8%	15%	16%	13%	11%	8%	10%	14%	26%	
Very likely increase (+2)	21	9	12	3	12	3	3	6	11	4	5	4	2	9	11	3	1	3	1	1	1	10	6	5	10	3	-	7	*
	2%	2%	2%	2%	4%	1%	1%	3%	2%	3%	1%	2%	2%	4%	3%	1%	7% ^r	1%	1%	2%	2%	2%	2%	3%	3%	-	5% ^u	2%	
Likely increase (+1)	113	64	49	30	22	25	35	39	39	20	50	29	11	23	53	11	7	2	9	28	2	84	52	32	23	4	7	12	6
	12%	14%	10%	19% ^d	7%	11%	13% ^d	17% ^d	8%	14%	15%	11%	8%	10%	13%	8%	11%	5%	10%	15%	7%	13% ^w	15% ^x	11%	8%	4%	10%	9%	24%
Stay the same (0)	632	308	324	75	189	174	194	111	326	94	225	165	97	145	263	86	35	24	75	126	23	429	242	186	191	63	50	78	12
	65%	66%	65%	48%	62% ^c	73% ^c	72% ^c	50%	69% ^c	68%	66%	64%	71%	63%	63%	65%	58%	53%	76% ^o	70% ^p	73% ^p	67%	69% ^z	64%	64%	73% ^z	67%	57%	47%
Likely decrease (-1)	108	55	53	28	46	16	18	38	52	7	36	35	16	21	52	16	9	6	4	16	5	66	27	39	39	10	7	22	3
	11%	12%	11%	18% ^e	15% ^e	7%	7%	17% ^e	11%	5%	11%	13%	12%	9%	12%	12%	15% ^q	14%	4%	9%	15% ^q	10%	8%	13% ^u	13%	11%	9%	16% ^u	11%
Very likely decrease (-2)	51	22	28	7	24	15	5	10	35	6	20	15	5	11	27	8	7	3	-	6	-	27	8	20	22	5	8	9	1
	5%	5%	6%	4%	8% ^f	6% ^f	2%	5%	7% ^f	4%	6%	4%	4%	5%	6%	6%	12% ^q	7% ^q	-	3%	-	4%	2%	7% ^u	8%	6%	11% ^u	7% ^u	4%
NET: Decrease	159	77	81	35	69	31	24	48	87	14	56	49	21	32	78	24	16	10	4	22	5	94	35	58	61	14	15	32	4
	16%	17%	16%	23% ^e	23% ^e	13%	9%	22% ^e	18% ^f	10%	16%	19%	16%	14%	19% ^q	18% ^q	26% ^q	21% ^q	4%	12%	15% ^q	15%	10%	20% ^u	21% ^t	17%	20% ^u	23% ^u	15%
Don't know	42	10	32	12	11	7	13	17	12	7	5	12	4	21	13	7	2	6	8	4	1	28	17	10	11	2	2	8	3
	4%	2%	6% ^a	8% ^e	4%	3%	5%	8% ^d	3%	5%	2%	5%	3%	9% ^k	3%	6%	4%	14% ^m	8%	2%	3%	4%	5%	4%	4%	2%	3%	6%	12%
Not applicable	51	16	35 ^a	4	19	14	14	7	30	9	9	7	12 ^j	23 ^j	17	4	3	12 ^m	9 ^r	4	1	28	14	14	22	4	10 ^u	7	1
Mean	-0.06	-0.04	-0.08	-0.04	-0.16	-0.07	0.05 ^d	-0.03	-0.13	0.06	-0.05	-0.11	-0.08	-0.01	-0.07	-0.11	-0.26	-0.12	0.09 ^o	0.01 ^o	-0.06	-0.03 ^w	0.06 ^v	-0.13	-0.15	-0.12	-0.22	-0.12	0.09
Standard deviation	0.74	0.73	0.75	0.82	0.83	0.69	0.59	0.84	0.76	0.71	0.74	0.75	0.66	0.77	0.79	0.76	0.86	0.94	0.46	0.63	0.55	0.70	0.63	0.76	0.81	0.72	0.77	0.88	0.82
Standard error	0.02	0.03	0.04	0.06	0.05	0.05	0.04	0.05	0.04	0.07	0.04	0.05	0.05	0.05	0.04	0.06	0.10	0.15	0.06	0.05	0.07	0.03	0.04	0.05	0.05	0.08	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) - West Midlands

ONLINE Fieldwork : January to December 2018

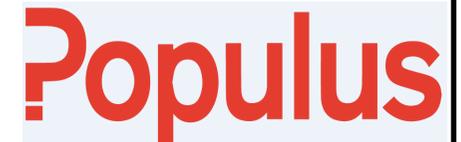
Absolutes/col percents

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 (AA)	Rent free (AB)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	897	431	466	147	284	219	247	209	441	131*	334	243	131	189	402	123	47*	42*	82*	171	30*	618	340	278	254	70*	62*	122	24**
NET: Increase	125 14%	67 16%	57 12%	40 27% defh	46 16% eh	11 5%	27 11%	52 25% defh	46 10%	10 8%	45 14%	37 15%	20 15%	23 12%	61 15%	19 16%	8 17%	7 17%	5 6%	20 12%	3 11%	79 13%	39 12%	40 14%	43 17%	9 13%	9 14%	25 21% u	2 9%
Very likely increase (+2)	15 2%	7 2%	8 2%	6 4% eh	6 2%	-	3 1%	9 4% eh	3 1%	1 1%	3 1%	2 3%	4 3%	6 3%	6 1%	3 2%	2 4%	3 6% m	-	2 1%	-	8 1%	4 1%	4 1%	7 3%	3 5%	-	3 3%	-
Likely increase (+1)	110 12%	60 14%	50 11%	34 23% defh	40 14% e	11 5%	24 10%	43 20% efh	43 10%	9 7%	42 13%	35 14%	16 12%	17 9%	56 14%	16 13%	6 12%	5 11%	5 6%	19 11%	3 11%	71 63%	35 69% z	36 61% z	36 56%	6 67% z	9 8%	22 18% u	2 7%
Stay the same (0)	555 62%	269 62%	286 61%	68 46%	161 56%	157 72% cdg	169 69% cdg	102 49%	284 64% cg	92 70%	220 66%	144 59%	77 59%	115 61%	245 61%	68 56%	24 51%	22 53%	58 71%	119 69% no	19 63%	404 65% w	235 69% z	169 61% z	142 56%	47 67% z	36 57%	59 49%	9 39%
Likely decrease (-1)	122 14%	52 12%	70 15%	24 16%	36 13%	20 9%	41 17% e	30 14%	51 12%	15 12%	41 12%	33 14%	22 17%	25 13%	50 12%	18 15%	5 10%	4 9%	16 19%	25 14%	5 16%	84 14%	46 14% x	38 13% x	29 11%	3 4%	8 13%	18 15% x	9 37%
Very likely decrease (-2)	54 6%	29 7%	25 5%	6 4%	21 7% f	23 11% cfg	4 2%	9 4%	41 9% fg	11 8%	18 6%	15 6%	8 6%	13 7%	28 7% q	9 7% q	6 13% qr	4 10% q	-	5 3%	1 4%	32 5%	11 3%	21 8% u	22 9%	9 12% u	5 9%	8 7%	-
NET: Decrease	176 20%	81 19%	95 20%	30 21%	57 20%	43 20%	46 18%	39 18%	92 21%	26 20%	59 18%	48 20%	30 23%	38 20%	78 19%	28 22%	11 23%	8 19%	16 19%	30 17%	6 20%	116 19%	57 17%	59 21%	51 20%	11 16%	14 22%	26 21%	9 37%
Don't know	41 5%	14 3%	27 6%	8 6%	21 7% f	7 3%	5 2%	17 8% f	20 4%	3 2%	10 3%	14 6%	4 3%	14 7%	17 4%	8 6% r	4 9% r	4 10% r	4 5%	2 1%	2 6%	19 3%	9 3%	10 4%	19 7% t	2 3%	5 7%	12 10% uv	4 15%
Not applicable	120	53	67	12	38	35c	35	20	65c	17	17	23	17i	63jkl	35	14	15mnr	14mnr	26mnr	14	3	54	26	28	64t	20uv	22uvz	21u	2
Mean	-0.11	-0.09	-0.12	0.07eh	-0.10	-0.26	-0.08eh	0.07de	-0.20	-0.19	-0.09	-0.11	-0.12	-0.12	-0.10	-0.12	-0.16	-0.07	-0.14	-0.07	-0.14	-0.10	-0.08	-0.14	-0.10	-0.10	-0.18	-0.05	-0.32
Standard deviation	0.76	0.78	0.75	0.88	0.83	0.72	0.62	0.87	0.78	0.72	0.72	0.77	0.82	0.81	0.79	0.84	1.00	0.99	0.49	0.64	0.68	0.72	0.65	0.79	0.87	0.92	0.80	0.88	0.72
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.04	0.05	0.04	0.07	0.04	0.05	0.06	0.06	0.04	0.07	0.13	0.16	0.08	0.05	0.08	0.03	0.04	0.05	0.05	0.11	0.10	0.07	0.16

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) - West Midlands

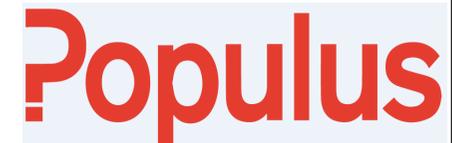
ONLINE Fieldwork : January to December 2018

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)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	597	312	285	133	258	168	38**	186	373	98*	229	168	94*	105	396	91*	30**	29**	12**	22**	18*	402	150	251	179	48*	36*	95*	17**
NET: Increase	54 9%	29 9%	26 9%	23 17%deh	20 8%	8 5%	3 8%	31 17%deh	20 5%	5 5%	24 10%	10 6%	10 11%	10 9%	36 9%	10 11%	2 7%	4 15%	-	2 10%	*	39 10%	15 10%	24 10%	14 8%	3 7%	3 7%	8 8%	1 9%
Very likely increase (+2)	9 1%	3 1%	6 2%	2 2%	4 1%	1 1%	2 5%	4 2%	3 1%	2 2%	2 1%	4 2%	2 2%	2 2%	7 2%	1 1%	-	-	-	1 5%	-	7 2%	3 2%	4 2%	2 1%	-	-	2 2%	-
Likely increase (+1)	46 8%	26 8%	20 7%	20 15%deh	16 6%	8 4%	1 3%	27 15%deh	17 5%	3 3%	22 10%	7 4%	9 9%	8 8%	29 7%	9 10%	2 7%	4 15%	-	1 6%	*	32 8%	12 8%	20 8%	12 7%	3 7%	3 7%	7 7%	1 9%
Stay the same (0)	458 77%	244 78%	214 75%	84 63%	205 79%cg	139 83%cg	30 79%	121 65%	307 82%cg	82 84%	180 78%	123 73%	73 78%	82 78%	317 80%	65 71%	19 63%	17 58%	10 83%	15 69%	16 89%n	316 79%	111 74%	204 81%	134 75%	34 71%	24 67%	76 80%	9 52%
Likely decrease (-1)	23 4%	12 4%	11 4%	14 10%deh	8 3%	2 1%	-	15 8%deh	8 2%	1 2%	5 8%i	2 2%	3 3%	3 3%	16 4%	5 5%	2 6%	-	-	-	1 4%	14 4%	5 3%	9 4%	6 3%	2 5%	1 2%	3 3%	3 17%
Very likely decrease (-2)	29 5%	17 5%	13 4%	2 1%	14 5%g	13 8%cg	-	2 1%	27 7%cg	5 5%	13 6%	8 5%	5 6%	3 3%	17 4%	3 3%	5 18%	2 8%	-	2 8%	-	16 4%	8 5%	9 3%	13 7%	5 11%vz	6 17%uvz	2 5%	-
NET: Decrease	53 9%	29 9%	24 8%	16 12%	22 9%	15 9%	-	17 9%	35 10%	6 6%	18 8%	21 13%	7 7%	7 6%	33 8%	8 9%	7 24%	2 8%	-	2 8%	1 4%	31 8%	13 8%	18 7%	19 11%	8 16%z	7 19%vz	5 5%	3 17%
Don't know	31 5%	10 3%	22 8%a	11 8%h	11 4%	5 3%	5 12%	17 9%deh	10 3%	5 5%	7 3%	13 8%	4 4%	7 7%	10 3%	9 9%am	2 6%	6 19%	2 17%	3 12%	1 5%	16 4%	11 7%v	5 2%	12 7%	3 6%	2 7%	7 7%v	4 22%
Not applicable	420	173	248a	26	64	86cdgh	244	44	132cdg	50	122	98	54	146ij	40	46m	33	27	96	163	15mn	271	216v	55	139t	42vz	49vz	48v	10
Mean	-0.03	-0.05	-0.02	0.06eh	-0.05	-0.12	0.15	0.09deh	-0.11	-0.04	-0.02	-0.10	*	0.02	-0.02	*	-0.36	-0.02	0.00	-0.01	-0.01	*	-0.01	*	-0.10	-0.21	-0.32	0.04x	-0.11
Standard deviation	0.63	0.62	0.63	0.64	0.62	0.63	0.51	0.62	0.63	0.57	0.62	0.65	0.65	0.57	0.60	0.61	0.89	0.79	0.00	0.82	0.26	0.60	0.66	0.57	0.68	0.75	0.88	0.51	0.59
Standard error	0.03	0.04	0.04	0.05	0.04	0.05	0.10	0.04	0.03	0.07	0.04	0.06	0.06	0.05	0.03	0.06	0.15	0.17	0.00	0.17	0.04	0.03	0.06	0.04	0.05	0.11	0.14	0.05	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) - West Midlands

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		1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017
Weighted base		1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017
Base (excl NA for %)		1014	916	1017	1010	962	570	855	855	867	881	971	649	802	754
Very worried	(4)	212 21% ceijklmn opqstvwxyz A BC	234 26% acefghij klmnopqstvw xyzABC	175 17% ikmno stvwxyz ABC	268 27% acefghij klmnopqstvw xyzABC	168 17% ikmno stvwxyz ABC	96 17% imno stvwxyz ABC	182 21% ceijklmn opqstvwxyz ABC	172 20% ijklmno pqrstvwxyz ABC	99 11% noswyz A	139 16% imno stvwxyz ABC	129 13% nostwyz AB	94 15% nostwyz AB	93 12% noswyz A	58 8% os
Fairly worried	(3)	447 44% cdefghij klmnopqrstu vwxyzABC	372 41% efghijkl mnopqrstuvw xyzABC	393 39% fgijklmn opqrstvwxyz ABC	367 36% fijklmno pqrstvwxyz ABC	330 34% fijklmno pqrstvwxyz ABC	165 29% ilno stvwxyz AC	290 34% ijklmno pqrstvwxyz ABC	296 35% ijklmno pqrstvwxyz ABC	175 20% ov y	218 25% inoswyz A	268 28% inostwyz AC	149 23% nosv y	210 26% inostwyz A	131 17% o
Not very worried	(2)	257 25%	216 24%	358 35% abdfgho r	242 24%	317 33% abdfgho r	161 28% r	243 28% abdr	243 28% abdr	354 41% abcdefgh mopqrstu	363 41% abcdefgh mopqrstu	361 37% abdfgho r	244 38% abdfgho r	274 34% abdfgho r	316 42% abcdefghmopqr tu
Not at all worried	(1)	66 7%	60 7%	67 7%	57 6%	62 6%	93 16% abcdefghijk p	75 9% acde	88 10% abcdep	185 21% abcdefgh jklpqrsuvwz B C	111 13% abcde g	119 12% abcde g	124 19% abcdefgh jklpqrsuvwz BC	191 24% abcdefgh jklpqrsuvwz ABC	203 27% abcdefghijk l pqrsuvwzABC
NET: Worried		658 65% cefghijk lmnopqrstuv wxyzABC	606 66% cefghijk lmnopqrstuv wxyzABC	567 63% efijklmn opqrstvwxyz A BC	636 63% cefghijk lmnopqrstuv wxyzABC	498 52% fijklmno pqrstvwxyz ABC	262 46% ijklmnos t vwxyzABC	473 55% fijklmno pqrstvwxyz ABC	468 55% fijklmno pqrstvwxyz ABC	273 32% noswyz A	357 41% inostwyz A B C	397 41% inostwyz A B C	243 37% inostwyz A	303 38% inostwyz A	189 25% 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) - West Midlands

ONLINE Fieldwork : January to December 2018

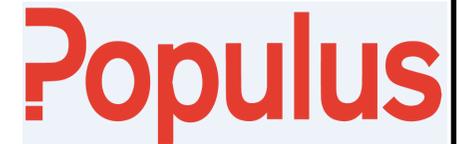
Absolutes/col percents

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 (excl NA for %)	1014	916	1017	1010	962	570	855	855	867	881	971	649	802	754
NET: Not worried	323 32%	276 30%	425 42%abdg	299 30%	379 39%abd	254 45%abdegpr	318 37%abd	331 39%abd	539 62%abcdefgh jklpqr	474 54%abcdefgh pqr	480 49%abdegpru	368 57%abcdefgh kpqr	465 58%abcdefgh jklpqr	519 69%abcdefghijk lmnpqrtuxzBC
Don't know	32 3%	34 4% ^c	25 2%	75 7%abcmqwxz B	85 9%abchijlm nopquwxzB	54 10%abchijlm opqtuvwxyzB	64 8%abcmqwxz B	56 7%abcmwB	55 6%abcmwB	50 6%abcB	94 10%abcdhijlm nopqrtuvwxyz AB	38 6%abcB	34 4% ^c	45 6%abcwB
Not applicable	3	101acdekprsu vzB	-	7cB	55acdprsu vzB	447acdhi jklrstuvwzBC	162abcdejk pqrstuvwxyzBC	162abcdejk pqrstuvwxyzBC	150abcdejk pqrstuvwxyzBC	136abcdejk pqrstuvwxyzB	46acdprsu vzB	368abcdghij klmnopqrstuv wxyzABC	215abcdeghi jklmnopqrstuv wxyzABC	263abcdeghijk lmnopqrstuv wxyzABC
Mean	2.82cefghij klmnopstuv wxyzABC	2.88acefghi jklmnopqrst uvwxyzABC	2.68fijklmn opqrstuvwxyzAB C	2.91acefghi jklmnopqrst uvwxyzABC	2.69fijklmn opqrstuvwxyzAB C	2.51ilmnost vwxyzABC	2.73fijklmn opqrstuvwxyzA BC	2.69fijklmn opqrstuvwxyzAB C	2.23nostvyA	2.46ilmnost vwxyzABC	2.46ilmnost vwxyzABC	2.35inostw yA	2.27nostwv yA	2.06o
Standard deviation	0.85	0.88	0.84	0.88	0.86	0.99	0.92	0.93	0.94	0.92	0.90	0.97	0.97	0.89
Standard error	0.03	0.03	0.03	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) - West Midlands

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	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	507
Weighted base	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	1017	506
Base (exl NA for %)	650	1003	772	1013	1007	917	999	1003	1006	881	890	1013	859	1016	450
Very worried (4)	28 4%	166 17%imnostwxyzABC	112 14%inostwzyAB	287 28%acefghijklmnopqstuvwxyzABC	49 5%	83 9%oswA	228 23%cefijklmnopqstwxyzABC	57 6%	59 6%	101 11%noswxyzA	59 7%	88 9%oswA	55 6%	92 9%oswyzA	50 11%oswyzA
Fairly worried (3)	63 10%	383 38%ijklmnopqrstuvwxyzABC	242 31%ijlmnostvwxyzABC	283 28%llnostwyzAC	176 17%o	189 21%ovy	272 27%inostwyzAC	161 16%o	208 21%ovy	226 26%inostwyzA	142 16%o	242 24%noswyzA	168 20%oy	261 26%inostwyzA	96 21%ovy
Not very worried (2)	166 26%	315 31%abdor	262 34%abdfghor u	233 23%	522 52%abcdefghijklmnopqrstu xyAB	330 36%abdfghop ru	283 28%bdr	562 56%abcdefghijklmnopqrstu xyzABC	548 55%abcdefghijklmnopqrstu xyzABC	353 40%abcdefghijklmnopqr mopr	399 45%abcdefghijklmnopqr klmpqr tu x	482 48%abcdefghijklmnopqr tu x	405 47%abcdefghijklmnopqr tu x	478 47%abcdefghijklmnopqr tu x	209 46%abcdefghijklmnopqr tu x
Not at all worried (1)	357 55%abcdefghijklmnopqrstuvwxyzABC	73 7%	118 15%abcdeghp	137 14%abcdeghp	165 16%abcdeghijklkp	254 28%abcdefghijklmnopqrstu xyzABC	149 15%abcdeghp	174 17%abcdeghijklp r w C	150 15%abcdeghp	157 18%abcdeghijklp r w z B C	228 26%abcdefghijklmnopqrstu xyzABC	150 15%abcdeghp	171 20%abcdeghijklp r w z B C	150 15%abcdeghp	58 13%abcdeghp
NET: Worried	90 14%	549 55%ijklmnopqrstuvwxyzABC	354 46%ijklmnopqrstuvwxyzABC	570 56%efijklmnopqrstuvwxyzABC	225 22%o	272 30%nosvy	500 50%ijklmnopqrstuvwxyzABC	218 22%o	267 27%osvy	327 37%inostwyzA	201 23%o	330 33%noswyzA	222 26%ov	353 35%nostwyzA	146 32%noswyzA

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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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 (excl NA for %)	650	1003	772	1013	1007	917	999	1003	1006	881	890	1013	859	1016	450
NET: Not worried	523 80%abcdefgh ijklmnpqrst uvwxyzABC	387 39%abd	379 49%abcdeghp ru	370 37%abd	687 68%abcdefgh ijklmpqrtux zBC	584 64%abcdefgh jklmpqrux	432 43%abdgr	736 73%abcdefgh ijklmnpqrst uvwxyzABC	699 69%abcdefgh ijklmpqrtux zBC	510 58%abcdefgh kpqr	627 70%abcdefgh ijklmpqrtux zBC	632 62%abcdefgh jklpqru	576 67%abcdefgh ijklmpqrux BC	628 62%abcdefgh jklpqru	266 59%abcdefghkpqr
Don't know	36 6%abcB	66 7%abcmwB	38 5%ac	73 7%abcmqwxz B	95 9%abchijlmn opqrtuvwxyz AB	62 7%abcmvwzB	67 7%abcmwB	49 5%acB	41 4%c	43 5%acB	61 7%abcmvwzB 5%acB	50	61 7%abcmqwxz B	35 3%c	38 8%abcmqwxzB
Not applicable	367abcdeghij kmpqrstuvwxy zABC	14acrzB	245abcdeghijk mprstuvwxyzAB C	4	10cB	100acdekprsu vwzB	18acdrzB	14acrzB	11aczB	136abcdekpr suvwzB	127abcdekprsu vwzB	4	158acdekprstu vwxyzBC	1	56acdekprsuvwzB
Mean	1.61	2.69fijklmn ogstvwxyzAB C	2.48ilmnost vwxyzABC	2.77cfijklm noqstuvwxyz ABC	2.12oy	2.12oy	2.62ijklmno qstvwxyzABC	2.11o	2.18nosvy	2.32inostw yA	2.04o	2.28nostw yA	2.13oy	2.30inostw yA	2.34nostw yA
Standard deviation	0.85	0.85	0.94	1.04	0.76	0.94	1.02	0.76	0.76	0.91	0.86	0.83	0.83	0.84	0.86
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.02	0.02	0.03	0.03	0.03	0.03	0.03	0.04

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



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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 (A)	Rent free (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	1014	484	530	157	321	254	282	228	504	148*	350	265	147	252	435	136	63*	55*	108*	185	33*	671	366	305	317	90*	83*	143	27**
Very worried (4)	212 21%	94 19%	117 22%	24 15%	79 25%cg	59 23%	50 18%	38 17%	124 25%cg	41 27%	73 21%	45 17%	38 26%j	55 22%	99 23%r	31 23%r	17 27%r	9 16%	22 21%	24 13%	9 27%r	133 20%	66 18%	67 22%	72 23%	19 21%	24 28%	30 21%	6 24%
Fairly worried (3)	447 44%	213 44%	234 44%	62 39%	139 43%	111 44%	135 48%	90 39%	221 44%	65 44%	148 42%	121 46%	68 47%	109 43%	177 41%	64 47%	24 39%	25 45%	49 46%	95 51%rn	13 40%	306 46%	177 48%y	130 43%	131 41%	43 48%	29 35%	59 41%	10 36%
Not very worried (2)	257 25%	130 27%	128 24%	39 25%	73 23%	62 25%	82 29%	54 24%	121 24%	30 20%	97 28%k	72 27%	27 18%	62 25%	110 25%	30 22%	14 22%	11 19%	31 29%	53 29%	9 26%	174 26%	96 26%	78 26%	77 24%	23 25%	20 24%	35 24%	6 22%
Not at all worried (1)	66 7%	37 8%	29 5%	18 11%fh	20 6%	16 6%	12 4%	24 11%fh	29 6%	9 6%	29 8%	14 5%	5 4%	17 7%	39 9%rn	3 2%	5 8%	4 8%	5 5%	9 5%	1 3%	43 6%	19 5%	23 8%	23 7%	2 2%	8 9%	13 9%	1 3%
NET: Worried	658 65%	307 63%	351 66%	86 55%	217 68%cg	170 67%cg	185 66%c	128 56%	345 68%cg	105 71%	221 63%	166 63%	107 73%	164 65%	276 63%	95 69%	41 66%	34 61%	72 66%	119 65%	22 67%	439 65%	242 66%	197 65%	203 64%	62 69%	53 63%	89 62%	16 59%
NET: Not worried	323 32%	167 34%	156 30%	57 36%	93 29%	79 31%	95 33%	78 34%	150 30%	39 26%	126 36%k	86 32%	32 22%	79 31%	149 34%rn	33 24%	19 30%	15 27%	36 34%	62 34%	10 29%	217 32%	115 31%	101 33%	100 32%	25 27%	28 34%	47 33%	7 26%
Don't know	32 3%	10 2%	22 4%	14 9%defh	10 3%	5 2%	3 1%	21 9%defh	9 2%	4 3%	3 1%	13 5%il	7 5%il	9 3%il	10 6%mqr	8 4%	3 4%	7 12%mqr	-	3 2%	1 4%q	15 2%	9 2%	6 2%	13 4%	3 4%	3 3%	7 5%	4 15%
Not applicable	3	-	3	2	1	-	-	2	1	-	*	1	1	*	1	*	-	1	-	-	-	1	-	1	2	-	1u	*	-
Mean	2.82	2.77	2.87	2.64	2.89cg	2.86c	2.80	2.69	2.89cg	2.95	2.76	2.78	3.00ij	2.83	2.79	2.96r	2.89	2.79	2.82	2.74	2.95	2.81	2.81	2.81	2.83	2.91	2.85	2.78	2.94
Standard deviation	0.85	0.86	0.83	0.91	0.86	0.86	0.78	0.91	0.85	0.86	0.88	0.81	0.79	0.86	0.90	0.76	0.92	0.85	0.81	0.75	0.84	0.83	0.79	0.88	0.88	0.76	0.96	0.89	0.85
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.05	0.05	0.04	0.08	0.05	0.05	0.06	0.05	0.05	0.10	0.13	0.11	0.06	0.10	0.03	0.04	0.05	0.05	0.08	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) - West Midlands

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 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	916	449	467	150	292	226	248	214	454	131*	341	245	139	191	415	122	54*	38*	86*	172	29*	635	337	298	257	70*	62*	124	24**
Very worried (4)	234 26%	106 24%	128 27%	42 28%	91 31% ^f	54 24%	47 19%	56 26%	131 29% ^f	37 28%	91 27%	62 25%	38 27%	42 22%	125 30% ^{qr}	33 27%	13 23%	7 20%	14 16%	31 18%	11 37% ^{qr}	172 27%	74 22%	98 33% ^{uz}	55 21%	17 24%	16 25%	22 18%	7 31%
Fairly worried (3)	372 41%	195 43%	177 38%	59 39%	105 36%	87 39%	121 49% ^{dgh}	83 39%	168 37%	56 42%	138 41%	101 41%	66 47% ^l	67 35%	151 37%	48 39%	22 40%	17 45%	41 47%	84 49% ^{ms}	10 32%	257 40%	156 46% ^v	101 34%	107 42%	29 41%	23 37%	56 45% ^v	8 34%
Not very worried (2)	216 24%	106 24%	110 24%	19 13%	65 22% ^{cg}	66 29% ^{cg}	66 27% ^{cg}	32 15%	118 26% ^{cg}	30 23%	85 25%	62 25%	23 16%	47 24%	96 23%	25 21%	11 11%	4 4%	22 26%	50 29% ^p	7 24%	160 25%	89 26%	71 24%	53 21%	17 24%	14 18%	22 18%	4 16%
Not at all worried (1)	60 7%	33 7%	26 6%	15 10% ^f	21 7%	14 6%	9 4%	23 11% ^{fh}	27 6%	7 5%	22 6%	12 5%	5 3%	22 11% ^{ijk}	34 8% ^r	6 5%	5 10% ^r	3 8%	6 7%	4 3%	* 1%	34 5%	11 3%	23 8% ^u	26 10% ^t	2 3%	8 13% ^u	15 12% ^{ux}	1 2%
NET: Worried	606 66%	300 67%	305 65%	101 67%	196 67%	141 62%	168 68%	139 65%	299 66%	92 70%	230 67% ^l	162 66%	105 75% ^l	109 57%	276 67%	81 66%	34 64%	25 65%	54 63%	115 67%	20 69%	428 67%	230 68%	199 67%	162 63%	45 64%	39 62%	78 63%	16 65%
NET: Not worried	276 30%	140 31%	137 29%	34 23%	86 30%	80 35% ^{cg}	76 31%	55 26%	145 32% ^c	37 28%	107 31% ^k	73 30% ^k	27 20%	68 36% ^k	130 31%	32 26%	17 31%	7 19%	29 33%	55 32%	7 25%	193 30%	100 30%	93 31%	78 31%	19 27%	22 35%	38 30%	4 18%
Don't know	34 4%	9 2%	25 5% ^a	15 10% ^{defh}	10 3%	5 2%	4 2%	20 9% ^{defh}	10 2%	2 2%	4 1%	10 4%	8 5% ⁱ	13 7% ⁱ	9 2%	9 8% ^m	3 5%	6 16% ^{mqr}	3 3%	2 1%	2 6% ^r	14 2%	8 2%	7 2%	16 6% ^t	6 9% ^{uv}	2 3%	8 7% ^{uv}	4 16%
Not applicable	101	35	66 ^a	9	30	28	35 ^{cg}	15	51	16	10	21 ⁱ	9	61 ^{ijk}	21	14 ^m	9 ^m	18 ^{mnoqr}	22 ^{mnr}	13	3	37	29 ^v	8	62 ^t	20 ^{uv}	22 ^{uvz}	20 ^{uv}	3
Mean	2.88	2.85	2.92	2.95	2.94	2.82	2.84	2.89	2.91	2.94	2.89	2.90	3.05 ^l	2.73	2.90	2.96	2.81	2.91	2.74	2.84	3.12 ^{qr}	2.91	2.89	2.94	2.79	2.93	2.76	2.73	3.13
Standard deviation	0.88	0.87	0.88	0.95	0.92	0.88	0.77	0.96	0.89	0.86	0.88	0.84	0.78	0.96	0.93	0.87	0.94	0.88	0.82	0.75	0.84	0.86	0.78	0.94	0.91	0.81	1.00	0.92	0.83
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.06	0.06	0.04	0.08	0.05	0.06	0.06	0.07	0.05	0.07	0.11	0.15	0.12	0.06	0.10	0.04	0.05	0.06	0.05	0.10	0.12	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) - West Midlands

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 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Very worried (4)	175 17%	67 14%	108 20%a	35 22%ef	74 23%ef	32 13%	34 12%	44 19%f	97 19%f	20 14%	52 15%	44 17%	29 19%	50 20%	77 18%	27 19%	14 22%	15 27%qr	11 10%	22 12%	10 30%mq	104 15%	45 12%	58 19%u	65 20%	19 21%	21 24%u	25 18%	6 23%
Fairly worried (3)	393 39%	178 37%	214 40%	55 35%	123 38%	107 42%	107 38%	88 38%	197 39%	62 42%	130 37%	111 42%	60 40%	92 36%	167 38%	65 48%r	22 34%	18 31%	47 43%	63 34%	12 37%	253 38%	134 37%	119 39%	128 40%	29 32%	34 40%	65 46%	12 44%
Not very worried (2)	358 35%	193 40%b	166 31%	43 27%	95 29%	101 40%cdg	120 42%cdg	60 26%	179 35%g	59 40%	139 40%	83 31%	47 32%	89 35%	149 34%	34 25%	23 36%	16 29%	41 38%	86 47%mnps	9 29%	255 38%	156 43%vyz	99 32%	99 31%	38 43%yz	20 24%	40 28%	4 16%
Not at all worried (1)	67 7%	37 8%	30 6%	12 8%	21 6%	12 5%	22 8%	18 8%	27 5%	5 3%	27 8%	18 7%	8 6%	14 6%	34 8%	6 5%	2 3%	1 1%	9 8%	14 8%	1 2%	49 7%	26 7%	23 8%	17 5%	2 2%	7 9%	7 5%	1 2%
NET: Worried	567 56%	245 51%	322 61%a	90 57%	197 61%f	139 55%	141 50%	132 58%	294 58%	82 56%	182 52%	155 58%	89 60%	142 56%	244 56%r	92 67%mr	35 56%	32 58%	58 53%	85 46%	22 67%r	357 53%	179 49%	178 58%u	193 61%t	48 53%	54 64%u	91 63%u	18 67%
NET: Not worried	425 42%	229 47%b	196 37%	56 35%	115 36%	113 45%g	141 50%cdgh	77 34%	206 41%	64 43%	166 47%	101 38%	56 38%	103 41%	182 42%n	40 29%	25 40%	17 31%	50 47%ns	100 54%mnop	10 30%	305 45%w	182 50%vyz	123 40%	115 36%	41 45%	28 33%	47 33%	5 18%
Don't know	25 2%	10 2%	15 3%	13 8%defh	10 3%f	2 1%	-	20 9%defh	5 1%	2 1%	3 1%	10 4%i	4 3%	8 3%	10 2%	5 4%r	3 4%r	6 11%mq	-	-	1 2%r	11 2%	5 1%	6 2%	10 3%	2 2%	2 3%	6 4%	4 15%
Not applicable	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Mean	2.68	2.58	2.77a	2.77f	2.80ef	2.63	2.54	2.76f	2.73f	2.67	2.60	2.71	2.76	2.73	2.67r	2.85qr	2.77r	2.94qr	2.55	2.50	2.97mqr	2.62	2.55	2.71u	2.78t	2.73	2.82u	2.79u	3.04
Standard deviation	0.84	0.83	0.84	0.91	0.88	0.76	0.80	0.88	0.83	0.75	0.83	0.83	0.84	0.85	0.86	0.80	0.84	0.84	0.79	0.80	0.83	0.84	0.80	0.87	0.84	0.83	0.92	0.80	0.76
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.05	0.05	0.04	0.07	0.05	0.06	0.06	0.05	0.04	0.06	0.09	0.12	0.10	0.06	0.09	0.03	0.04	0.05	0.05	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) - West Midlands

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 employe d (n)	Part time employe d (o)	Unemplo yed (p)	Not work-ing 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26	
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**	
Base (exl NA for %)	1010	480	529	157	319	252	282	227	501	146*	349	265	146	250	434	135	62*	55*	108*	184	32*	668	364	304	315	90*	83*	142	27**	
Very worried (4)	268 27%	111 23%	157 30%a	39 25%	98 31%	58 23%	73 26%	59 26%	137 27%	31 21%	91 26%	70 27%	40 28%	67 27%	114 26%	38 28%	21 34%	14 26%	28 26%	46 25%	7 22%	173 26%	83 23%	90 30%	85 27%	29 32%	26 32%	30 21%	11 39%	
Fairly worried (3)	367 36%	157 33%	210 40%a	50 32%	105 33%	87 34%	126 45%cd	71 31%	170 34%	52 35%	131 37%	95 36%	49 33%	93 37%	142 33%	49 37%	21 33%	17 31%	43 40%	81 44%lm	15 46%lm	250 37%	154 42%vx	96 32%	109 35%	26 28%	31 38%	53 37%	8 30%	
Not very worried (2)	242 24%	149 31%b	93 18%	33 21%	71 22%	78 31%cd	60 21%	46 20%	136 27%	42 29%	89 25%	67 25%	36 25%	50 20%	118 27%	26 19%	14 23%	8 15%	26 24%	42 23%	7 23%	166 25%	88 24%	78 26%	73 23%	22 25%	14 17%	37 26%	3 10%	
Not at all worried (1)	57 6%	39 8%b	18 3%	14 9%f	21 7%	11 4%	11 4%	20 9%f	26 5%	8 6%	24 7%	14 5%	9 6%	10 4%	34 8%	7 5%	2 4%	2 4%	4 4%	7 4%	* 1%	43 6%	19 5%	24 8%	13 4%	4 5%	5 6%	4 3%	1 3%	
NET: Worried	636 63%	269 56%	367 69%a	89 57%	203 64%	145 57%	199 71%cegh	130 57%	307 61%	83 57%	221 63%	165 63%	89 61%	160 64%	256 59%	87 65%	42 67%	31 57%	71 66%	127 69%lm	22 68%	423 63%	237 65%	186 61%	194 62%	55 61%	57 69%	82 58%	19 70%	
NET: Not worried	299 30%	188 39%b	112 21%	47 30%	92 29%	89 35%f	70 25%	67 29%	162 32%	50 34%	113 32%	81 31%	46 31%	60 24%	152 35%np	33 24%	16 26%	11 19%	30 28%	50 27%	8 23%	8 31%	209 30%	107 34%	102 27%	86 29%	26 22%	19 29%	41 29%	4 14%
Don't know	75 7%	24 5%	50 10%a	20 13%fh	24 8%	18 7%	12 4%	30 13%defh	32 6%	13 9%	15 4%	18 7%	12 8%	30 12%i	26 6%	15 11%r	4 6%	13 24%mn	6 6%	3 4%	3 9%	36 5%	20 5%	16 5%	35 11%t	9 10%	7 8%	19 13%uv	4 17%	
Not applicable	7	4	3	2	3	2	1	2	4	2	2	1	2	2	2	1	2	-	1	*	4	2	2	3	-	1	2	-		
Mean	2.91	2.75	3.06a	2.84	2.95	2.82	2.97	2.86	2.89	2.80	2.86	2.90	2.89	2.98	2.82	2.98	3.04	3.03	2.94	2.94	2.97	2.87	2.87	2.88	2.95	2.98	3.04	2.87	3.27	
Standard deviation	0.88	0.92	0.82	0.96	0.93	0.86	0.81	0.97	0.89	0.87	0.90	0.88	0.92	0.85	0.94	0.88	0.88	0.88	0.84	0.81	0.73	0.89	0.84	0.95	0.87	0.93	0.88	0.81	0.85	
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.06	0.06	0.04	0.08	0.05	0.06	0.07	0.06	0.05	0.07	0.10	0.14	0.11	0.06	0.09	0.04	0.05	0.06	0.05	0.11	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) - West Midlands

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 (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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	962	473	489	156	316	247	243	226	493	144*	347	260	137	217	432	136	58*	50*	79*	174	32*	638	336	302	297	84*	72*	141	27**
Very worried (4)	168 17%	65 14%	103 21%a	33 21%f	80 25%ef	34 14%	22 9%	46 20%f	100 20%f	18 12%	58 17%	48 18%	32 24%l	30 14%	86 20%qr	30 22%qr	15 25%qr	10 20%q	4 5%	18 10%	6 19%q	102 16%	40 12%	62 20%u	54 18%	15 18%	14 19%	25 18%	11 43%
Fairly worried (3)	330 34%	178 38%	152 31%	58 37%	113 36%	90 37%	69 28%	82 36%	179 36%	56 39%	126 36%	91 35%	47 35%	66 30%	172 40%pqr	49 36%	18 31%	11 22%	17 21%	52 30%	11 36%	233 36%	109 33%	123 41%yz	94 32%	35 42%	20 27%	40 28%	3 11%
Not very worried (2)	317 33%	165 35%	152 31%	35 22%	77 24%	93 38%cdg	112 46%cdgh	52 23%	153 31%cg	51 36%	128 37%	85 33%	39 28%	66 30%	125 29%	36 26%	17 29%	10 20%	38 48%mpn	80 46%mnop	11 35%	224 35%	140 42%vx	85 28%	85 29%	16 19%	22 31%	46 33%x	7 28%
Not at all worried (1)	62 6%	41 9%b	22 4%	11 7%	22 7%	12 5%	18 7%	18 8%	27 5%	6 4%	25 7%	16 6%	7 5%	14 7%	28 6%	10 7%	2 4%	2 4%	3 3%	17 10%	1 2%	47 7%	27 8%	20 7%	15 5%	5 6%	3 4%	7 5%	1 2%
NET: Worried	498 52%	243 51%	255 52%	91 58%f	193 61%ef	124 50%f	91 37%	128 57%f	280 57%f	74 52%	184 53%	139 53%	80 58%l	96 44%	257 60%pqr	78 57%qr	33 56%qr	21 42%	21 27%	70 40%	18 55%q	335 52%	150 45%	185 61%uyz	149 50%	50 60%u	34 46%	65 46%	14 53%
NET: Not worried	379 39%	205 43%b	174 36%	46 30%	98 31%	105 43%cdg	130 53%cdgh	70 31%	180 36%	57 39%	153 44%k	101 39%	46 33%	80 37%	153 35%	46 33%	19 33%	12 24%	41 52%mpn	97 56%mnop	12 37%	272 43%w	167 50%vxyz	105 35%	99 33%	21 25%	25 34%	54 38%	8 30%
Don't know	85 9%	24 5%	60 12%a	19 12%h	25 8%	18 7%	23 9%	28 12%h	34 7%	13 9%	10 3%	21 8%i	12 9%i	41 19%ijk	22 5%	13 9%	6 10%	17 34%mnors	17 22%mr	7 4%	3 8%	32 5%	20 6%	12 4%	48 16%t	12 15%uv	14 19%uv	22 16%uv	4 17%
Not applicable	55	12	44a	3	6	7	39cdegh	3	13	3	4	6	11ij	35ijk	4	*	5mn	7mns	29mnoprs	10mn	1	34	30vz	4	21	6v	12vz	3	-
Mean	2.69	2.60	2.78a	2.82f	2.86ef	2.64f	2.43	2.79f	2.77f	2.66	2.64	2.71	2.84il	2.63	2.77qr	2.79qr	2.87qr	2.87qr	2.36	2.43	2.78qr	2.64	2.51	2.78u	2.76	2.84u	2.77u	2.70u	3.13
Standard deviation	0.86	0.85	0.87	0.89	0.90	0.79	0.78	0.90	0.86	0.77	0.85	0.86	0.87	0.86	0.86	0.90	0.88	0.93	0.68	0.82	0.81	0.85	0.82	0.86	0.86	0.84	0.87	0.87	0.98
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.06	0.06	0.04	0.07	0.05	0.06	0.07	0.06	0.04	0.07	0.10	0.16	0.12	0.06	0.10	0.04	0.05	0.05	0.10	0.11	0.07	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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 council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**	
Base (excl NA for %)	570	295	275	138	237	135*	60*	193	316	70*	239	153	85*	345	84*	39*	20**	21**	42**	20*	418	115*	303	135	37**	21**	77*	17**	
Very worried (4)	96 17%	47 16%	49 18%	28 20%ef	57 24%ef	9 7%	3 5%	38 20%ef	56 18%ef	3 4%	41 17%	27 17%	17 20%	11 12%	68 20%	10 12%	9 23%	4 19%	1 6%	2 5%	2 11%	73 18%	8 7%	65 22%uz	18 13%	6 17%	3 14%	9 11%	5 31%
Fairly worried (3)	165 29%	82 28%	83 30%	51 37%ef	74 31%	30 22%	10 17%	68 35%ef	87 27%	15 21%	73 31%	52 34%k	17 20%	23 24%	113 33%	19 22%	13 32%	4 22%	2 11%	8 20%	5 28%	131 31%w	23 20%	109 36%u	30 22%	4 11%	3 16%	22 29%	4 26%
Not very worried (2)	161 28%	81 27%	80 29%	24 17%	72 30%cg	46 34%cg	18 30%	39 20%	103 33%cg	24 34%	65 27%	41 27%	26 30%	28 30%	92 27%	28 34%	9 24%	4 18%	9 42%	11 25%	7 38%	122 29%	27 23%	95 31%	36 27%	8 22%	7 35%	21 27%	3 16%
Not at all worried (1)	93 16%	62 21%b	31 11%	13 10%	22 9%	38 28%cdgh	20 33%cdgh	19 10%	54 17%cdg	20 29%	41 17%	16 10%	19 22%j	18 19%	42 12%	18 21%gm	6 14%	2 12%	3 17%	18 43%	4 19%	68 16%	44 38%vz	24 8%	24 18%	10 26%	3 14%	12 15%	1 5%
NET: Worried	262 46%	130 44%	132 48%	79 57%efh	131 55%efh	39 29%	13 22%	106 55%efh	142 45%ef	18 25%	115 48%	79 52%l	34 40%	34 37%	182 53%n	29 35%	22 55%n	8 40%	4 18%	10 25%	8 39%	205 49%w	31 27%	174 57%uz	47 35%	10 28%	6 30%	31 40%	10 57%
NET: Not worried	254 45%	143 48%	111 40%	37 27%	94 40%c	84 63%cdgh	38 63%cdg	59 30%	157 50%cdg	44 63%	106 44%	57 38%	45 52%j	46 49%	135 39%	46 55%gm	15 38%	6 30%	12 59%	28 68%	11 57%gm	190 45%	71 62%vz	119 39%	60 45%	18 48%	10 49%	32 42%	4 21%
Don't know	54 10%	22 8%	32 12%	22 16%dh	12 5%	11 8%	9 15%cdh	28 15%cdh	17 5%	8 12%	18 8%	17 11%	7 8%	13 14%	28 8%	9 10%	3 7%	6 30%	5 24%	3 7%	1 5%	23 6%	13 11%v	10 3%	27 20%t	9 24%	4 20%	14 19%v	4 23%
Not applicable	447	189	258a	21	85cg	119cdgh	222	36	189cdg	78	112	113i	63i	159i	91	53m	23m	37	87	143	13m	255	251v	3	183t	53	64	66v	9
Mean	2.51	2.42	2.62a	2.80efh	2.73efh	2.08	1.92	2.76efh	2.48ef	1.99	2.52	2.66l	2.41	2.35	2.66n	2.28	2.68	2.67	2.10	1.85	2.32	2.53	1.95	2.74uz	2.38	2.24	2.37	2.44u	3.06
Standard deviation	0.99	1.02	0.95	0.93	0.95	0.92	0.90	0.94	0.99	0.87	1.00	0.93	1.08	0.98	0.96	0.98	1.02	1.08	0.86	0.94	0.95	0.98	0.99	0.90	1.01	1.16	1.00	0.95	0.97
Standard error	0.04	0.06	0.06	0.08	0.06	0.09	0.15	0.07	0.06	0.12	0.07	0.08	0.11	0.10	0.06	0.10	0.15	0.27	0.29	0.16	0.14	0.05	0.10	0.05	0.09	0.22	0.22	0.10	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) - West Midlands

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 (B)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	855	430	426	137	275	221	223	194	438	124*	320	227	128	181	405	115	40*	37*	70*	167	23*	596	309	287	236	64*	59*	113	23**
Very worried (4)	182 21%	76 18%	106 25%a	35 26%f	75 27%f	46 21%f	26 12%	54 28%f	102 23%f	29 23%	75 21%	48 23%	29 23%	29 16%	107 26%pqr	30 26%pqr	10 26%r	3 8%	7 10%	16 9%	9 40%pqr	133 22%	50 16%	84 29%uy	42 18%	12 19%	8 14%	22 19%	7 29%
Fairly worried (3)	290 34%	158 37%	133 31%	49 36%	83 30%	94 43%cdf	64 29%	62 32%	164 37%	50 40%	96 30%	79 35%	49 38%	66 37%	148 36%	38 33%	16 39%	12 33%	22 31%	49 29%	7 29%	197 33%	96 31%	101 35%	87 37%	26 41%	18 30%	43 38%	6 27%
Not very worried (2)	243 28%	128 30%	115 27%	22 16%	73 26%cg	53 24%	95 43%cdg	33 17%	115 26%cg	27 21%	102 32%	63 28%	32 25%	46 25%	99 24%	27 23%	8 20%	5 13%	32 46%mnop	68 41%mnop	4 18%	174 29%	104 34%v	70 24%	66 28%	14 22%	22 37%	29 26%	3 12%
Not at all worried (1)	75 9%	50 12%b	25 6%	13 10%	19 7%	18 8%	25 11%	19 10%	32 7%	11 9%	32 10%	18 8%	10 8%	15 8%	32 8%	8 7%	3 7%	3 9%	4 6%	24 15%ms	* 1%	59 10%	37 12%	22 8%	14 6%	3 5%	4 7%	6 6%	2 10%
NET: Worried	473 55%	233 54%	239 56%	85 62%f	158 58%f	139 63%f	90 40%	117 60%f	266 61%f	79 64%	171 54%	128 56%	78 61%	96 53%	254 63%pqr	68 59%r	26 65%pqr	15 42%	29 42%	65 39%	15 68%pqr	331 55%	146 47%	185 64%uy	129 55%	39 60%	26 44%	64 57%	13 56%
NET: Not worried	318 37%	178 41%b	140 33%	36 26%	92 33%	71 32%	120 54%cdg	51 26%	147 34%	37 30%	133 42%	82 36%	42 33%	61 34%	131 32%	35 30%	11 27%	8 23%	36 52%mnop	93 56%mnop	4 20%	234 39%	142 46%vz	92 32%	80 34%	18 27%	26 45%	36 32%	5 22%
Don't know	64 8%	18 4%	46 11%a	16 12%eh	25 9%	10 5%	13 6%	27 14%efh	25 6%	8 6%	15 5%	18 8%	7 6%	25 14%k	19 5%	13 11%m	3 7%	13 36%mnopr	4 6%	9 6%	3 12%m	32 5%	21 7%	10 4%	28 12%t	8 13%v	7 11%v	13 12%v	5 22%
Not applicable	162	55	107a	22	47	33	59cdeh	35	68	24	31	39i	21	71ijk	31	22m	23mnr	20mnr	38mnr	18	10mnr	76	58v	19	82t	26uv	25uv	31v	3
Mean	2.73	2.63	2.85a	2.89f	2.86f	2.79f	2.43	2.91f	2.81f	2.83	2.70	2.75	2.81	2.70	2.85qr	2.88qr	2.92qr	2.63	2.49	2.36	3.21mqr	2.72	2.55	2.89uy	2.75	2.85	2.57	2.80u	2.96
Standard deviation	0.92	0.92	0.91	0.96	0.94	0.88	0.86	0.98	0.90	0.91	0.95	0.91	0.90	0.88	0.92	0.93	0.90	0.90	0.78	0.86	0.85	0.94	0.92	0.93	0.85	0.84	0.86	0.85	1.04
Standard error	0.03	0.05	0.05	0.08	0.06	0.06	0.07	0.07	0.05	0.09	0.06	0.07	0.07	0.07	0.05	0.08	0.13	0.18	0.13	0.07	0.12	0.04	0.06	0.06	0.11	0.11	0.08	0.05	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) - West Midlands

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+ 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 (AA)	Rent free (AB)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	855	415	440	150	258	208	238	207	409	127*	329	224	125	177	382	120	47*	34*	78*	166	28*	598	334	264	231	61*	60*	110	27**
Very worried (4)	172 20%	69 17%	103 24%a	27 18%	51 20%	38 18%	56 23%	35 17%	82 20%	28 22%	77 23%	42 19%	24 19%	29 17%	69 18%	27 22%	12 26%	5 14%	17 21%	37 22%	5 19%	136 23%w	89 27%vz	47 18%z	31 13%	11 18%	10 17%	10 9%	5 18%
Fairly worried (3)	296 35%	150 36%	147 33%	56 38% d	66 25%	75 36% d	99 42% dh	71 34% d	126 31%	44 34%	110 33%	90 40% l	45 36%	51 29%	131 34% p	37 31%	15 33%	5 14%	24 31%	74 44% mnp	10 36% p	225 38% w	131 39% y	93 35% y	64 28%	21 34%	12 20%	31 29%	7 28%
Not very worried (2)	243 28%	128 31%	115 26%	29 19%	86 33% cg	69 33% cg	59 25%	47 23%	137 33% cg	40 32%	94 29%	59 26%	34 27%	57 32%	115 30%	35 30%	9 20%	9 27%	26 34%	40 24%	8 28%	156 26%	80 24%	76 29%	82 36% t	16 27%	22 37%	43 40% u	5 19%
Not at all worried (1)	88 10%	54 13% b	34 8%	17 12%	35 14% f	19 9%	15 6%	26 13% f	46 11%	10 8%	40 12%	20 9%	13 11%	15 9%	52 14% nr	7 6%	6 13%	3 10%	6 8%	11 6%	2 9%	57 10%	21 6%	36 14% u	26 11%	4 7%	9 14%	13 12%	5 18%
NET: Worried	468 55%	218 53%	250 57%	84 56% d	117 45%	113 54%	155 65% dgh	106 51%	208 51%	72 56%	186 57% l	133 59% l	69 55%	81 46%	200 52% p	64 53% p	27 58% p	9 28%	41 53% p	111 67% mnp	15 55% p	361 60% w	221 66% vyz	140 53% yz	95 41%	32 52%	22 37%	41 37%	12 46%
NET: Not worried	331 39%	181 44% b	149 34%	46 31%	122 47% cfg	88 42% cf	75 31%	73 35%	183 45% cfg	50 39%	133 41%	78 35%	47 38%	72 41%	167 44% r	43 36%	15 33%	13 37%	32 42%	51 31%	10 37%	213 36%	101 30%	112 42% u	108 47% t	21 34%	31 52% u	57 52% ux	10 37%
Don't know	56 7%	15 4%	40 9% a	20 13% efh	20 8%	7 3%	9 4%	28 14% defh	19 5%	5 4%	9 3%	14 6%	9 7% i	24 14% ij	15 4%	13 11% mr	4 9% r	12 35% mnoqr	5 6%	4 2%	2 8% r	24 4%	13 4%	11 4%	27 12% t	9 14% uv	7 11% u	12 11% uv	4 17%
Not applicable	162	69	93	9	64 cg	46 cg	44 cg	22	96 cg	21	22	42 i	23 i	75 ijk	54	17	16 mnr	22 mnoqr	30 mnr	18	5	75	32	43 u	87 t	29 uv	25 uv	34 uv	-
Mean	2.69	2.58	2.80 a	2.72	2.55	2.66	2.85 dgh	2.64	2.62	2.74	2.70	2.74	2.68	2.62	2.59	2.78	2.78	2.49	2.70	2.85 m	2.70	2.77 w	2.90 vyz	2.60	2.49	2.74 z	2.45	2.38	2.56
Standard deviation	0.93	0.93	0.92	0.95	0.99	0.90	0.87	0.96	0.94	0.91	0.97	0.89	0.93	0.91	0.95	0.90	1.02	1.02	0.92	0.85	0.92	0.92	0.88	0.95	0.90	0.88	0.99	0.85	1.08
Standard error	0.03	0.05	0.05	0.07	0.06	0.07	0.06	0.06	0.05	0.09	0.06	0.06	0.07	0.05	0.08	0.13	0.22	0.14	0.07	0.12	0.04	0.05	0.06	0.06	0.12	0.13	0.08	0.24	

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) - West Midlands

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 (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (exl NA for %)	867	425	442	150	263	209	244	207	415	128*	333	229	124	181	386	120	48*	35*	80*	170	28*	606	340	266	236	63*	58*	115	24**
Very worried (4)	99 11%	40 9%	59 13%	22 15%e	39 15%e	16 7%	22 9%	28 14%	49 12%	15 11%	36 11%	23 10%	16 13%	24 13%	50 13%r	10 9%	8 17%r	4 10%	11 14%	10 6%	5 18%r	70 12%	36 11%	34 13%	29 12%	10 16%	11 18%z	8 7%	-
Fairly worried (3)	175 20%	76 18%	98 22%	39 26%	58 22%	36 17%	42 17%	51 24%	82 20%	24 18%	65 19%	49 21%	28 23%	33 18%	84 22%r	33 27%r	7 15%	6 18%	16 20%	22 13%	7 24%r	121 20%	66 19%	56 21%	47 20%	13 20%	8 14%	25 22%	7 28%
Not very worried (2)	354 41%	184 43%	170 38%	44 29%	93 35%	107 51%cdg	110 45%cg	65 31%	179 43%cg	54 42%	142 43%	91 40%	52 42%	69 38%	158 41%o	44 36%	11 24%	11 30%	31 39%	88 52%mnop40%	11 42%	252 42%	149 44%	103 39%	93 39%	22 35%	21 36%	50 44%	9 37%
Not at all worried (1)	185 21%	107 25%b	77 18%	25 17%	54 20%	40 19%	67 27%cg	36 17%	82 20%	27 21%	80 24%	47 20%	21 17%	37 21%	74 19%	19 16%	16 34%mnps	5 14%	20 25%	48 28%ms	3 12%	133 22%	72 21%	60 23%	48 20%	13 20%	15 25%	21 18%	4 17%
NET: Worried	273 32%	116 27%	157 36%a	61 40%ef	97 37%ef	51 25%	64 26%	79 38%ef	131 32%	38 30%	101 30%	72 31%	44 35%	57 31%	134 35%r	43 36%r	16 33%r	10 28%	27 34%	12 19%	191 42%r	101 32%	90 30%	75 34%	23 36%	19 33%	33 29%	7 28%	
NET: Not worried	539 62%	291 69%b	247 56%	69 46%	146 56%	147 70%cdg	176 72%cdgh	101 49%	261 63%cg	82 64%	222 67%	138 60%	73 59%	106 59%	232 60%	62 52%	28 58%	15 44%	51 64%	136 80%mnop52%	14 63%	384 63%	221 65%	163 61%	141 60%	34 54%	35 61%	71 62%	13 54%
Don't know	55 6%	18 4%	37 8%a	21 14%defh	19 7%f	11 5%	4 2%	27 13%defh	23 6%f	8 6%	11 3%	19 8%i	8 6%	18 10%l	20 5%	15 13%mr	4 9%r	10 28%rmoqr	2 3%	2 1%	2 6%r	31 5%	18 5%	13 5%	20 8%	6 10%	4 7%	10 9%	4 18%
Not applicable	150	60	91a	8	60cg	44cg	38c	22	90cg	19	17	37i	24i	71ijk	50	16	15mnr	21mnoqr	28mnr	14	5r	66	26	41u	82t	27uvz	26uvz	29uv	2
Mean	2.23	2.12	2.34a	2.45efh	2.34f	2.14	2.08	2.39ef	2.25	2.21	2.18	2.23	2.33	2.27	2.30r	2.33r	2.18	2.34	2.23	1.97	2.52r	2.22	2.20	2.25	2.26	2.35	2.28	2.20	2.12
Standard deviation	0.94	0.91	0.95	0.99	0.99	0.82	0.90	0.98	0.93	0.94	0.93	0.92	0.93	0.97	0.94	0.88	1.14	0.96	1.00	0.81	0.96	0.94	0.91	0.97	0.95	1.02	1.07	0.85	0.75
Standard error	0.03	0.04	0.05	0.08	0.06	0.06	0.07	0.06	0.05	0.09	0.05	0.07	0.07	0.07	0.05	0.08	0.15	0.19	0.15	0.06	0.12	0.04	0.05	0.06	0.06	0.14	0.14	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) - West Midlands

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+ 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	881	432	449	150	273	209	249	213	419	128*	334	235	126	187	389	123	51*	35*	81*	174	28*	613	340	273	244	66*	58*	120	24**
Very worried (4)	139 16%	65 15%	74 16%	29 20%f	66 24%ef	25 12%	19 7%	39 18%f	81 19%f	15 12%	50 15%	35 15%	20 16%	33 18%	71 18%r	20 16%r	16 23%	11 8%	7 9%	10 6%	4 14%r	79 13%	32 9%	47 17%u	56 23%t	15 23%u	14 24%u	27 23%u	3 14%
Fairly worried (3)	218 25%	99 23%	120 27%	41 27%	77 28%	51 24%	50 20%	58 27%	111 26%	30 24%	83 25%	57 24%	39 31%	39 21%	99 25%	37 30%	12 23%	8 25%	13 16%	38 22%	11 40%mqr	156 25%	73 21%	83 30%uy	58 24%	19 29%	8 13%	31 26%	4 18%
Not very worried (2)	363 41%	190 44%	173 39%	42 28%	92 34%	106 50%cdg	124 50%cdg	63 30%	176 42%cdg	61 48%	146 44%k	104 44%k	39 31%	74 39%	159 41%p	46 37%p	16 30%p	4 11%	43 53%op	85 49%op	11 38%p	273 44%w	170 50%vxyz	102 38%	79 33%	20 30%	18 32%	41 34%	11 45%
Not at all worried (1)	111 13%	66 15%b	45 10%	18 12%	24 9%	23 11%	45 18%cdh	26 12%	39 9%	16 12%	48 14%	26 11%	18 14%	18 10%	45 12%ps	7 6%	5 9%	4 11%	11 13%	38 22%mnos	2 2%	82 13%	50 15%	32 12%	27 11%	6 9%	8 15%	12 10%	2 8%
NET: Worried	357 41%	164 38%	193 43%	70 47%f	142 52%ef	76 36%	68 27%	97 45%f	192 46%f	46 36%	133 40%	92 39%	59 47%	73 39%	170 44%qr	57 46%qr	28 54%qr	20 57%qr	20 24%	48 27%	15 54%qr	235 38%	105 31%	130 48%u	114 47%t	34 52%u	22 38%	58 49%u	8 13%
NET: Not worried	474 54%	255 59%b	218 49%	60 40%	115 42%	129 62%cdgh	169 68%cdgh	90 42%	215 51%cdg	77 60%	194 58%k	130 55%	58 46%	92 49%	204 53%p	53 43%p	20 39%	7 21%	53 66%nops	124 71%mnop	11 40%	355 58%w	220 65%vxyz	134 49%	106 44%	26 39%	27 46%	53 45%	13 52%
Don't know	50 6%	13 3%	37 8%a	19 13%defh	16 6%	4 2%	11 5%	27 13%defh	12 3%	6 4%	6 2%	13 5%	10 8%i	22 12%ij	14 4%	13 10%mr	4 7%r	8 22%omors	8 10%r	2 1%	2 5%	23 4%	15 4%	8 3%	23 9%t	5 8%	9 16%uv	8 7%	4 16%
Not applicable	136	53	84a	9	49cg	44cg	34c	16	86cg	19	17	31i	22i	65ijk	47	14	11mr	21mnoqr	27mnr	11	4r	59	26	33	75t	24uvz	26uvz	24u	2
Mean	2.46	2.39	2.54a	2.62ef	2.72ef	2.38f	2.17	2.59ef	2.58ef	2.37	2.41	2.46	2.52	2.53	2.52r	2.63qr	2.82mqr	3.00	2.22	2.11	2.70qr	2.39	2.27	2.55u	2.65t	2.72u	2.56u	2.65u	2.45
Standard deviation	0.92	0.93	0.91	0.99	0.95	0.84	0.83	0.97	0.92	0.87	0.92	0.90	0.96	0.94	0.93	0.86	1.01	1.07	0.81	0.81	0.77	0.89	0.84	0.92	0.99	0.96	1.09	0.97	0.90
Standard error	0.03	0.04	0.05	0.08	0.06	0.06	0.06	0.06	0.05	0.09	0.05	0.06	0.08	0.07	0.05	0.07	0.13	0.20	0.13	0.06	0.10	0.04	0.05	0.06	0.12	0.15	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) - West Midlands

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+ 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 (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	971	464	507	156	308	243	265	223	483	141*	348	254	142	227	422	134	61*	49*	97*	178	31*	649	350	299	296	83*	73*	140	27**
Very worried (4)	129 13%	46 10%	83 16%a	26 17%	52 17%e	23 10%	28 11%	38 17%e	64 13%	19 13%	58 17%k	29 11%	12 9%	30 13%	63 15%	26 19%r	7 12%	5 10%	10 11%	15 8%	3 11%	91 14%	39 11%	52 17%z	36 12%	14 17%	10 13%	12 9%	3 11%
Fairly worried (3)	268 28%	138 30%	130 26%	54 35%	81 26%	63 26%	70 26%	69 31%	129 27%	36 26%	114 33%l	70 28%	39 27%	45 20%	125 30%q	29 22%	22 36%nq	16 31%	14 15%	56 32%q	6 20%	200 31%w	115 33%xz	86 29%	61 21%	16 20%	15 21%	30 21%	7 26%
Not very worried (2)	361 37%	193 41%b	168 33%	35 23%	110 36%cg	100 41%cg	115 44%cg	58 26%	188 39%cg	55 39%	116 33%	103 41%	58 41%	84 37%	151 36%p	49 36%p	19 31%	8 16%	49 51%mp	73 41%p	13 41%p	240 37%	132 38%	108 36%	111 38%	26 32%	32 43%	53 38%	10 38%
Not at all worried (1)	119 12%	64 14%	55 11%	18 12%	38 12%	33 14%	30 11%	28 12%	62 13%	18 13%	45 13%	29 11%	17 12%	29 13%	58 14%	9 7%	9 14%	5 10%	7 8%	26 15%n	5 14%	71 11%	37 10%	35 12%	46 15%	13 15%	8 11%	25 18%u	2 8%
NET: Worried	397 41%	184 40%	214 42%	80 52%efh	133 43%	87 36%	97 37%	107 48%ef	193 40%	55 39%	172 49%jkl	99 39%	51 36%	75 33%	187 44%qs	55 41%q	29 48%q	21 42%	25 25%	71 40%	10 31%	291 45%w	153 44%z	138 46%z	96 33%	30 36%	25 34%	42 30%	10 37%
NET: Not worried	480 49%	257 55%b	223 44%	54 34%	148 48%cg	134 55%cg	145 55%cg	85 38%	249 52%cg	73 52%	160 46%	132 52%	75 53%	113 50%	208 49%p	58 43%p	27 45%p	13 27%	56 58%p	99 56%np	17 55%p	311 48%	169 48%	142 48%	157 53%	39 47%	40 54%	78 56%	12 46%
Don't know	94 10%	23 5%	70 14%a	22 14%h	27 9%	23 9%	22 8%	31 14%h	41 8%	13 9%	16 5%	23 9%	16 11%l	38 17%ij	26 6%	20 15%mr	4 7%	16 32%mnor	16 16%mr	7 4%	4 14%mr	47 7%	28 8%	19 6%	43 14%t	14 16%uv	9 12%	20 15%uv	4 17%
Not applicable	46	20	26	3	14	11	18	6	22	6	3	12i	6i	25ijk	14	3	2	7mnr	11mn	7	1	23	16	7	22t	7v	11uvz	4	-
Mean	2.46	2.38	2.55a	2.65efh	2.53	2.35	2.39	2.61efh	2.44	2.43	2.56	2.43	2.37	2.41	2.49	2.63rs	2.49	2.61	2.34	2.35	2.31	2.52w	2.48z	2.55z	2.34	2.45	2.40	2.24	2.47
Standard deviation	0.90	0.86	0.94	0.95	0.94	0.86	0.85	0.96	0.90	0.91	0.93	0.87	0.84	0.93	0.93	0.93	0.91	0.93	0.82	0.84	0.91	0.89	0.85	0.93	0.93	1.02	0.90	0.90	0.86
Standard error	0.03	0.04	0.05	0.07	0.05	0.06	0.06	0.06	0.04	0.09	0.05	0.06	0.07	0.06	0.05	0.08	0.10	0.16	0.12	0.07	0.11	0.04	0.05	0.06	0.06	0.12	0.11	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) - West Midlands

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)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	649	321	328	138	285	191	35**	202	412	119*	252	189	103	106	424	129	23**	19**	7**	21**	25*	434	162	273	198	54*	41*	103	16**
Very worried (4)	94 15%	45 14%	50 15%	20 15%	56 20%e	16 8%	2 6%	32 16%	61 15%	7 6%	38 15%	24 13%	17 16%	15 14%	69 16%	12 9%	2 9%	7 36%	-	1 3%	4 16%	58 13%	9 6%	49 18%u	32 16%	12 23%u	9 22%u	11 11%	4 24%
Fairly worried (3)	149 23%	70 22%	79 24%	29 21%	70 25%	48 25%	2 6%	41 20%	106 26%	26 22%	63 25%	37 20%	23 22%	26 25%	100 23%	32 25%	6 27%	4 19%	-	2 10%	6 22%	97 22%	30 18%	68 25%	50 25%	16 30%	5 12%	29 28%y	2 9%
Not very worried (2)	244 38%	114 36%	130 40%	48 35%	102 36%	80 42%	13 38%	69 34%	161 39%	52 43%	95 38%	79 42%l	38 37%	32 30%	160 38%	55 43%	8 34%	2 12%	1 18%	8 36%	10 39%	168 39%	65 40%	103 38%	70 36%	17 32%	16 40%	37 36%	6 34%
Not at all worried (1)	124 19%	76 24%b	48 15%	29 21%	39 14%	42 22%	14 41%	42 21%d	68 16%	28 24%	50 20%	36 19%	15 14%	23 22%	76 18%	20 16%	6 25%	3 13%	6 82%	9 43%	4 16%	89 21%	48 30%vz	42 15%	33 17%	8 15%	9 21%	17 16%	1 6%
NET: Worried	243 37%	115 36%	128 39%	49 35%	127 44%e	64 33%	4 12%	72 36%	167 41%	33 28%	101 40%	61 33%	40 38%	41 39%	168 40%	43 34%	8 36%	11 55%	-	3 13%	10 38%	155 36%	39 24%	117 43%u	82 42%	28 53%u	14 34%	40 39%u	5 33%
NET: Not worried	368 57%	190 59%	178 54%	77 56%	141 50%	121 64%d	28 79%	111 55%	229 56%	80 67%	146 58%	115 61%	52 51%	55 52%	236 56%	76 59%	14 59%	5 25%	7 100%	17 79%	14 55%	257 59%	112 69%vxz	145 53%	104 52%	25 47%	25 61%	53 52%	7 40%
Don't know	38 6%	16 5%	22 7%	12 9%h	17 6%	6 3%	3 9%	19 9%eh	16 4%	6 5%	5 2%	12 6%	11 11%i	10 9%i	20 5%	10 8%	1 5%	4 20%	-	2 8%	2 6%	22 5%	11 7%	11 4%	12 6%	*	2 6%	9 9%	4 27%
Not applicable	368	163	205a	21	37	63cdgh	247	28	93dg	29	99	78	45	146ijk	12	8	40	37	101	163	7mn	238	204vz	34	120	36vz	43vz	41v	10
Mean	2.35	2.28	2.43	2.32	2.54ceg	2.20	1.74	2.34	2.41e	2.11	2.36	2.28	2.46	2.35	2.40	2.30	2.22	2.97	1.18	1.71	2.40	2.30	2.00	2.47u	2.44	2.61u	2.36	2.37u	2.71
Standard deviation	0.97	1.00	0.94	1.00	0.98	0.89	0.85	1.01	0.94	0.86	0.98	0.94	0.97	1.02	0.98	0.87	0.97	1.16	0.41	0.82	0.98	0.96	0.87	0.97	0.98	1.01	1.08	0.91	1.05
Standard error	0.04	0.06	0.05	0.08	0.06	0.07	0.18	0.07	0.05	0.09	0.07	0.07	0.09	0.09	0.05	0.07	0.17	0.29	0.21	0.19	0.13	0.05	0.07	0.06	0.06	0.14	0.16	0.08	0.32

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) - West Midlands

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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (exl NA for %)	802	408	393	140	290	205	167	201	433	116*	294	222	112	173	402	119	48*	34*	57*	116	26*	539	244	296	240	65*	57*	119	22**
Very worried (4)	93 12%	45 11%	47 12%	20 14% ^f	55 19% ^{ef}	15 7%	3 2%	31 15% ^{ef}	58 13% ^f	7 6%	37 13%	19 8%	14 13%	23 13%	61 15% ^r	14 11% ^r	2 5%	10 29% ^{mnopr}	2 4%	1 1%	3 11% ^r	52 10%	9 4%	43 15% ^u	38 16% ^t	7 11% ^u	10 18% ^u	21 18% ^u	2 10%
Fairly worried (3)	210 26%	90 22%	120 31% ^a	35 25%	86 30% ^f	58 28%	31 19%	47 23%	132 30% ^f	32 28%	60 21%	68 31% ⁱ	37 33% ⁱ	45 26%	115 29% ^r	32 27%	19 38% ^r	7 20%	13 23%	19 16%	7 25%	124 23%	41 17%	83 28% ^u	81 34% ^t	29 44% ^{uv}	16 29%	35 30% ^u	6 28%
Not very worried (2)	274 34%	143 35%	131 33%	47 34%	101 35%	67 32%	59 35%	70 35%	145 33%	38 32%	103 35%	84 38%	32 29%	55 32%	140 35%	41 35%	16 34%	8 22%	22 39%	36 31%	11 41%	190 35%	74 31%	116 39%	78 32%	18 27%	19 34%	41 35%	6 26%
Not at all worried (1)	191 24%	117 29% ^b	73 19%	22 16%	36 13%	61 30% ^{cdgh}	71 42% ^{cdgh}	31 15%	89 21% ^d	37 32%	86 29% ^{jk}	42 19%	21 19%	41 24%	70 17%	26 22%	8 17%	5 14%	18 32%	59 51% ^{mnop}	5 19%	157 29% ^w	110 45% ^{vwxyz}	47 16%	31 13%	10 16%	7 12%	13 11%	3 16%
NET: Worried	303 38%	135 33%	168 43% ^a	55 39% ^f	141 49% ^{efg}	73 35% ^f	34 21%	78 39% ^f	190 44% ^f	39 34%	97 33%	87 39%	51 46% ⁱ	67 39%	176 44% ^r	45 38% ^r	21 43% ^r	16 49% ^r	15 27%	19 17%	9 36% ^r	176 33%	50 20%	126 43% ^u	119 49% ^t	36 55% ^u	26 46% ^u	56 48% ^u	8 38%
NET: Not worried	465 58%	260 64% ^b	204 52%	69 50%	138 47%	128 62% ^{cdg}	129 78% ^{cdgh}	102 50%	233 54%	75 64%	189 64% ^k	126 57%	54 48%	96 55%	210 52%	67 56% ^p	25 51%	12 37%	40 70% ^p	95 82% ^{mnop}	16 60% ^p	347 64% ^w	184 76% ^{vwxyz}	162 55%	109 45%	28 43%	26 46%	55 46%	9 42%
Don't know	34 4%	13 3%	22 5%	16 11% ^{defh}	11 4%	5 2%	3 2%	21 11% ^{defh}	10 2%	3 2%	8 3%	9 4%	7 6%	10 6%	16 4%	7 6%	3 6%	5 14% ^{mr}	1 3%	2 1%	1 3%	17 3%	10 4%	7 2%	13 5%	1 2%	4 8%	7 6%	4 20%
Not applicable	215	76	139 ^a	19	32	49 ^{cdg}	115 ^{cdegh}	28	72	31	57	44	36 ^{ij}	79 ^{ijk}	34	18	15 ^{mn}	23 ^{mno}	51 ^{mno}	68 ^{mno}	7 ^m	133	123 ^{vz}	10	78 ^t	25 ^{vz}	27 ^{vz}	25 ^v	5
Mean	2.27	2.16	2.38 ^a	2.42 ^{ef}	2.57 ^{efh}	2.13 ^f	1.80	2.44 ^{ef}	2.38 ^{ef}	2.08	2.17	2.30	2.42 ⁱ	2.30	2.43 ^r	2.29 ^r	2.33 ^r	2.74	1.99	1.66	2.28 ^r	2.14	1.78	2.43 ^u	2.55 ^t	2.51 ^u	2.56 ^u	2.58 ^u	2.41
Standard deviation	0.97	0.98	0.94	0.96	0.95	0.94	0.81	0.97	0.97	0.92	1.00	0.89	0.96	1.00	0.96	0.96	0.84	1.12	0.86	0.77	0.93	0.96	0.87	0.93	0.90	0.96	0.93	0.93	0.97
Standard error	0.03	0.05	0.05	0.08	0.05	0.07	0.07	0.06	0.05	0.10	0.06	0.06	0.08	0.07	0.05	0.08	0.11	0.20	0.15	0.07	0.12	0.04	0.06	0.06	0.11	0.12	0.08	0.08	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) - West Midlands

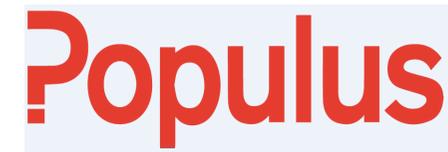
ONLINE Fieldwork : January to December 2018

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 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 (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	754	365	389	115	238	197	204	164	387	115*	308	195	114	137	342	111*	34*	28**	58**	158	24*	644	348	296	94*	26**	23**	46*	16**
Very worried (4)	58 8%	23 6%	35 9%	18 15%efh	25 11%ef	7 3%	8 4%	20 12%ef	29 8%	5 5%	22 7%	13 6%	14 12%	10 7%	34 10%fr	9 8%fr	6 17%fr	2 6%	4 6%	3 2%	2 7%	48 7%	19 5%	29 10%	7 7%	3 13%	-	3 7%	4 23%
Fairly worried (3)	131 17%	63 17%	68 17%	24 21%	44 18%	27 13%	37 18%	32 20%	62 16%	23 20%	66 21%k	33 17%	11 10%	21 15%	75 22%nr	12 11%	5 15%	3 10%	13 23%	21 13%	2 10%	114 18%	54 16%	60 20%	14 15%	2 9%	3 15%	8 18%	3 22%
Not very worried (2)	316 42%	149 41%	167 43%	33 29%	97 41%c	107 54%cdfg	78 38%	53 33%	184 48%cg	50 43%	125 41%	89 46%	50 44%	51 37%	140 41%	54 49%	11 32%	10 37%	20 34%	68 43%	13 54%o	284 44%	151 43%	133 45%	31 33%	6 23%	10 45%	15 33%	1 6%
Not at all worried (1)	203 27%	118 32%b	86 22%	27 23%	57 24%	45 23%	75 37%cdg	36 22%	93 24%	27 23%	87 28%	46 24%	30 26%	40 29%	76 22%	22 20%	10 30%	7 26%	19 33%	63 40%ms	6 23%	171 27%	107 31%v	64 22%	29 31%	9 35%	8 35%	12 26%	4 24%
NET: Worried	189 25%	86 24%	103 26%	41 36%efh	69 29%e	33 17%	45 22%	53 32%efh	91 24%	28 25%	88 29%	46 24%	25 22%	31 22%	109 32%nr	21 19%	11 31%r	4 16%	17 29%	24 15%	4 17%	162 25%	73 21%	89 30%u	21 22%	6 22%	3 15%	12 25%	7 45%
NET: Not worried	519 69%	267 73%b	253 65%	60 52%	154 65%c	152 77%cdg	153 75%cdg	89 54%	277 72%cg	76 66%	212 69%	135 69%	80 70%	91 67%	216 63%	76 68%	21 62%	17 62%	39 67%	131 83%mo	19 78%	455 71%	258 74%z	197 67%	60 64%	15 58%	18 80%	27 59%	5 30%
Don't know	45 6%	12 3%	34 9%a	13 12%fh	15 6%	11 6%	5 3%	22 13%defh	18 5%	10 9%	7 2%	14 7%i	9 8%i	15 11%i	16 5%	14 13%mr	2 6%	6 22%	2 4%	3 2%	1 5%	28 4%	18 5%	10 3%	14 14%t	5 20%	1 5%	7 16%uv	4 25%
Not applicable	263	120	143	44	84	57	79	66eh	119	33	43	71i	34i	115ijk	94r	26	28mns	28	50	27	9r	28	18	10	224t	64	62	98uv	11
Mean	2.06	1.98	2.15a	2.32efh	2.17ef	1.97	1.89	2.26efh	2.07f	2.07	2.08	2.07	2.08	2.00	2.20r	2.09r	2.19r	1.95	2.02	1.76	2.01	2.06	1.95	2.19u	1.98	2.00	1.80	2.08	2.58
Standard deviation	0.89	0.88	0.90	1.05	0.94	0.73	0.85	1.00	0.86	0.82	0.89	0.85	0.96	0.91	0.92	0.85	1.09	0.88	0.93	0.75	0.82	0.88	0.84	0.90	0.94	1.12	0.71	0.94	1.28
Standard error	0.03	0.05	0.05	0.09	0.06	0.06	0.07	0.07	0.05	0.09	0.05	0.07	0.08	0.08	0.05	0.08	0.16	0.19	0.17	0.06	0.12	0.04	0.05	0.05	0.09	0.23	0.15	0.13	0.37

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) - West Midlands

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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	650	329	321	116	226	180	127*	164	358	103*	243	167	106	134	320	104*	36*	27**	41**	98*	23*	504	213	291	131	37**	43*	51*	15**
Very worried (4)	28 4%	15 4%	13 4%	8 7% ^f	11 5%	7 4%	1 1%	11 7% ^f	16 4%	4 4%	13 5%	5 3%	2 2%	8 6%	17 5%	4 3%	2 4%	4 14%	-	1 1%	* 1%	22 8%	5 2%	17 6%	6 5%	4 10%	-	2 5%	-
Fairly worried (3)	63 10%	35 11%	27 8%	15 13% ^f	31 13% ^f	14 8% ^f	2 2%	18 11% ^f	42 12% ^f	8 7%	23 9%	17 10%	9 9%	13 10%	40 12% ^r	12 12% ^r	5 13% ^r	2 7%	2 6%	1 1%	1 6% ^r	39 8%	8 4%	31 11% ^u	23 18% ^t	8 23%	7 17% ^u	8 15% ^u	-
Not very worried (2)	166 26%	91 28%	75 24%	28 24% ^f	80 35% ^{cf}	49 27% ^f	9 7%	43 26% ^f	114 32% ^f	19 19%	57 23%	46 28%	31 30%	31 23%	102 32% ^{nr}	20 19% ^r	14 40% ^{nr}	9 34%	5 13%	7 7%	8 35% ^{nr}	134 27%	34 16%	100 35% ^u	31 23%	4 10%	16 36% ^u	11 22%	2 10%
Not at all worried (1)	357 55%	177 54%	180 56%	48 41%	92 41%	104 58% ^{cdg}	114 89% ^{cdg}	70 42%	173 48%	66 64%	144 59%	84 50%	56 53%	73 54%	147 46%	57 55%	14 38%	5 17%	34 82%	88 89% ^{mno}	13 55%	292 58% ^w	160 75% ^{vyz}	132 46%	56 43%	15 40%	18 42%	24 46%	9 57%
NET: Worried	90 14%	50 15%	40 13%	24 20% ^f	42 18% ^f	22 12% ^f	3 3%	29 18% ^f	58 16% ^f	12 11%	36 15%	22 13%	11 11%	21 16%	57 18% ^r	16 15% ^r	6 17% ^r	5 20%	2 6%	2 2%	2 8%	61 12%	13 6%	48 17% ^u	29 22% ^t	12 33%	7 17% ^u	10 19% ^u	-
NET: Not worried	523 80%	267 81%	256 80%	76 65%	172 76% ^c	152 85% ^{cg}	123 97% ^{cdg}	113 69%	287 80% ^{cg}	85 83%	201 83%	130 78%	88 83%	104 78%	249 78%	77 74%	28 78%	14 51%	39 94%	95 97% ^{mno}	21 90% ⁿ	426 85% ^w	193 75% ^{vyz}	233 80%	87 66%	18 49%	34 79%	35 68%	10 67%
Don't know	36 6%	11 3%	25 8% ^{ea}	16 14% ^{defh}	13 6% ^f	6 3%	1 1%	22 13% ^{defh}	13 4%	6 6%	6 3%	15 9% ⁱ	7 7%	8 6%	14 4%	11 11% ^{mr}	2 5%	8 29%	-	1 1%	* 2%	17 3%	7 3%	10 3%	15 11% ^t	7 18%	2 4%	6 12% ^{uv}	5 33%
Not applicable	367	156	212a	43	96	74	155cdegh	65	147	45	108	99ik	42	118ijk	116	33	27mns	29	67	86mns	10	169	153v	16	187t	53	42uv	93uv	11
Mean	1.61	1.65	1.57	1.84ef	1.82ef	1.57f	1.13	1.79ef	1.71f	1.48	1.60	1.63	1.56	1.65	1.76r	1.59r	1.83r	2.24	1.24	1.13	1.53r	1.57	1.31	1.76u	1.82t	2.04	1.74u	1.75u	1.15
Standard deviation	0.85	0.85	0.83	0.98	0.87	0.82	0.44	0.94	0.85	0.81	0.87	0.82	0.75	0.91	0.88	0.86	0.84	1.05	0.55	0.46	0.69	0.82	0.66	0.88	0.93	1.14	0.75	0.93	0.38
Standard error	0.03	0.05	0.05	0.09	0.06	0.06	0.04	0.07	0.05	0.09	0.06	0.07	0.07	0.08	0.05	0.08	0.12	0.23	0.11	0.05	0.09	0.04	0.05	0.05	0.08	0.20	0.11	0.12	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) - West Midlands

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 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)	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 (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (exl NA for %)	1003	478	524	154	318	251	279	224	499	145*	344	263	147	248	431	134	62*	54*	108*	182	31*	660	359	302	316	89*	84*	143	27**
Very worried (4)	166 17%	78 16%	88 17%	19 12%	60 19%	35 14%	53 19%	32 14%	81 16%	21 14%	52 15%	43 16%	20 14%	51 20%	61 14%	25 19%	14 23%	7 14%	23 21%	30 16%	5 15%	113 17%	61 17%	52 17%	46 15%	18 21%	13 15%	15 11%	6 24%
Fairly worried (3)	383 38%	173 36%	210 40%	53 34%	106 33%	101 40%	124 44%cdg	75 33%	185 37%	58 40%	153 44%kl	96 36%	49 33%	85 34%	154 36%	45 34%	26 42%	22 40%	37 34%	89 49%mn	10 32%	255 39%	152 42%	103 34%	119 38%	32 36%	33 39%	54 38%	10 37%
Not very worried (2)	315 31%	156 33%	158 30%	44 29%	97 30%	91 36%	83 30%	65 29%	167 33%	52 36%	100 29%	88 34%	55 37%	71 29%	146 34%	41 30%	15 25%	11 20%	42 39%p	47 26%	13 41%opr	209 32%	108 30%	101 34%	100 32%	27 30%	26 31%	47 33%	5 20%
Not at all worried (1)	73 7%	52 11%b	21 4%	18 11%ef	32 10%ef	10 4%	13 5%	23 10%ef	36 7%	8 6%	29 8%	19 7%	7 5%	18 7%	44 10%	6 5%	3 5%	5 9%	3 3%	11 6%	1 3%	48 7%	18 5%	30 10%u	24 8%	8 9%	4 5%	11 8%	1 4%
NET: Worried	549 55%	251 52%	298 57%	71 46%	165 52%	136 54%	176 63%cdgh	106 47%	266 53%	78 54%	205 60%k	138 53%	69 47%	136 55%	216 50%	70 53%	40 65%ms	29 54%	60 55%	119 65%mn	15 47%	368 56%	213 59%z	155 51%	165 52%	50 56%	45 54%	70 49%	16 61%
NET: Not worried	387 39%	208 44%b	179 34%	62 40%	128 40%	101 40%	96 34%	88 39%	203 41%	60 42%	129 37%	107 41%	62 42%	89 36%	191 44%opr	47 35%	18 29%	16 29%	45 41%	58 32%	14 44%	257 39%	126 35%	131 43%	124 39%	35 40%	30 36%	58 41%	6 24%
Don't know	66 7%	19 4%	47 9%a	21 13%efh	25 8%f	14 5%	7 2%	30 13%defh	29 6%	6 4%	10 3%	18 7%	16 11%i	23 9%i	25 6%	17 12%mqr	4 6%	9 17%mqr	4 3%	6 3%	3 9%r	35 11%i	19 5%	16 5%	27 9%	4 4%	9 10%	15 10%	4 15%
Not applicable	14	6	8	5	4	3	3	5	6	3	6	3	1	4	5	3	1	2	-	2	1q	12	8	4	2	1	1	1	-
Mean	2.69	2.60	2.77a	2.54	2.66	2.68	2.79cg	2.59	2.66	2.65	2.68	2.66	2.62	2.75	2.57	2.76	2.88m	2.71	2.77	2.78m	2.64	2.69	2.75z	2.62	2.65	2.71	2.71	2.57	2.95
Standard deviation	0.85	0.90	0.80	0.89	0.92	0.78	0.81	0.90	0.85	0.81	0.84	0.85	0.81	0.89	0.88	0.85	0.84	0.87	0.82	0.80	0.81	0.85	0.81	0.90	0.85	0.92	0.81	0.82	0.86
Standard error	0.03	0.04	0.04	0.07	0.05	0.05	0.06	0.06	0.04	0.08	0.05	0.06	0.06	0.06	0.05	0.07	0.09	0.13	0.11	0.06	0.10	0.04	0.05	0.05	0.10	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) - West Midlands

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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	772	385	387	146	298	199	128*	214	430	118*	268	205	114	185	403	117	55*	44*	59*	69*	26*	453	153	300	301	87*	78*	136	18**
Very worried (4)	112 14%	56 15%	56 14%	25 17% <i>f</i>	56 19% <i>f</i>	25 13% <i>f</i>	5 4%	36 17% <i>f</i>	71 16% <i>f</i>	12 10%	31 12%	32 15%	16 14%	33 18%	65 16% <i>r</i>	16 14%	14 26% <i>qr</i>	8 17% <i>r</i>	3 6%	3 4%	3 11%	54 12%	12 8%	43 14%	55 18% <i>t</i>	17 20% <i>u</i>	10 13%	28 21% <i>u</i>	2 12%
Fairly worried (3)	242 31%	107 28%	135 35%	53 36%	100 34%	57 28%	33 26%	73 34%	136 32%	33 28%	84 31%	65 32%	37 32%	57 31%	134 33% <i>r</i>	34 29%	21 39% <i>r</i>	14 31%	17 29%	13 19%	9 35% <i>r</i>	120 26%	23 15%	97 32% <i>u</i>	116 38% <i>t</i>	31 35% <i>u</i>	29 38% <i>u</i>	55 41% <i>u</i>	7 39%
Not very worried (2)	262 34%	135 35%	127 33%	34 23%	105 35% <i>cg</i>	76 38% <i>cg</i>	47 36% <i>c</i>	56 26%	159 37% <i>cg</i>	44 38%	97 36%	70 34%	35 31%	59 32%	138 34%	36 31%	13 24%	14 31%	23 38%	26 38%	12 46% <i>o</i>	167 37%	52 34%	115 38% <i>z</i>	91 30%	27 27%	37 27%	4 22%	
Not at all worried (1)	118 15%	73 19% <i>b</i>	45 12%	20 13%	27 9%	35 18% <i>d</i>	36 28% <i>cdgh</i>	28 13%	54 21%	24 19%	50 14%	29 12%	14 12%	24 13%	55 14%	19 16%	3 6%	4 8%	10 18%	24 35% <i>mnop</i>	1 5%	90 20% <i>w</i>	52 34% <i>vxyz</i>	38 13%	27 9%	8 9%	8 11%	10 8%	1 3%
NET: Worried	354 46%	163 42%	191 49%	78 53% <i>ef</i>	156 52% <i>ef</i>	82 41%	39 30%	109 51% <i>f</i>	207 48% <i>f</i>	45 38%	115 43%	96 47%	52 46%	90 49%	199 49% <i>r</i>	50 43% <i>r</i>	35 64% <i>mnqr</i>	21 48% <i>r</i>	21 35%	16 23%	12 46% <i>r</i>	174 38%	34 23%	140 47% <i>u</i>	171 57% <i>t</i>	48 55% <i>u</i>	40 51% <i>u</i>	83 61% <i>uv</i>	9 50%
NET: Not worried	379 49%	207 54% <i>b</i>	172 44%	54 37%	131 44%	112 56% <i>cdg</i>	82 64% <i>cdgh</i>	84 39%	213 50% <i>cg</i>	69 58%	147 55%	99 48%	50 43%	84 45%	193 48% <i>o</i>	56 47% <i>o</i>	17 31%	17 40%	33 56% <i>o</i>	50 72% <i>mnop</i>	13 51% <i>o</i>	257 57% <i>w</i>	104 68% <i>vxyz</i>	153 51% <i>z</i>	117 39%	35 40%	36 46%	47 35%	5 25%
Don't know	38 5%	15 4%	24 6%	14 10% <i>deh</i>	11 4%	6 3%	7 6%	21 10% <i>deh</i>	10 2%	5 4%	6 2%	10 5%	12 11% <i>i</i>	10 6%	10 3%	12 10% <i>m</i>	3 5%	5 12% <i>m</i>	5 9%	3 4%	1 3%	21 5%	14 9% <i>v</i>	8 3%	13 4%	4 5%	3 4%	6 4%	4 25%
Not applicable	245	99	146a	13	24	54cdgh	154cdgh	15	76cdg	29	83	61	34	67	33	20m	8	12m	49mnop	116mn	7m	219w	214vxyz	6	17	3	6v	7	9
Mean	2.48	2.39	2.56a	2.63ef	2.64ef	2.37f	2.07	2.61ef	2.53f	2.28	2.37	2.51	2.53	2.57i	2.53r	2.44r	2.88mnr	2.65r	2.25	1.92	2.53r	2.32	1.95	2.49u	2.69t	2.69u	2.55u	2.77uv	2.78
Standard deviation	0.94	0.97	0.90	0.96	0.90	0.93	0.86	0.95	0.92	0.92	0.92	0.93	0.92	0.96	0.93	0.96	0.89	0.91	0.85	0.87	0.78	0.94	0.94	0.90	0.89	0.91	0.87	0.88	0.78
Standard error	0.03	0.05	0.05	0.07	0.05	0.07	0.09	0.06	0.05	0.09	0.06	0.07	0.08	0.07	0.05	0.08	0.11	0.15	0.15	0.10	0.10	0.05	0.08	0.05	0.05	0.10	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

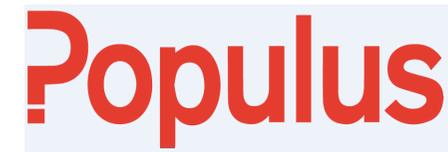
ONLINE Fieldwork : January to December 2018

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 (B)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	1013	483	530	158	320	252	282	228	503	146*	351	265	147	250	435	135	63*	55*	108*	185	33*	670	365	306	316	90*	83*	143	27**
Very worried (4)	287 28%	134 28%	153 29%	44 28%	90 28%	71 28%	82 29%	62 27%	142 28%	35 24%	125 36%kl	71 27%	31 21%	60 24%	121 28%	39 29%	21 33%	11 21%	29 27%	59 32%	7 22%	198 29%	109 30%x	89 29%x	78 25%	14 15%	24 29%	40 28%x	12 45%
Fairly worried (3)	283 28%	128 27%	154 29%	48 31%	84 26%	65 26%	85 30%	64 28%	134 27%	45 31%	100 28%	76 28%	43 29%	64 26%	114 26%	37 27%	27 43%mp	11 21%	29 27%	59 29%	7 30%	191 28%	113 31%	77 25%	88 28%	29 32%	18 21%	42 29%	4 14%
Not very worried (2)	233 23%	114 24%	119 22%	25 16%	80 25%c	65 26%c	63 30%	42 18%	128 25%cg	33 22%	77 22%	68 26%	32 21%	56 22%	110 25%	31 23%	9 14%	10 19%	21 20%	43 23%	9 27%	160 24%	83 31%	76 25%	67 21%	23 26%	16 19%	28 19%	6 23%
Not at all worried (1)	137 14%	86 18%b	51 10%	17 11%	36 11%	38 15%	47 17%	26 11%	65 13%	25 17%	35 10%	30 11%	31 21%ij	43 17%i	64 15%o	11 8%	3 5%	6 10%	25 23%nos	27 14%	2 6%	91 14%	45 12%	46 15%	45 14%	14 15%	15 18%	16 12%	1 4%
NET: Worried	570 56%	263 54%	307 58%	92 58%	174 54%	136 54%	168 59%	126 55%	276 55%	80 55%	225 64%kl	147 55%	74 50%	124 50%	235 54%	76 56%	48 76%mpnqrs	23 41%	59 54%	113 61%p	17 51%	388 58%	222 61%	166 54%	166 53%	43 48%	42 50%	81 57%	16 59%
NET: Not worried	370 37%	200 41%b	170 32%	43 27%	115 36%	102 41%cg	110 39%cg	68 30%	192 38%cg	58 39%	111 32%	98 37%	62 42%i	99 39%	174 40%o	41 31%	12 20%	16 29%	46 42%o	69 38%o	11 33%	250 37%	128 35%	122 40%	112 36%	37 41%	31 37%	44 31%	7 27%
Don't know	73 7%	20 4%	53 10%a	23 15%efh	31 10%f	14 6%f	5 2%	34 15%efh	34 7%f	9 6%	15 4%	20 8%	11 8%	27 11%i	25 6%r	18 13%mqr	3 5%	16 30%mnqr	4 3%	2 1%	5 15%moqr	32 5%	14 4%	17 6%	38 12%t	10 11%u	10 12%u	17 12%uv	4 15%
Not applicable	4	2	2	1	2	1	-	1	3	1	-	1	1	1	1	-	1mr	-	-	-	2	1	1	2	-	1	1	-	
Mean	2.77	2.67	2.86a	2.88	2.79	2.71	2.73	2.84	2.75	2.66	2.94kl	2.77	2.54	2.64	2.71	2.89	3.08mq	2.74	2.61	2.80	2.80	2.77	2.82	2.73	2.71	2.54	2.69	2.83	3.16
Standard deviation	1.04	1.08	0.99	1.01	1.02	1.06	1.06	1.02	1.04	1.05	1.01	1.00	1.08	1.08	1.05	0.98	0.85	1.05	1.13	1.05	0.92	1.04	1.01	1.07	1.05	0.97	1.14	1.02	1.00
Standard error	0.03	0.05	0.05	0.08	0.06	0.07	0.07	0.06	0.05	0.10	0.06	0.07	0.08	0.07	0.06	0.08	0.09	0.17	0.15	0.08	0.11	0.04	0.06	0.06	0.11	0.13	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) - West Midlands

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 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	1007	479	527	159	317	252	278	228	500	147*	350	264	146	247	434	134	62*	56*	105*	184	32*	667	363	304	313	90*	81*	142	27**
Very worried (4)	49 5%	18 4%	31 6%	15 10%ef	21 7%f	10 4%	3 1%	18 8%ef	27 5%f	4 3%	14 4%	13 5%	8 5%	14 6%	28 6%r	6 5%	7 10%qr	2 4%	2 2%	2 1%	2 5%r	26 4%	10 3%	16 5%	20 6%	7 8%u	7 9%u	5 4%	2 9%
Fairly worried (3)	176 17%	78 16%	98 19%	34 22%	60 19%	38 15%	44 16%	48 21%	85 17%	28 19%	62 18%	47 18%	25 17%	42 17%	79 18%	31 23%r	12 19%	8 14%	16 15%	23 12%	8 25%r	123 18%	63 17%	60 20%	50 16%	15 16%	13 16%	22 16%	3 13%
Not very worried (2)	522 52%	259 54%	263 50%	56 35%	139 44%	154 61%cdg	173 62%cdgh	86 38%	263 53%cdg	81 55%	194 55%	134 51%	75 51%	119 48%	209 48%	64 48%	30 48%	20 36%	67 64%mps	118 64%mnop44%	14 44%	363 54%w	211 58%xz	152 50%	147 47%	36 41%	43 52%	68 48%	12 44%
Not at all worried (1)	165 16%	97 20%b	67 13%	24 15%	57 18%	37 15%	46 17%	37 16%	82 16%	25 17%	62 18%	45 17%	18 12%	40 16%	83 19%n	15 11%	9 14%	5 10%	13 12%	35 19%	5 16%	111 17%	56 15%	55 18%	50 16%	18 20%	7 9%	24 17%	4 16%
NET: Worried	225 22%	95 20%	129 25%	50 31%efh	81 25%f	47 19%	47 17%	66 29%ef	112 22%	32 21%	77 22%	59 23%	33 22%	56 23%	107 25%r	37 28%r	18 29%r	10 18%	18 17%	25 14%	10 30%r	149 22%	73 20%	76 25%	70 22%	22 25%	21 25%	27 19%	6 21%
NET: Not worried	687 68%	356 74%b	331 63%	81 51%	196 62%c	191 76%cdg	219 79%cdgh	123 54%	345 69%cg	106 72%	255 73%	179 68%	93 63%	160 65%	292 67%p	79 59%	39 62%	25 46%	79 76%np	153 83%mnop60%	19 60%	474 71%w	267 74%xy	207 68%	196 63%	55 61%	50 61%	92 65%	16 60%
Don't know	95 9%	28 6%	67 13%a	28 18%efh	41 13%ef	14 5%	13 5%	39 17%efh	43 9%	9 6%	18 5%	25 10%	21 14%i	31 13%i	35 8%	17 13%r	5 9%	20 36%mnopr	8 7%	6 3%	3 10%r	44 7%	23 6%	20 7%	47 15%t	13 15%uv	11 13%	23 16%uv	5 19%
Not applicable	10	5	5	*	5	2	4	1	6	1	1	2	2	5i	2	3	1	1	3	1	*	5	3	2	5	-	3uv	2	-
Mean	2.12	2.04	2.20a	2.31efh	2.16f	2.08	2.02	2.25ef	2.13	2.08	2.09	2.12	2.18	2.13	2.13r	2.25r	2.28r	2.20	2.08	1.96	2.21r	2.10	2.08	2.13	2.15	2.15	2.30u	2.07	2.18
Standard deviation	0.76	0.74	0.77	0.91	0.84	0.69	0.62	0.88	0.77	0.70	0.74	0.77	0.75	0.79	0.82	0.75	0.87	0.79	0.62	0.61	0.80	0.73	0.68	0.79	0.81	0.90	0.80	0.75	0.88
Standard error	0.03	0.03	0.04	0.07	0.05	0.05	0.04	0.06	0.04	0.07	0.04	0.05	0.06	0.05	0.04	0.06	0.10	0.13	0.08	0.05	0.10	0.03	0.04	0.05	0.05	0.10	0.09	0.06	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	917	454	464	157	303	224	233	224	461	130*	340	249	130	198	424	125	52*	49*	80*	161	27*	609	324	285	284	82*	67*	135	24**
Very worried (4)	83 9%	38 8%	44 10%	21 13% ^f	28 9%	19 8%	15 6%	28 12%	40 9%	15 12%	39 11% ^l	27 11%	7 5%	10 5%	40 10% ^q	18 14% ^q	7 13% ^q	2 4%	-	14 8% ^q	2 8% ^q	53 9%	21 7%	31 11%	27 10%	5 6%	12 18% ^{uxz}	10 8%	3 12%
Fairly worried (3)	189 21%	81 18%	108 23%	53 34% ^d	60 20% ^h	38 17%	38 16%	68 31% ^d	83 18%	21 16%	85 25%	43 17%	22 17%	39 20%	94 22%	32 26%	13 25%	10 20%	10 13%	26 16%	4 14%	134 22%	71 22%	63 22%	49 17%	11 13%	10 15%	28 21%	6 25%
Not very worried (2)	330 36%	172 38%	158 34%	37 24%	114 38% ^{cg}	95 42% ^{cg}	83 36% ^{cg}	58 26%	189 41% ^{cg}	46 35%	122 36%	96 39%	55 42% ^l	57 29%	167 40% ^p	39 31%	18 35%	11 23%	28 35%	37 36%	9 31%	226 37%	119 37% ^y	107 38% ^y	96 34%	34 42% ^y	13 19%	49 36% ^y	8 32%
Not at all worried (1)	254 28%	146 32% ^b	108 23%	26 17%	77 25% ^c	62 28% ^c	88 38% ^{cdgh}	43 19%	122 27% ^{cg}	41 31%	88 26%	64 26%	32 25%	70 35% ⁱ	104 25%	22 18%	11 21%	11 23%	36 45% ^{mno}	59 37% ^{mno}	11 40% ^{mno}	165 27%	98 30%	67 24%	85 30%	26 32%	34 38% ^v	4 15%	
NET: Worried	272 30%	119 26%	152 33%	74 47% ^d	88 29%	57 25%	53 23%	96 43% ^d	123 27%	36 28%	124 37% ^{kl}	69 28%	29 22%	49 25%	134 32% ^q	50 40% ^{qrs}	20 38% ^q	12 24%	10 13%	40 25%	6 21%	186 31%	92 29%	94 33% ^x	76 27%	16 19%	22 33%	38 28%	9 37%
NET: Not worried	584 64%	318 70% ^b	266 57%	63 40%	192 63% ^{cg}	157 70% ^{cg}	171 74% ^{cdgh}	101 45%	311 68% ^{cg}	86 66%	210 62%	160 65%	87 67%	127 64%	272 64% ^{np}	60 48%	29 56%	23 47%	64 80% ^{mno}	117 73% ^{nop}	19 71% ^{np}	391 64%	216 67%	175 61%	181 64%	60 74%	38 57%	82 61%	12 47%
Don't know	62 7%	17 4%	45 10% ^a	20 13% ^{efh}	23 8%	10 4%	9 4%	27 12% ^{efh}	26 6%	7 6%	6 2%	19 8% ⁱ	15 11% ⁱ	22 11% ⁱ	18 4%	14 11% ^{mr}	3 6%	14 29% ^{mnoqr}	5 7%	4 3%	2 8%	31 5%	15 5%	16 6%	27 9% ^t	6 7%	7 10%	14 11% ^u	4 16%
Not applicable	100	31	69 ^a	2	19 ^{cg}	30 ^{cdg}	50 ^{cdgh}	5	45 ^{cg}	18	11	17	18 ^{ij}	54 ^{ijk}	12	12 ^m	11 ^{mn}	7 ^m	28 ^{mnp}	24 ^m	5 ^m	63	42 ^v	21	34	8	17 ^{uvxz}	9	2
Mean	2.12	2.03	2.21 ^a	2.50 ^{defh}	2.14 ^f	2.06	1.91	2.41 ^{def}	2.09 ^f	2.09	2.23 ⁱ	2.14	2.03	1.94	2.17 ^{qr}	2.42 ^{mqr}	2.33 ^{qrs}	2.07 ^q	1.65	1.96	1.89	2.13	2.05	2.22 ^x	2.07	1.93	2.14	2.13	2.40
Standard deviation	0.94	0.93	0.95	0.97	0.93	0.91	0.91	0.98	0.91	1.00	0.97	0.96	0.85	0.92	0.93	0.99	0.98	0.92	0.71	0.95	0.97	0.93	0.91	0.95	0.97	0.86	1.18	0.92	0.97
Standard error	0.03	0.04	0.05	0.07	0.05	0.07	0.07	0.06	0.05	0.10	0.06	0.07	0.07	0.05	0.08	0.12	0.16	0.11	0.08	0.13	0.04	0.05	0.06	0.06	0.10	0.15	0.08	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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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 Ret-ired (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 council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	999	479	520	156	315	253	275	225	499	147*	350	262	144	243	429	135	63*	55*	102*	184	32*	662	361	302	312	90*	83*	139	24**
Very worried (4)	228 23%	94 20%	134 26%a	28 18%	61 20%	60 24%	78 28%cdg	41 18%	109 22%	41 28%	76 22%	48 18%	40 28%j	64 26%	111 26%no	21 16%	7 12%	10 18%	32 31%no	42 23%o	5 16%	153 23%	82 23%	70 22%	69 28%z	25 27%	23 27%	22 16%	6 26%
Fairly worried (3)	272 27%	127 26%	145 28%	37 24%	86 27%	65 26%	84 30%	53 24%	135 27%	39 26%	75 21%	77 29%	52 36%i	68 28%	114 26%	32 24%	11 18%	13 23%	40 40%no	48 26%	15 46%mnop	186 28%	106 29%	81 27%	82 26%	23 25%	26 32%	33 24%	4 15%
Not very worried (2)	283 28%	147 31%	136 26%	44 28%	92 29%	77 31%	70 25%	62 28%	151 30%	36 25%	115 33%kl	86 33%kl	29 20%	53 22%	118 28%q	50 37%pqs	24 38%pqs	8 15%	14 14%	62 34%pq	7 21%	199 30%	116 32%y	83 28%y	78 25%	24 27%	11 14%	42 30%y	6 23%
Not at all worried (1)	149 15%	96 20%b	53 10%	29 19%f	50 16%	39 15%	31 11%	43 19%f	75 15%	21 14%	73 21%jkl	34 13%	13 9%	29 12%	67 16%q	18 14%	17 27%mnqs	9 16%q	5 5%	29 16%q	4 11%	97 15%	40 11%	57 19%ux	47 15%	6 7%	14 17%	27 19%ux	5 19%
NET: Worried	500 50%	221 46%	280 54%a	66 42%	147 47%	125 49%	162 59%cdgh	95 42%	244 49%	80 55%	152 43%	125 48%	93 64%ij	131 54%i	224 52%no	53 39%	19 30%	22 41%	72 71%mnop	90 49%o	20 61%nop	339 51%	188 52%z	151 50%z	151 48%	48 53%	49 59%z	54 39%	10 41%
NET: Not worried	432 43%	243 51%b	189 36%	73 47%	141 45%	116 46%	101 37%	105 47%f	226 45%	57 39%	188 54%kl	121 46%kl	42 29%	81 33%	186 43%q	69 51%pqs	41 64%mpqr	17 31%	19 19%	91 49%pqs	10 33%	297 45%	156 43%	140 47%y	124 40%	30 33%	25 31%	69 50%xy	10 43%
Don't know	67 7%	16 3%	51 10%a	17 11%efh	26 8%	11 5%	12 5%	25 11%efh	29 6%	9 6%	11 3%	16 6%	9 7%	31 13%ij	19 4%	13 10%mr	4 6%	16 28%mnop	11 10%r	3 2%	2 6%	26 4%	16 4%	10 3%	36 12%t	12 14%uv	9 11%v	15 11%uv	4 16%
Not applicable	18	5	13	3	7	1	7	4	7	1	1	4	4i	8i	7	2	-	2	6r	1	1	10	5	4	6	-	1	5	2
Mean	2.62	2.47	2.77a	2.47	2.55	2.61	2.80cdg	2.47	2.59	2.74	2.46	2.57	2.89ij	2.78ij	2.65o	2.46o	2.15	2.60o	3.09mno	2.57o	2.70o	2.62	2.67z	2.56	2.63	2.86z	2.77z	2.40	2.57
Standard deviation	1.02	1.04	0.99	1.04	1.01	1.03	1.00	1.05	1.01	1.05	1.06	0.96	0.95	1.02	1.05	0.95	0.98	1.10	0.85	1.02	0.90	1.01	0.97	1.06	1.04	0.96	1.08	1.02	1.18
Standard error	0.03	0.05	0.05	0.08	0.06	0.07	0.07	0.06	0.05	0.10	0.06	0.06	0.07	0.07	0.05	0.08	0.11	0.18	0.12	0.08	0.11	0.04	0.05	0.06	0.06	0.11	0.12	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) - West Midlands

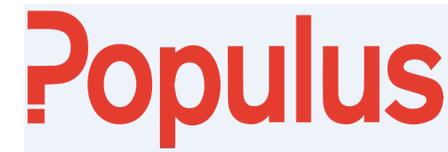
ONLINE Fieldwork : January to December 2018

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 (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	1003	478	525	159	318	250	276	228	500	144*	347	264	147	245	433	134	63*	54*	106*	180	33*	665	360	304	314	90*	82*	142	24**
Very worried (4)	57 6%	16 3%	41 8%a	14 9%ef	27 9%ef	9 4%	7 2%	18 8%f	32 6%f	6 4%	18 5%	18 7%	6 4%	16 6%	32 7%r	7 5%r	5 8%r	5 9%r	6 6%r	1 *	2 7%r	25 4%	7 2%	18 6%u	30 10%t	10 11%u	12 15%uvz	8 6%u	2 9%
Fairly worried (3)	161 16%	65 14%	95 18%	36 23%ef	62 20%ef	30 12%	33 12%	46 20%ef	82 16%	18 12%	54 16%	40 15%	28 19%	38 16%	71 16%	25 19%q	14 22%q	16 29%mq	7 7%	22 12%	7 21%q	97 15%	49 14%	47 16%	58 18%	12 13%	16 19%	30 21%	6 26%
Not very worried (2)	562 56%	273 57%	289 55%	69 44%	159 50%	156 62%cdg	178 64%cdg	105 46%	279 56%cg	92 64%	205 59%	154 58%	78 53%	125 51%	228 53%p	82 61%p	30 48%p	16 29%	70 66%op	116 64%mp	19 59%p	396 60%w	225 62%yz	171 56%	156 50%	50 49%	41 46%	66 46%	10 39%
Not at all worried (1)	174 17%	102 21%b	72 14%	26 16%	50 16%	52 21%	47 17%	38 17%	89 18%	27 18%	63 18%	40 15%	26 18%	46 19%	86 20%n	10 8%	11 18%n	11 20%n	14 13%	38 21%n	4 12%	124 19%	69 19%	55 18%	48 15%	14 15%	9 11%	26 18%	2 9%
NET: Worried	218 22%	82 17%	136 26%a	50 32%efh	89 28%ef	38 15%	39 14%	64 28%ef	114 23%ef	24 16%	72 21%	58 22%	34 23%	54 22%	102 24%r	32 24%r	19 30%qr	20 37%mq	13 12%	23 13%	9 29%qr	121 18%	56 16%	66 22%	88 28%t	22 24%	28 34%uv	38 27%u	9 35%
NET: Not worried	736 73%	375 78%b	362 69%	95 60%	209 66%	208 83%cdgh	225 81%cdgh	144 63%	368 74%cdg	118 82%	267 77%	194 73%	105 71%	171 70%	314 73%p	92 69%p	41 66%	27 49%	85 80%p	154 86%mnop	23 71%p	520 78%w	294 81%yz	226 74%y	205 65%	64 71%	49 60%	92 65%	12 49%
Don't know	49 5%	22 5%	27 5%	14 9%eh	20 6%e	4 1%	12 4%	20 9%eh	17 3%	2 2%	7 2%	12 5%	9 6%i	20 8%i	17 4%	10 7%r	3 5%	7 13%ms	8 8%	4 2%	*	23 4%	11 3%	13 4%	22 7%t	4 5%	6 7%	12 8%u	4 16%
Not applicable	14	6	7	-	4	3	7	2	6	3	4	2	1	7	3	2	-	2	2	4	-	8	6	2	4	-	2	2	2
Mean	2.11	1.99	2.21a	2.27ef	2.23ef	1.98	2.00	2.21ef	2.12e	2.02	2.08	2.14	2.09	2.11	2.12r	2.23r	2.21r	2.30r	2.05	1.92	2.25r	2.03	1.98	2.10	2.24t	2.21u	2.41uv	2.16u	2.42
Standard deviation	0.76	0.71	0.79	0.87	0.83	0.69	0.64	0.84	0.78	0.69	0.74	0.76	0.74	0.80	0.82	0.68	0.85	0.95	0.68	0.59	0.77	0.71	0.64	0.77	0.85	0.85	0.89	0.81	0.85
Standard error	0.02	0.03	0.04	0.06	0.05	0.05	0.04	0.05	0.04	0.06	0.04	0.05	0.06	0.05	0.04	0.05	0.09	0.14	0.09	0.04	0.09	0.03	0.04	0.05	0.09	0.10	0.06	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) - West Midlands

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 (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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (exl NA for %)	1006	483	523	158	320	251	277	228	502	145*	348	266	147	246	434	135	63*	54*	104*	184	33*	664	360	304	318	90*	84*	144	24**
Very worried (4)	59 6%	20 4%	38 7%	16 10%ef	25 8%e	8 3%	9 3%	18 8%e	31 6%	9 6%	17 5%	15 6%	7 5%	20 8%	31 7%ef	9 6%ef	4 7%ef	5 10%ef	5 5%	2 1%	2 7%ef	22 3%	9 3%	12 4%	35 11%t	11 13%uv	15 18%uvw	8 6%	2 9%
Fairly worried (3)	208 21%	85 18%	123 24%a	44 28%efh	81 25%ef	34 14%	49 18%	62 27%efh	97 19%	20 14%	70 20%	57 21%	29 20%	52 21%	89 20%	31 23%	19 30%ef	13 24%	17 16%	30 16%	9 28%ef	132 20%	69 19%	63 21%	70 22%	17 19%	23 27%	30 21%	6 26%
Not very worried (2)	548 55%	270 56%	278 53%	62 40%	154 48%	168 67%cdgh	164 59%cdg	95 42%	289 58%cdg	88 61%	197 57%	148 56%	83 57%	121 49%	225 52%	81 60%op	27 42%	22 40%	63 61%op	115 63%mp	16 50%	387 58%w	211 59%y	175 58%y	152 48%	49 54%	33 39%	71 49%	10 39%
Not at all worried (1)	150 15%	91 19%b	59 11%	23 14%	41 13%	40 16%	46 17%	34 15%	70 14%	28 19%	57 17%	35 13%	19 13%	39 16%	75 17%en	8 6%	10 16%en	7 12%	13 13%	33 18%en	4 12%	106 16%	62 17%	43 14%	42 13%	9 10%	11 13%	22 15%	2 10%
NET: Worried	267 27%	105 22%	161 31%a	60 38%efh	106 33%efh	43 17%	58 21%	80 35%efh	129 26%e	29 20%	87 25%	72 25%	36 29%	72 29%	120 28%ef	40 30%ef	23 37%qr	18 34%ef	22 21%	32 18%	11 35%ef	153 23%	78 22%	75 25%	105 33%t	28 31%	38 45%uvw	39 27%	9 35%
NET: Not worried	699 69%	361 75%b	337 65%	85 54%	195 61%	208 83%cdgh	210 76%cdg	129 57%	359 72%cdg	116 80%	254 73%	183 69%	102 69%	160 65%	301 69%ef	89 66%	37 58%	28 52%	76 73%ef	148 81%mnop	20 61%	492 74%w	274 76%xyz	219 72%y	194 61%	57 64%	44 52%	93 65%	12 49%
Don't know	41 4%	17 3%	24 5%	13 8%efh	19 6%efh	* *	8 3%e	19 8%efh	13 3%e	- -	7 2%	12 4%	9 6%ef	14 6%ef	14 3%	7 5%	3 5%	8 14%mnr	6 5%	3 2%	1 4%	18 3%	8 2%	10 3%	19 6%t	4 5%	3 3%	12 8%uv	4 16%
Not applicable	11	1	10a	1	2	2	5	2	4	2	3	-	1	6j	2	1	-	2	4m	1	-	9	7	2	-	-	-	-	2
Mean	2.18	2.07	2.28a	2.37efh	2.30ef	2.04	2.08	2.31ef	2.18e	2.07	2.13	2.20	2.18	2.23	2.18r	2.32r	2.30r	2.36r	2.14	2.01	2.31r	2.11	2.07	2.15	2.33t	2.36uv	2.51uvz	2.19	2.41
Standard deviation	0.76	0.74	0.77	0.88	0.81	0.65	0.70	0.84	0.75	0.76	0.74	0.75	0.72	0.83	0.81	0.69	0.84	0.87	0.71	0.63	0.78	0.70	0.69	0.71	0.86	0.84	0.95	0.79	0.86
Standard error	0.02	0.03	0.04	0.06	0.04	0.04	0.05	0.05	0.03	0.07	0.04	0.05	0.05	0.05	0.04	0.06	0.09	0.13	0.10	0.05	0.09	0.03	0.04	0.04	0.05	0.09	0.10	0.06	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) - West Midlands

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 (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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	881	444	437	158	294	211	217	225	438	123*	333	241	126	181	416	120	52*	43*	67*	156	27*	597	313	284	262	76*	61*	126	22**
Very worried (4)	101 11%	37 8%	64 15%a	28 18%efh	43 15%ef	14 6%	16 8%	38 17%efh	47 11%	14 11%	46 14%	28 12%	12 10%	15 8%	60 14%q	17 14%q	6 11%q	3 7%	- -	13 8%	2 6%q	68 11%	29 9%	39 14%z	30 12%	12 15%z	7 19%uz	3 6%	3 13%
Fairly worried (3)	226 26%	110 25%	116 27%	46 29%	75 26%	54 25%	51 24%	66 29%	109 25%	29 23%	93 28%	60 25%	27 21%	47 26%	108 29%	34 27%	14 23%	10 23%	19 28%	34 21%	8 29%	165 28%	79 25%	86 30%xy	56 21%	11 15%	8 14%	36 28%y	5 24%
Not very worried (2)	353 40%	185 42%	168 38%	50 32%	107 36%	96 45%cg	100 46%cg	67 30%	186 42%cg	54 44%	137 41%	96 40%	55 44%	65 36%	159 38%	48 40%	19 36%	15 35%	33 49%	70 45%	9 34%	234 39%	134 43%	101 35%	112 43%	36 47%	21 34%	55 44%	7 30%
Not at all worried (1)	157 18%	93 21%b	64 15%	19 12%	52 18%	47 22%c	40 18%	32 14%	85 19%c	26 21%	53 16%	41 17%	23 18%	41 23%	76 18%n	10 8%	12 23%n	9 20%	10 14%	34 22%n	7 25%n	109 18%	62 20%	48 17%	45 17%	10 14%	13 22%	21 17%	3 14%
NET: Worried	327 37%	147 33%	180 41%a	73 46%efh	119 40%	67 32%	68 31%	104 46%efh	156 36%	43 35%	138 42%	88 36%	39 31%	62 35%	168 40%r	52 43%r	20 38%	13 31%	19 28%	47 30%	9 36%	234 39%	108 35%	125 44%u	86 33%	23 31%	20 33%	43 34%	8 37%
NET: Not worried	510 58%	278 63%b	232 53%	69 43%	159 54%cg	142 68%cdg	140 64%cdg	99 44%	271 62%cg	80 65%	189 57%	137 57%	78 62%	106 59%	235 57%	58 48%	31 59%	23 55%	42 63%	105 67%mn	15 58%	344 58%	196 63%v	148 52%	156 60%	46 61%	34 56%	76 61%	10 45%
Don't know	43 5%	19 4%	25 6%	16 10%eh	17 6%e	1 *	10 4%e	22 10%eh	12 3%	- -	5 1%	17 7%i	9 7%i	12 7%i	13 3%	11 9%am	2 3%	6 15%mor	6 9%	5 3%	2 6%	19 3%	9 3%	11 4%	20 8%t	6 8%u	7 12%uv	7 5%	4 18%
Not applicable	136	41	95a	*	28cg	43cdg	65cdgh	4	67cdg	25	18	25	22i	71ijk	20	16m	11m	13mn	41mnopr	28m	6m	76	53v	22	56i	15v	23uvvz	18	5
Mean	2.32	2.22	2.44a	2.58efh	2.40e	2.16	2.21	2.54efh	2.28	2.25	2.40	2.33	2.25	2.22	2.38r	2.53rs	2.27	2.21	2.15	2.17	2.18	2.33	2.25	2.43u	2.30	2.35	2.34	2.24	2.43
Standard deviation	0.91	0.88	0.93	0.95	0.96	0.85	0.84	0.97	0.90	0.92	0.92	0.91	0.89	0.92	0.96	0.87	0.96	0.91	0.67	0.88	0.92	0.92	0.89	0.94	0.91	0.94	1.08	0.81	0.99
Standard error	0.03	0.04	0.05	0.07	0.06	0.06	0.07	0.06	0.05	0.09	0.05	0.06	0.07	0.07	0.05	0.08	0.12	0.15	0.12	0.07	0.12	0.04	0.05	0.06	0.05	0.11	0.14	0.07	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) - West Midlands

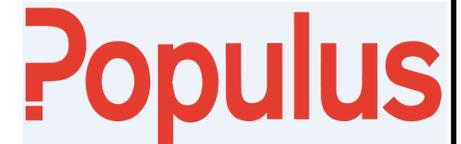
ONLINE Fieldwork : January to December 2018

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 (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)	Rented from council (x)	Rented from HA (y)	Other Rent (z)	Rent free (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	890	448	442	158	298	217	216	226	447	126*	334	243	121	192	419	124	57*	41*	69*	154	26*	597	312	284	270	79*	63*	128	23**
Very worried (4)	59 7%	20 4%	40 9%a	22 14%defh	20 7%	7 3%	10 5%	24 11%efh	25 6%	5 4%	25 8%	14 6%	7 6%	12 6%	35 8%	12 9%	3 6%	1 2%	2 3%	6 4%	*	35 6%	14 5%	20 7%	20 7%	6 8%	9 14%uz	4 3%	5 22%
Fairly worried (3)	142 16%	66 15%	76 17%	41 26%defh	38 13%	33 15%	30 14%	55 24%defh	57 13%	15 12%	51 15%	37 15%	23 19%	31 16%	65 15%	20 16%	14 24%	7 17%	8 12%	25 16%	4 14%	97 16%	51 16%	46 16%	38 14%	11 14%	7 11%	20 16%	6 26%
Not very worried (2)	399 45%	202 45%	197 45%	52 33%	141 47%cg	107 50%cg	98 45%cg	77 34%	223 50%cg	64 51%	163 49%l	112 46%	53 44%	71 37%	195 46%	58 46%	22 38%	16 39%	34 49%	61 40%	14 54%	271 45%	135 43%	136 48%	123 45%	35 44%	23 36%	65 51%	5 22%
Not at all worried (1)	228 26%	139 31%b	89 20%	23 15%	77 26%c	64 30%cg	64 29%cg	42 19%	123 27%cg	37 30%	87 26%	61 25%	26 22%	54 28%	106 25%	23 18%	17 29%	7 17%	13 20%	57 37%mpn	6 22%	164 27%	95 30%	69 24%	62 23%	18 23%	15 24%	29 22%	2 10%
NET: Worried	201 23%	86 19%	116 26%a	63 40%defh	58 20%	39 18%	40 19%	79 35%defh	82 18%	21 17%	76 23%	52 21%	30 25%	43 23%	100 24%	31 25%	17 29%	8 19%	10 15%	31 20%	4 16%	132 22%	66 21%	66 23%	58 22%	18 22%	16 25%	25 19%	11 49%
NET: Not worried	627 70%	341 76%b	286 65%	75 48%	218 73%cg	172 79%cg	162 75%cg	119 53%	346 77%cg	102 81%	250 75%l	172 71%	79 65%	126 66%	300 72%p	80 65%	38 68%	23 56%	47 69%	118 76%np	20 76%	435 73%	230 74%	205 72%	185 68%	53 67%	38 60%	93 73%	7 32%
Don't know	61 7%	21 5%	41 9%a	19 12%eh	22 7%	6 3%	15 7%	27 12%eh	20 4%	3 3%	8 2%	19 8%l	12 10%l	23 12%l	19 4%	12 10%mr	2 3%	10 25%mnors	11 16%mor	5 3%	2 8%	30 5%	16 5%	13 5%	27 10%t	8 11%	9 14%uv	10 8%	4 20%
Not applicable	127	37	91a	1	24cg	37cdg	66cdegh	3	58cg	22	17	23	27ij	60ij	17	13m	6m	16mnor	39mnors	31mn	6mno	75	54v	22	48	11	21uvz	16	4
Mean	2.04	1.92	2.17a	2.45defh	2.00	1.91	1.94	2.31defh	1.96	1.91	2.04	2.02	2.11	2.01	2.07r	2.18r	2.06	2.04	1.99	1.87	1.96	2.01	1.95	2.07	2.07	2.08	2.18	2.00	2.76
Standard deviation	0.86	0.81	0.88	0.95	0.84	0.76	0.82	0.94	0.81	0.78	0.86	0.83	0.84	0.89	0.88	0.88	0.89	0.75	0.74	0.84	0.70	0.84	0.83	0.85	0.86	0.88	1.03	0.75	1.02
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.06	0.06	0.04	0.08	0.05	0.06	0.07	0.06	0.05	0.07	0.10	0.13	0.13	0.07	0.09	0.04	0.05	0.05	0.10	0.13	0.06	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) - West Midlands

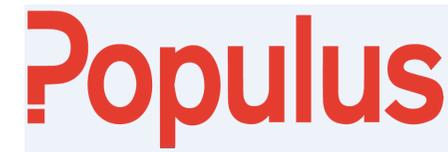
ONLINE Fieldwork : January to December 2018

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)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	1013	484	529	159	320	251	282	228	502	145*	351	265	148	248	435	136	63*	54*	108*	185	32*	669	364	305	317	90*	84*	143	27**
Very worried (4)	88 9%	29 6%	59 11%a	23 14%efh	34 10%	13 5%	18 6%	29 13%ef	40 8%	7 5%	25 7%	22 8%	15 10%	25 10%	42 10%	11 8%	7 11%	6 11%	6 6%	12 6%	5 15%r	48 7%	24 7%	24 8%	35 11%	7 7%	15 18%uv	13 9%	5 17%
Fairly worried (3)	242 24%	92 19%	150 28%a	36 23%	74 23%	59 23%	74 26%	50 22%	118 23%	31 21%	88 25%	54 20%	35 24%	65 26%	96 22%	40 29%	12 19%	10 18%	36 33%	39 21%	10 30%	162 24%	84 23%	78 25%	73 23%	23 25%	14 16%	37 26%	7 26%
Not very worried (2)	482 48%	253 52%b	229 43%	60 38%	156 49%cg	130 52%cg	136 48%	88 39%	258 51%cg	75 52%	171 49%	137 52%	67 45%	107 43%	211 48%	65 48%	28 44%	24 44%	39 36%	101 55%q	15 45%	323 48%	169 46%	154 50%	150 47%	45 50%	40 47%	65 46%	10 36%
Not at all worried (1)	150 15%	90 19%b	61 11%	23 14%	42 13%	42 17%	44 16%	36 16%	70 14%	27 18%	61 17%	38 14%	15 10%	36 15%	71 16%n	9 7%	12 18%n	8 15%	18 17%	30 16%n	2 7%	112 17%	72 20%x	40 13%	37 12%	8 8%	11 13%	18 13%	1 4%
NET: Worried	330 33%	121 25%	210 40%a	59 37%	107 33%	72 29%	92 33%	80 35%	158 32%	38 26%	113 32%	76 29%	50 34%	90 36%	139 32%	50 37%	19 30%	16 29%	42 39%	50 27%	14 45%mr	210 31%	108 30%	102 33%	109 34%	29 33%	29 34%	50 35%	12 43%
NET: Not worried	632 62%	342 71%b	290 55%	83 52%	198 62%	172 68%cg	180 64%c	124 54%	328 65%cg	102 70%	231 66%k	175 66%	82 56%	144 58%	282 65%	74 55%	40 63%	32 59%	57 53%	131 71%ngs	17 52%	435 65%	241 66%	194 64%	187 59%	52 58%	51 61%	83 58%	11 40%
Don't know	50 5%	20 4%	30 6%	17 11%defh	15 5%	7 3%	11 4%	24 10%defh	15 3%	4 3%	6 2%	14 5%i	15 10%i	15 6%i	15 4%	11 8%mr	4 7%r	6 12%mr	8 8%r	3 2%	1 3%	24 10%t	15 4%	9 3%	22 7%t	8 9%v	4 5%	9 6%	4 17%
Not applicable	4	1	3	*	2	2	-	1	3	2	-	1	-	4i	1	-	-	3mr	-	-	*	3	2	1	1	-	-	1	-
Mean	2.28	2.13	2.42a	2.42e	2.32	2.18	2.24	2.36e	2.26	2.13	2.23	2.24	2.38	2.34	2.26	2.41r	2.25	2.27	2.31	2.18	2.55mr	2.23	2.17	2.29	2.36t	2.35	2.41u	2.34	2.68
Standard deviation	0.83	0.79	0.85	0.94	0.85	0.78	0.80	0.94	0.81	0.77	0.82	0.82	0.84	0.87	0.86	0.75	0.92	0.89	0.84	0.78	0.85	0.82	0.83	0.80	0.85	0.76	0.96	0.83	0.87
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	0.05	0.04	0.06	0.10	0.13	0.11	0.06	0.10	0.03	0.05	0.05	0.05	0.09	0.10	0.06	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) - West Midlands

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 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26	
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**	
Base (excl NA for %)	859	432	428	152	282	215	211	215	433	122*	328	233	132	166	408	117	49*	39*	65*	155	26*	594	309	285	244	61*	59*	124	21**	
Very worried (4)	55 6%	28 6%	27 6%	18 12%ef	27 10%ef	6 3%	3 2%	22 10%ef	29 7%ef	2 2%	18 5%	14 6%	9 7%	13 8%	33 8%r	7 6%	4 9%r	4 12%r	2 3%	3 2%	1 6%	26 4%	8 3%	18 6%	24 10%t	8 13%u	10 16%uvz	6 5%	5 24%	
Fairly worried (3)	168 20%	90 21%	78 18%	36 24%	55 19%	44 20%	34 16%	52 24%	82 19%	19 15%	73 22%	36 15%	25 19%	34 20%	74 18%	32 28%em	12 25%	7 17%	12 18%	27 17%	4 14%	126 21%	65 21%	61 21%	38 15%	11 17%	6 11%	21 17%	4 19%	
Not very worried (2)	405 47%	198 46%	207 48%	55 36%	131 47%g	106 49%cg	113 53%cg	78 36%	214 49%cg	68 55%	170 52%l	117 50%l	57 43%	61 37%	198 48%p	51 44%	18 37%	12 30%	29 44%	82 53%p	15 58%op	293 49%	155 50%	138 48%	108 44%	23 38%	25 42%	59 48%	5 22%	
Not at all worried (1)	171 20%	95 22%	76 18%	25 16%	49 18%	45 21%	52 25%	39 18%	79 18%	26 21%	54 16%	48 21%	29 22%	40 24%	80 20%en	12 11%	11 22%en	9 22%	17 27%en	38 24%en	4 15%	115 19%	65 21%	50 18%	53 22%	11 17%	15 25%	28 23%	3 14%	
NET: Worried	222 26%	118 27%	104 24%	54 35%efh	82 29%ef	49 23%	37 18%	74 34%efh	111 26%	21 17%	91 28%	51 22%	34 26%	47 28%	106 26%	39 34%er	17 34%er	11 29%	14 21%	30 19%	5 20%	152 26%	73 24%	79 28%	62 25%	19 31%	16 27%	27 22%	9 43%	
NET: Not worried	576 67%	293 68%	283 66%	80 53%	180 64%cg	151 70%cg	165 78%cdgh	117 55%	294 68%cg	93 76%	224 68%	166 71%	85 65%	101 61%	278 68%en	63 54%	29 60%	20 52%	46 71%	120 77%enop	20 74%enp	408 69%	220 71%x	188 66%	161 66%	34 55%	40 67%	87 71%	8 36%	
Don't know	61 7%	21 5%	40 9%a	18 12%fh	19 7%	15 7%	9 4%	24 11%f	28 7%	8 7%	14 4%	17 7%	12 9%i	18 11%i	24 6%	14 12%mr	3 7%	7 19%mr	6 9%	5 3%	2 6%	35 6%	17 5%	18 6%	22 9%	9 14%u	4 6%	10 8%	4 21%	
Not applicable	158	53	105a	7	40cg	39cg	71cdegh	14	72cg	25	23	33i	16	86ijk	28	20m	14m		18mnrs	43mnors	29m	6m	78	57v	22	74t	29uvz	25uvz	20v	6
Mean	2.13	2.12	2.14	2.35efh	2.23ef	2.05	1.94	2.30ef	2.15f	1.98	2.17	2.08	2.12	2.13	2.15r	2.33qr	2.21	2.22	1.97	1.97	2.11	2.11	2.06	2.17	2.14	2.31	2.19	2.04	2.68	
Standard deviation	0.83	0.84	0.81	0.94	0.87	0.75	0.70	0.93	0.81	0.68	0.78	0.81	0.87	0.91	0.85	0.78	0.92	1.02	0.79	0.72	0.75	0.78	0.74	0.81	0.90	0.97	1.02	0.80	1.13	
Standard error	0.03	0.04	0.04	0.07	0.05	0.06	0.05	0.06	0.04	0.07	0.05	0.06	0.07	0.07	0.05	0.07	0.12	0.18	0.13	0.06	0.10	0.03	0.05	0.05	0.06	0.13	0.13	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) - West Midlands

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 (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 (AA)	Rent free (AB)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Base (excl NA for %)	1016	484	533	159	321	254	282	229	505	148*	351	266	148	252	435	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Very worried (4)	92 9%	30 6%	63 12%a	24 15%efh	39 12%ef	15 6%	15 5%	33 14%efh	45 9%	10 7%	30 9%	18 7%	16 11%	28 11%	49 11%r	12 9%	6 10%r	7 13%r	9 8%	6 3%	3 9%	50 7%	20 6%	30 10%	38 12%t	9 10%	12 15%u	16 11%u	5 17%
Fairly worried (3)	261 26%	100 21%	161 30%a	46 29%f	102 32%f	65 26%f	48 17%	61 27%f	152 30%f	35 24%	86 25%	66 25%	48 32%	61 24%	127 29%r	43 31%r	17 27%	12 21%	20 18%	30 16%	12 38%qr	171 25%	82 22%	89 29%	81 26%	18 20%	19 22%	44 31%	9 32%
Not very worried (2)	478 47%	255 53%b	223 42%	52 33%	132 41%	131 52%cdg	163 58%cdgh	80 35%	235 47%cg	75 51%	165 47%	134 50%	62 42%	117 46%	181 42%	63 46%	28 44%	23 40%	63 58%ms	107 58%mps	13 39%	324 48%	189 52%z	135 44%	146 46%	51 57%z	38 45%	57 40%	8 29%
Not at all worried (1)	150 15%	83 17%	66 12%	23 14%	37 11%	40 16%	50 18%	35 15%	65 13%	24 16%	66 19%k	37 14%	13 9%	33 13%	68 16%n	10 7%	9 14%	7 13%	13 12%	40 22%n	4 11%	110 16%	67 18%x	43 14%	38 12%	7 8%	11 13%	20 14%	2 7%
NET: Worried	353 35%	129 27%	224 42%a	70 44%ef	141 44%ef	80 31%f	63 22%	94 41%ef	197 39%f	45 30%	117 33%	84 32%	64 43%ij	89 35%	175 40%qr	55 40%r	24 38%r	19 34%r	28 26%	36 20%	15 47%qr	221 33%	102 28%	119 39%u	119 37%	27 30%	31 37%	60 42%u	13 49%
NET: Not worried	628 62%	338 70%b	290 54%	75 47%	169 52%	171 67%cdg	213 76%cdgh	115 50%	300 59%cg	99 67%	231 66%k	171 64%k	75 51%	150 60%	249 57%	73 53%	37 59%	30 53%	75 70%ns	148 80%mnop	16 50%	434 65%	256 70%vz	178 58%	184 58%	58 65%	49 58%	77 53%	10 36%
Don't know	35 3%	17 3%	19 4%	14 9%defh	12 4%	3 1%	6 2%	20 9%defh	9 2%	4 3%	3 1%	11 4%i	8 6%i	13 5%i	11 3%	9 6%r	2 4%r	7 12%mr	4 4%	1 *	1 3%	16 2%	8 2%	9 3%	15 5%	4 5%	4 5%	7 5%	4 15%
Not applicable	1	1	-	-	1	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-
Mean	2.30	2.16	2.43a	2.49ef	2.46ef	2.22	2.10	2.44ef	2.36f	2.21	2.23	2.25	2.48ij	2.35	2.37r	2.45r	2.35r	2.39r	2.23	2.01	2.47r	2.25	2.15	2.36u	2.39t	2.34	2.41u	2.41u	2.70
Standard deviation	0.84	0.79	0.87	0.95	0.86	0.78	0.75	0.95	0.82	0.80	0.86	0.79	0.83	0.86	0.88	0.77	0.87	0.92	0.77	0.72	0.83	0.82	0.79	0.85	0.86	0.79	0.91	0.88	0.89
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	0.05	0.05	0.10	0.10	0.13	0.10	0.05	0.09	0.03	0.04	0.05	0.05	0.09	0.10	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) - West Midlands

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 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)	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	507	253	254	108	174	118	107	150	250	62	161	116	96	134	202	71	48	30	20	101	35	333	177	156	162	31	42	89	12
Weighted base	506	245	260	80*	165	126*	135*	113	258	71*	183	129*	75*	119	223	59*	34*	30**	36**	109*	14**	354	193	161	139	32**	36*	71*	13**
Base (exl NA for %)	450	226	224	74*	148	111*	117*	104	228	63*	168	112*	63*	107*	203	50*	33*	28**	33**	93*	11**	309	168	141	130	30**	32*	69*	11**
Very worried (4)	50 11%	20 9%	30 13%	12 17% ^f	21 14%	9 8%	8 7%	19 18% ^{efh}	23 10%	4 7%	22 13%	11 9%	4 6%	13 12%	26 13%	4 8%	6 20%	3 9%	2 7%	7 8%	1 10%	34 11%	18 11%	16 11%	14 11%	4 14%	5 14%	5 7%	2 21%
Fairly worried (3)	96 21%	40 18%	55 25%	19 25%	30 21%	16 15%	30 26% ^h	30 29% ^{eh}	35 15%	11 18%	37 22%	25 23%	11 18%	22 21%	40 20%	13 26%	7 21%	3 11%	9 27%	22 24%	2 20%	65 21%	36 21%	29 21%	28 21%	6 20%	10 31%	12 17%	3 29%
Not very worried (2)	209 46%	112 50%	96 43%	22 30%	68 46% ^{cg}	56 50% ^{cg}	63 54% ^{cg}	28 27%	118 52% ^{cg}	32 50%	68 40%	53 47%	37 59% ^{ai}	50 47%	88 43%	21 42%	16 49%	13 47%	18 54%	48 52%	4 42%	143 46%	84 50%	59 42%	62 48%	18 59%	11 36%	33 48%	4 37%
Not at all worried (1)	58 13%	35 16%	22 10%	15 20% ^d	13 9%	19 17%	11 9%	18 17%	29 13%	10 15%	25 15%	13 11%	7 10%	14 13%	33 16%	3 6%	3 8%	3 12%	4 13%	10 11%	2 18%	41 13%	19 11%	22 16%	16 13%	2 7%	5 15%	10 14%	1 5%
NET: Worried	146 32%	60 27%	85 38% ^{ea}	31 42% ^{eh}	51 35%	25 23%	38 33%	50 48% ^{defh}	58 25%	15 25%	60 36%	36 32%	15 24%	35 33%	66 33%	17 34%	13 40%	6 20%	11 33%	30 32%	3 29%	99 32%	54 32%	45 32%	42 32%	10 34%	14 46% ^z	17 25%	5 51%
NET: Not worried	266 59%	148 65% ^b	119 53%	37 50%	81 55%	75 67% ^{cg}	74 63% ^g	46 44%	147 64% ^{cg}	41 65%	93 55%	66 59%	44 69%	64 60%	120 59%	24 49%	19 57%	16 59%	22 67%	58 63%	6 60%	184 59%	103 61%	81 57%	78 60%	20 66%	16 51%	43 62%	4 41%
Don't know	38 8%	18 8%	20 9%	6 9%	16 11%	11 10%	5 4%	9 8%	24 11%	7 10%	15 9%	11 10%	4 7%	7 7%	16 8%	9 18% ^{cor}	1 3%	6 21%	-	5 5%	1 11%	27 9%	12 7%	15 11%	10 8%	-	1 4%	9 13%	1 8%
Not applicable	56	19	37 ^a	6	17	15	18	9	29	8	15	17	12	12	20	9	1	2	3	16	4	45 ^w	25 ^z	20 ^z	9	2	4	3	2
Mean	2.34	2.22	2.46 ^a	2.42	2.44 ^e	2.16	2.32	2.53 ^{eh}	2.25	2.18	2.38	2.33	2.22	2.35	2.32	2.43	2.54	2.22	2.28	2.31	2.24	2.33	2.34	2.31	2.33	2.42	2.47	2.21	2.73
Standard deviation	0.86	0.84	0.87	1.03	0.88	0.83	0.74	1.02	0.84	0.81	0.93	0.83	0.74	0.88	0.93	0.78	0.92	0.86	0.78	0.78	0.94	0.87	0.84	0.90	0.86	0.83	0.95	0.82	0.92
Standard error	0.04	0.06	0.06	0.11	0.07	0.09	0.08	0.09	0.06	0.11	0.08	0.09	0.09	0.08	0.07	0.11	0.14	0.18	0.18	0.09	0.18	0.05	0.07	0.08	0.07	0.15	0.16	0.10	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) - West Midlands

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 employed (n)	Part time employed (o)	Unemployed (p)	Not working but seeking (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 (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
NET: Increased	814	385	429	104	248	220	241	151	422	131	290	210	123	191	335	113	43	44	87	166	26	547	312	235	245	72	61	112	22
	80%	79%	80%	66%	77%cg	87%cdg	85%cdg	66%	83%cdg	89%	83%	79%	83%	77%	83%o	68%	78%	81%	90%mps	80%	81%	85%vy	77%	80%	73%	78%	82%		
Increased a lot	145	60	85	17	57	40	31	26	88	21	46	35	24	65	19	8	13	8	24	8	88	48	40	55	19	18	18	2	
	14%	12%	16%	11%	18%cfg	16%	11%	11%	17%cfg	15%	13%	13%	16%	15%	14%	13%	23%cq	7%	13%	25%mqr	13%	13%	13%	17%	22%	21%	13%	7%	
Increased a little	669	325	344	87	191	180	210	125	334	109	244	175	98	151	270	94	35	31	80	142	18	459	264	195	190	52	44	94	20
	66%	67%	65%	55%	59%	71%cdg	74%cdgh	55%	66%cg	74%	70%l	66%	66%	60%	62%	68%	55%	55%	74%ops	77%mps	56%	68%w	72%vxy	64%	60%	58%	52%	66%	75%
Stayed the same	162	87	75	40	60	29	33	58	71	14	55	43	19	44	90	18	11	8	14	16	5	102	40	62	55	14	18	24	4
	16%	18%	14%	25%efh	19%ef	11%	12%	25%efh	14%	10%	16%	16%	13%	17%	21%r	13%	25%r	14%	13%	9%	16%	15%	11%	20%u	17%	16%	21%u	16%	
Decreased a little	9	5	5	2	4	2	2	4	3	2	1	2	1	5	4	1	1	1	1	*	5	3	2	4	2	2	1	-	
	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	1%	2%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	2%	2%	*	-	
Decreased a lot	1	-	1	-	1	-	-	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	1	-	1	-	
	*	-	*	-	*	-	-	-	*	-	-	*	-	-	-	2%ms	-	-	-	-	-	-	-	-	*	-	1%	-	
NET: Decreased	10	5	6	2	5	2	2	4	4	2	1	3	1	5	4	1	2	1	1	1	*	5	3	2	5	2	3	1	
	1%	1%	1%	1%	1%	1%	1%	2%	1%	*	1%	1%	1%	2%	1%	1%	3%	2%	1%	1%	1%	1%	1%	1%	2%	2%	3%	*	
Don't know	31	8	23	13	9	3	6	17	8	1	4	10	5	12	8	5	7	4	5	1	1	18	12	7	12	2	3	7	1
	3%	2%	4%a	8%defh	3%	1%	2%	7%defh	2%	1%	1%	4%	3%	5%l	2%	4%	11%mnr	6%mr	5%	1%	3%	3%	3%	2%	4%	2%	3%	5%	

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) - West Midlands
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 and services (a)	Unemployment (b)
Unweighted base	1017	1017
Weighted base	1017	1017
NET: Increase	812 80% ^b	452 44%
Increase a lot	136 13%	128 13%
Increase a little	676 66% ^b	324 32%
Stay the same	141 14%	323 32% ^a
Decrease a little	13 1%	133 13% ^a
Decrease a lot	3 -	14 1% ^a
NET: Decrease	16 2%	147 14% ^a
Don't know	48 5%	95 9% ^a

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

Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

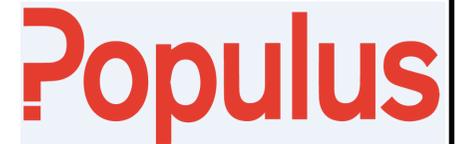
ONLINE Fieldwork : January to December 2018

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)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
NET: Increase	812	390	422	115	246	215	237	158	417	130	289	206	122	196	334	110	45	48	87	161	27	536	301	235	254	80	61	112	22
	80%	81%	79%	72%	76%	85%cdg	84%cdg	69%	82%cg	88%	82%	77%	82%	78%	77%	80%	72%	86%	81%	87%mo	84%	80%	82%	77%	80%	89%vwyz	72%	78%	84%
Increase a lot	136	50	86	19	54	31	32	29	75	20	40	37	14	46	57	23	10	10	16	14	6	77	41	36	56	17	18	21	4
	13%	10%	16%a	12%	17%	12%	11%	13%	15%	14%	11%	14%	9%	18%ik	13%	17%r	16%	18%r	15%	8%	19%r	11%	11%	12%	17%t	18%	21%uv	15%	13%
Increase a little	676	340	336	96	191	183	205	129	341	109	249	169	108	150	277	87	36	38	71	146	21	459	260	199	198	64	43	91	19
	66%	70%b	63%	61%	59%	72%cdg	73%cdg	57%	67%cdg	74%	71%l	63%	73%l	60%	64%	64%	57%	67%	66%	79%mnqo	65%	68%	71%y	65%y	62%	71%y	51%	63%	70%
Stay the same	141	73	68	29	45	33	34	44	63	14	50	38	17	36	70	19	10	7	15	17	3	100	47	53	39	6	15	18	2
	14%	15%	13%	18%	14%	13%	12%	19%h	13%	10%	14%	14%	12%	14%	16%	14%	15%	12%	14%	9%	10%	15%	13%	17%x	12%	7%	18%	13%	6%
Decrease a little	13	8	6	3	9	1	1	8	4	1	4	4	2	3	9	2	1	-	1	-	1	8	3	5	5	-	3	2	*
	1%	2%	1%	2%	3%e	*	*	3%efh	1%	*	2%	2%	1%	2%	2%	1%	1%	-	1%	-	2%r	1%	1%	2%	1%	-	3%	2%	2%
Decrease a lot	3	1	2	-	3	-	-	-	3	-	1	2	-	-	3	-	-	-	-	-	-	1	-	1	2	2	-	-	-
	*	*	*	-	1%	-	-	-	1%	-	*	1%	-	-	1%	-	-	-	-	-	-	*	-	*	1%	2%u	-	-	-
NET: Decrease	16	8	7	3	11	1	1	8	7	1	5	6	2	3	11	2	1	-	1	-	1	9	3	6	7	2	3	2	*
	2%	2%	1%	2%	4%ef	*	*	3%ef	1%	*	1%	2%	2%	1%	3%	1%	1%	-	1%	-	2%r	1%	1%	2%	2%	2%	3%	2%	2%
Don't know	48	12	36	13	20	5	10	20	19	3	8	16	7	17	21	6	7	1	4	6	2	27	15	12	18	1	6	11	2
	5%	3%	7%a	8%eh	6%e	2%	3%	9%efh	4%	2%	2%	6%l	5%	7%l	5%	5%	11%mr	2%	4%	3%	5%	4%	4%	4%	6%	2%	7%	7%	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



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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 (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
NET: Increase	452	189	263	77	160	120	95	106	251	70	154	103	62	132	195	66	33	40	39	60	18	290	149	141	146	45	41	60	15
	44%	39%	49%a	49%f	50%f	47%f	34%	46%f	50%f	47%	44%	39%	42%	53%jk	45%r	48%r	53%r	71%mnqr	36%	32%	56%qr	43%	41%	46%	46%	50%	49%	42%	57%
Increase a lot	128	40	88	22	55	24	27	29	71	16	42	29	21	36	55	22	9	9	11	16	5	74	30	44	48	17	18	12	5
	13%	8%	17%a	14%	17%ef	10%	10%	13%	14%	11%	12%	11%	14%	14%	13%	16%	14%	17%	10%	9%	15%	11%	8%	14%u	15%	19%uz	22%uz	9%	20%
Increase a little	324	149	175	55	105	96	67	77	179	53	111	75	41	97	140	44	25	30	28	44	13	216	118	97	98	28	23	47	10
	32%	31%	33%	35%f	33%f	38%f	24%	34%f	35%f	36%	32%	28%	28%	38%jk	32%	32%	39%r	54%mnqr	26%	24%	41%r	32%	32%	31%	31%	31%	27%	33%	37%
Stay the same	323	183	139	47	97	82	96	71	155	55	111	95	50	66	149	46	14	10	38	57	9	229	124	106	85	21	23	40	8
	32%	38%b	26%	30%	30%	32%	34%	31%	31%	37%	32%	36%l	34%	26%	34%p	33%p	22%	18%	35%	31%	27%	34%w	34%	35%	27%	24%	28%	28%	32%
Decrease a little	133	74	59	14	31	34	54	20	59	11	55	34	18	26	48	12	6	3	14	47	4	86	56	30	46	14	9	23	1
	13%	15%	11%	9%	10%	13%	19%cdgh	9%	12%	7%	16%	13%	12%	10%	11%	9%	10%	5%	13%	25%mnop	12%	13%	15%	10%	14%	16%	10%	16%	3%
Decrease a lot	14	7	7	*	8	1	4	3	8	1	4	5	3	2	7	*	-	2	1	3	-	7	3	4	7	5	2	1	-
	1%	1%	1%	*	3%	1%	1%	1%	1%	1%	1%	2%	2%	1%	2%	*	-	4%	1%	2%	-	1%	1%	1%	2%	5%uz	2%	1%	-
NET: Decrease	147	81	66	14	39	36	58	23	66	12	59	39	21	28	55	13	6	5	15	50	4	94	59	35	53	19	10	23	1
	14%	17%	12%	9%	12%	14%	21%cdgh	10%	13%	8%	17%	15%	14%	11%	13%	9%	10%	9%	14%	27%mnop	12%	14%	16%	11%	17%	21%v	12%	16%	3%
Don't know	95	31	64	20	26	16	33	29	33	11	26	29	15	25	36	13	9	2	16	18	2	59	35	24	34	4	9	21	2
	9%	6%	12%a	13%eh	8%	6%	12%h	13%eh	7%	7%	7%	11%	10%	10%	8%	9%	15%p	3%	15%p	10%	5%	9%	9%	8%	11%	5%	11%	14%vx	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



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Now is a good time	138 14%	73 15%	64 12%	26 17%	34 11%	30 12%	46 16%	35 15%	56 11%	19 13%	68 19%ijkl	30 11%	15 10%	25 10%	67 15%ln	9 7%	8 12%	5 9%	16 14%	30 16%ln	2 7%	105 16%w	63 17%lx	42 14%	30 9%	5 5%	10 12%	16 11%	2 8%
It is neither a good time nor a bad time	634 62%	307 63%	327 61%	74 46%	207 64%cg	171 68%cg	181 64%cg	117 51%	335 66%cg	106 72%	208 59%	178 67%	92 62%	156 62%	270 62%	92 67%o	33 52%	31 55%	65 60%	123 67%o	20 60%	414 62%	228 62%	186 61%	203 64%	71 79%uvwyz	50 60%	82 57%	16 62%
Now is a bad time	102 10%	51 11%	51 10%	26 17%ef	44 14%fg	20 8%	12 4%	33 14%ef	57 11%fg	9 6%	48 14%j	20 8%	12 8%	21 8%	54 12%r	14 10%	9 14%r	6 10%	5 5%	9 5%	5 17%qr	64 9%	21 6%	43 14%u	34 11%	11 12%	8 9%	16 11%u	3 13%
Don't know	144 14%	53 11%	91 17%a	32 20%dh	37 11%	32 13%	43 15%	43 19%dh	58 11%	13 9%	28 8%	37 14%i	29 20%i	50 20%i	44 10%	22 16%	14 22%am	14 26%mr	22 20%am	23 12%	5 16%	89 13%	54 15%x	35 12%	50 16%	4 4%	17 20%x	30 21%vx	4 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) - West Midlands

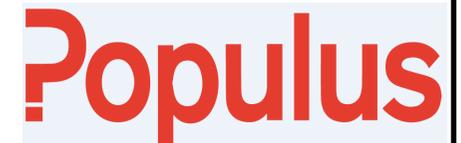
ONLINE Fieldwork : January to December 2018

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 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
More money	116 11%	62 13%	54 10%	46 29% defh	42 13% ef	18 7%	10 4%	57 25% defh	49 10% f	5 3%	41 12%	38 14% l	21 14% l	16 6%	61 14% qr	23 17% qr	11 17% qr	7 12% q	-	11 6%	4 12% q	67 10%	31 8%	37 12%	43 14%	10 11%	7 8%	26 18% u	6 22%
About the same	599 59%	290 60%	310 58%	67 42%	185 58% cg	146 58% cg	201 71% cd eg	109 48%	289 57% ccg	87 59%	213 61%	154 58%	82 55%	150 59%	246 56% o	72 52%	26 42%	28 50%	82 76% m nop	126 68% m nop	20 61% o	407 61%	228 62% z	179 58%	181 57%	54 60%	56 66% z	71 49%	11 41%
Less money	231 23%	100 21%	131 25%	29 19%	72 22%	68 27% g	62 22%	42 18%	128 25% g	41 28%	81 23%	60 23%	31 21%	59 23%	101 23%	31 23%	16 26%	12 21%	20 18%	44 24%	7 21%	164 24%	91 25%	73 24%	62 19%	19 21%	15 17%	28 20%	5 19%
Don't know	71 7%	33 7%	38 7%	17 11% f	23 7%	22 9% f	9 3%	22 9% f	40 8% f	14 10%	15 4%	14 5%	14 9% i	27 11% ij	29 7% r	10 8% r	10 16% mr	9 17% mr	6 6%	3 2%	2 6%	34 5%	16 4%	18 6%	32 10% t	7 8%	7 8%	18 13% uv	5 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) - West Midlands

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: Rent-ers (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (B)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Male	484	484	-	73	156	136	120	107	258	83	197	117	74	97	261	34	28	26	26	105	4	326	174	152	147	42	35	70	11
	48%	100% ^b	-	46%	48%	54% ^f	42%	46%	51%	56%	56% ^{kl}	44%	50% ^l	38%	60% ^{noqs}	25% ^s	45% ^{nqs}	47% ^{nqs}	24%	57% ^{nqs}	12%	49%	48%	50%	46%	47%	42%	49%	42%
Female	533	-	533	86	166	118	163	123	247	65	154	149	74	155	175	103	35	30	82	79	29	346	192	154	171	48	49	74	16
	52%	-	100% ^a	54%	52%	46%	58% ^e	54%	49%	44%	56% ^{kl}	50%	62% ^{kl}	40%	75% ^{mopr}	55% ^m	53%	76% ^{mopr}	43%	88% ^{mnp}	51%	52%	50%	54%	53%	58%	51%	58%	

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) - West Midlands

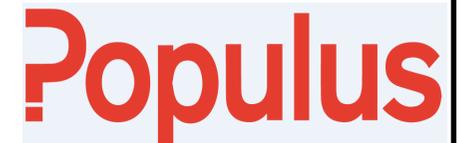
ONLINE Fieldwork : January to December 2018

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 (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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
18-24	88 9%	34 7%	54 10%	88 55%defgh	-	-	-	88 38%defh	-	-	28 8%	35 13%l	10 7%	15 6%	42 10%qr	14 10%qr	22 34%mnopqrs	8 15%qr	-	-	2 5%qr	44 7%	19 5%	25 8%	35 11%t	8 9%	12 14%u	15 11%u	9 32%
25-34	141 14%	73 15%	69 13%	71 45%defh	70 22%efh	-	-	141 62%cdefh	-	-	59 17%l	41 16%l	19 13%	22 9%	91 21%qr	23 17%qr	14 22%qr	9 17%qr	-	-	4 12%qr	77 11%	20 6%	57 19%u	57 18%t	10 11%	9 10%	39 27%luxy	7 28%
35-44	159 16%	76 16%	83 16%	-	159 49%cefg	-	-	-	159 31%cefg	-	58 17%	43 16%	19 13%	39 15%	111 26%oqr	25 18%qr	8 13%qr	7 13%qr	-	-	7 23%qr	93 14%	13 4%	80 26%u	63 20%t	19 21%u	14 16%u	31 21%u	3 11%
45-54	190 19%	89 18%	101 19%	-	93 29%cfg	97 38%cdfg	-	-	190 38%cdfg	-	62 18%	48 18%	35 23%	46 18%	113 26%qr	33 24%qr	11 17%qr	20 36%oqr	-	1 1%	12 35%oqr	132 20%	47 13%	85 28%u	58 18%	18 20%	14 16%	27 19%	-
55-64	156 15%	93 19%b	63 12%	-	-	156 62%cdfgh	-	-	156 31%cdfg	131 89%	54 15%	33 12%	27 18%	43 17%	70 16%q	33 24%mqr	8 13%q	11 19%q	-	26 14%q	8 25%qr	117 17%w	79 22%vz	38 12%	38 12%	16 18%z	11 13%	11 8%	1 4%
65+	282 28%	120 25%	163 31%	-	-	-	282 100%cdegh	-	-	17 11%	90 26%	67 25%	37 25%	88 35%ijkl	8 2%	9 6%mo	-	-	108 100%mnoprs	158 85%lmnops	-	209 31%w	187 51%vwyz	21 7%	67 21%	20 22%v	26 31%vz	21 15%v	7 25%
Average age	50.27	50.09	50.43	23.87	40.18cg	56.59cdgh	70.94cd	26.33cg	49.57cdg	60.15	49.65	47.75	50.43	53.69ij	41.95o	45.45mo	35.20	42.94o	71.63mnops	69.26mnops	45.20o	52.50wyz	60.12vxyz	43.39	46.38	49.14vz	49.72vz	42.69	40.33

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) - West Midlands

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 (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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
AB	351	197	154	59	115	87	90	87	174	45	351	-	-	-	189	35	12	5	9	89	10	289	147	142	56	11	15	29	6
	35%	41%b	29%	37%	36%	34%	32%	38%	34%	31%	100%ijkl	-	-	-	43%nopq	26%pq	19%	9%	9%	48%nopq	32%pq	43%w	40%xyz	46%xyz	18%	13%	18%	20%	22%
C1	266	117	149	54	89	56	67	76	123	34	-	266	-	-	127	46	18	5	13	54	4	162	85	77	92	25	19	48	13
	26%	24%	28%	34%efh	28%	22%	24%	33%efh	24%	23%	-	100%ikl	-	-	29%pqs	33%pqs	29%pqs	8%	12%	29%pqs	13%	24%	23%	25%	29%	28%	22%	33%u	48%
C2	148	74	74	21	45	44	37	29	81	26	-	-	148	-	69	26	5	2	17	21	7	100	56	44	45	18	8	18	3
	15%	15%	14%	13%	14%	17%	13%	13%	16%	18%	-	-	100%ijl	-	16%p	19%op	8%	4%	16%	12%	23%opr	15%	15%	14%	14%	20%	10%	13%	13%
DE	252	97	155	25	73	66	88	37	127	42	-	-	252	51	30	28	44	68	20	11	122	78	44	126	35	42	48	5	
	25%	20%	29%a	16%	23%	26%cg	31%cdg	16%	25%cg	29%	-	-	100%ijk	12%	22%mr	44%mnr	79%mnors	63%mnors	11%	32%mr	18%	21%v	14%	40%t	39%uv	50%uvz	34%uv	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) - West Midlands

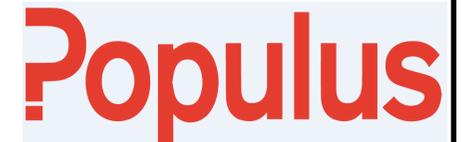
ONLINE Fieldwork : January to December 2018

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 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Scotland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North East	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
North West	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Yorkshire & Humberside	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
West Midlands	1017	484	533	159	322	254	282	229	505	148	351	266	148	252	436	137	63	56	108	185	33	672	366	306	318	90	84	144	27
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
East Midlands	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wales	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Eastern	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
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) - West Midlands

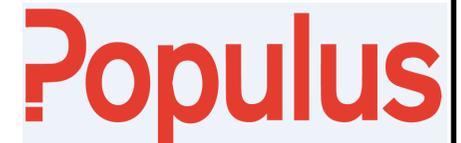
ONLINE Fieldwork : January to December 2018

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 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Yes	619 61%	324 67% ^b	295 55%	119 75% ^d	196 61%	131 52%	173 61%	168 73% ^d	278 55%	79 53%	283 81% ^{ijkl}	159 60% ^l	90 61% ^l	87 34%	307 70% ⁿ	81 59% ^{ps}	31 49% ^p	12 21%	51 47% ^p	123 67% ^{opqs}	14 43% ^p	464 69% ^w	243 66% ^{xyz}	221 72% ^{xyz}	140 44%	36 40%	24 29%	79 55% ^{xy}	16 59%
No	398 39%	160 33%	238 45% ^a	40 25%	126 39% ^{cg}	122 48% ^{cg}	110 39% ^{cg}	61 27%	228 45% ^{cg}	69 47%	68 19%	107 40% ⁱ	58 39% ⁱ	165 66% ^{ijkl}	129 30%	56 41% ^m	32 51% ^{mr}	44 79% ^{mnoq}	57 53% ^{mr}	61 33%	18 57% ^{mnr}	209 31%	123 34%	85 28%	179 56% ^t	54 60% ^{uvz}	60 71% ^{uvz}	64 45% ^{uv}	11 41%

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) - West Midlands

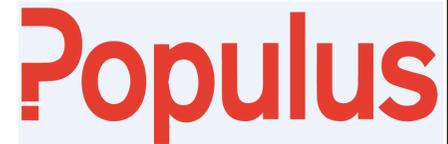
ONLINE Fieldwork : January to December 2018

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 Rent (A)	Rent free (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
NET: Homeowners	672	326	346	82	195	187	209	121	342	108	289	162	100	122	296	92	27	18	59	159	21	672	366	306	-	-	-	-	-
	66%	67%	65%	52%	61%	74%cdg	74%cdg	53%	68%cg	73%	82%jkl	61%l	67%l	48%	68%op	68%op	43%	31%	55%p	86%mnop55%op	100%w	100%xyz	100%xyz	-	-	-	-	-	
Owned outright - without mortgage	366	174	192	29	38	112	187	40	139	70	147	85	56	78	82	54	14	10	51	145	10	366	366	-	-	-	-	-	-
	36%	36%	36%	18%	12%	44%cdgh	66%cdg	17%	28%cdg	47%	42%jl	32%	38%	31%	19%	40%mp	22%	18%	48%mp	79%mnop30%mq	54%w	100%vxyz	-	-	-	-	-	-	
Owned with a mortgage or loan	306	152	154	53	157	74	21	82	203	38	142	77	44	44	214	38	14	7	8	13	11	306	-	306	-	-	-	-	-
	30%	31%	29%	34%fh	49%cefg	29%fh	8%	36%fh	40%ef	26%	40%jkl	29%l	30%l	17%	49%nopq	28%pqr	22%qr	13%	7%	7%	34%pqr	46%w	-	100%uxy	-	-	-	-	
NET: Renters	318	147	171	63	122	66	67	92	159	39	56	92	45	126	132	41	30	36	44	24	11	-	-	-	318	90	84	144	-
	31%	30%	32%	40%ef	38%ef	26%	24%	40%efh	32%	26%	16%	34%i	30%i	50%ijk	30%r	30%r	48%mnrs	64%mnqr	41%r	13%	34%r	-	-	-	100%t	100%uv	100%uv	100%uv	-
Rented from the council	90	42	48	11	36	23	20	17	53	15	11	25	18	35	35	14	6	9	14	8	4	-	-	-	90	90	-	-	-
	9%	9%	9%	7%	11%	9%	7%	8%	10%	10%	3%	9%i	12%i	14%i	8%	10%	10%	16%r	13%r	4%	11%	-	-	-	28%t	100%uvyz	-	-	-
Rented from a housing association	84	35	49	15	26	18	26	20	38	10	15	19	8	42	25	7	14	8	17	10	3	-	-	-	84	-	84	-	-
	8%	7%	9%	9%	8%	7%	9%	9%	8%	7%	4%	7%	6%	17%ijk	6%	5%	23%mnr	15%mnr	16%mnr	5%	10%	-	-	-	27%t	-	100%uvxz	-	-
Rented from someone else	144	70	74	37	60	26	21	54	69	14	29	48	18	48	72	21	10	18	13	6	4	-	-	-	144	-	-	144	-
	14%	14%	14%	23%efh	19%ef	10%	8%	24%efh	14%fh	9%	8%	18%i	12%	19%i	17%r	15%r	15%r	33%mnqr12%rs	2%r	3%	13%r	-	-	-	45%t	-	-	100%uvxy	-
Rent free	27	11	16	14	5	1	7	16	4	1	6	13	3	5	8	3	6	3	4	2	1	-	-	-	-	-	-	-	27
	3%	2%	3%	9%defh	1%	*	2%	7%defh	1%	1%	2%	5%	2%	2%	2%	2%	9%mnr	5%	4%	1%	2%	-	-	-	-	-	-	-	100%

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) - West Midlands

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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
No formal education	11 1%	5 1%	7 1%	1 *	5 2%	1 1%	4 1%	2 1%	6 1%	1 1%	-	2 1%	1 1%	8 3% _{ij}	2 1%	3 2%	1 1%	1 1%	2 2%	2 1%	*	5 1%	4 1%	1 *	7 2%	5 5% _{uvz}	1 2%	1 1%	-
Primary	5 *	4 1%	1 *	1 1%	1 *	-	3 1%	2 1%	1 *	2 1%	1 *	1 *	1 *	2 1%	4 1%	-	-	-	-	1 1%	-	3 1%	3 1%	-	2 *	-	-	2 1%	-
Secondary school, high school, NVQ levels 1 to 3, etc.	651 64%	260 54%	392 74% _a	72 46%	198 62% _{cg}	178 70% _{cg}	203 72% _{cdg}	108 47%	340 67% _{cg}	113 77%	147 42%	176 66% _{ei}	122 82% _{ij}	207 82% _{ij}	244 56%	97 71% _{mor}	33 52%	44 79% _{mor}	98 91% _{mnor}	109 59%	27 82% _{mor}	397 59%	221 60%	176 57%	238 75% _t	78 87% _{uvz}	68 81% _{uvz}	92 64%	17 62%
University degree or equivalent professional qualification, NVQ level 4, etc.	230 23%	142 29% _b	88 17%	45 29% _f	79 25%	50 20%	55 20%	64 28% _f	111 22%	21 14%	131 37% _{kl}	63 24% _{kl}	16 11%	20 8%	130 30% _{mnopq}	23 17%	6 10%	9 16%	8 7%	50 27% _{oqs}	4 13%	177 26% _w	89 24% _{xy}	88 29% _{xy}	48 15%	4 5%	11 13%	33 23% _x	6 21%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	94 9%	63 13% _b	31 6%	22 14% _f	35 11% _f	23 9%	15 5%	35 15% _{fh}	44 9%	9 6%	67 19% _{kl}	16 6%	4 3%	7 3%	52 12% _{pqs}	11 8% _q	8 13% _{pq}	1 2%	-	20 11% _q	1 3% _q	75 11% _w	38 10% _y	37 12% _{xy}	17 5%	3 4%	1 2%	12 9%	2 8%
Still in full time education	17 2%	6 1%	11 2%	16 10% _{defh}	1 *	-	-	17 7% _{defh}	-	-	4 1%	7 3%	2 1%	4 2%	-	2 1% _m	15 24% _{mnpqr}	-	-	-	-	10 1%	6 2%	4 1%	6 2%	-	3 3%	3 2%	1 4%
Don't know	1 *	1 *	-	-	-	-	1 1%	-	-	-	-	-	1 *	1 *	-	-	-	-	-	1 1%	-	1 *	1 *	-	-	-	-	-	-
Prefer not to answer	6 1%	4 1%	3 1%	2 1%	2 1%	1 *	1 *	2 1%	3 1%	1 1%	1 *	1 *	2 2%	2 1%	4 1%	* *	-	1 2%	-	1 1%	* 1%	4 1%	3 1%	1 *	1 *	-	-	1 1%	1 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) - West Midlands

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 (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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Yes - responsible for half or more of the items bought	929	419	509	119	304	241	266	184	479	141	322	234	138	234	405	126	45	48	105	167	33	612	330	282	299	84	80	135	17
	91%	87%	96%a	75%	94%cg	95%cg	94%cg	80%	95%cg	95%	92%	88%	93%	93%	93%o	92%o	71%	86%	97%op	91%o	100%mnop	91%	90%	92%	94%	94%	95%	94%	66%
No - not responsible for most of the items bought	88	65	23	40	18	13	17	45	26	7	29	32	10	18	32	10	18	8	3	17	-	60	36	24	19	6	4	9	9
	9%	13%b	4%	25%defh	6%	5%	6%	20%defh	5%	5%	8%	12%	7%	7%	7% _s	8% _s	29% _{mnqr}	14% _{qs}	3%	9% _s	-	9%	10%	8%	6%	6%	5%	6%	34%

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) - West Midlands

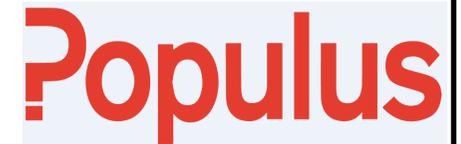
ONLINE Fieldwork : January to December 2018

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: Renters (x)	Rent-ed from council (y)	Rent-ed from HA (z)	Other Rent (A)	Rent free (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
No cars in the household	202	80	121	24	56	60	62	38	102	37	16	59	20	107	53	28	25	29	34	27	5	70	50	20	127	39	49	5	
	20%	17%	23%a	15%	17%	24%c	22%	16%	20%	25%	5%	22%ik	13%i	42%jkl	12%	21%lm	40%mnrs	51%mnqr	31%mr	15%	16%	10%	14%v	7%	40%t	43%uv	47%uv	34%uv	17%
NET: Any	815	404	411	135	266	194	221	192	403	111	334	207	129	145	383	108	38	27	74	157	27	602	316	286	191	51	45	95	22
	80%	83%b	77%	85%e	83%	76%	78%	84%	80%	75%	95%jkl	78%l	87%jl	58%	88%nopq	79%op	60%	49%	69%p	85%opq	84%op	90%w	86%xyz	93%xyz	60%	57%	53%	66%	83%
1	385	174	211	41	124	90	129	68	188	57	146	96	60	83	167	51	11	14	53	78	11	258	142	116	120	35	27	58	7
	38%	36%	40%	26%	39%cg	36%	46%cg	30%	37%c	38%	42%	36%	40%	33%	38%o	37%o	17%	25%	49%op	42%op	33%o	38%	39%	38%	38%	38%	32%	40%	26%
2	310	168	141	50	110	73	77	73	160	36	127	71	57	54	155	36	12	13	22	58	14	246	120	126	56	17	13	27	7
	30%	35%b	27%	31%	34%	29%	27%	32%	32%	24%	36%jl	27%	38%jl	22%	36%oq	26%	19%	24%	20%	31%	43%nopq	37%w	33%xyz	41%xyz	18%	19%	15%	18%	28%
3+	121	62	59	44	31	30	15	51	55	18	61	40	12	8	60	21	16	-	-	21	3	98	53	44	15	-	5	10	8
	12%	13%	11%	28%defh	10%	12%f	5%	22%defh	11%f	12%	17%kl	15%l	8%l	3%	14%pq	16%pq	25%mpqrs	-	-	11%pq	8%pq	15%w	15%xz	14%xz	5%	-	6%x	7%x	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) - West Midlands

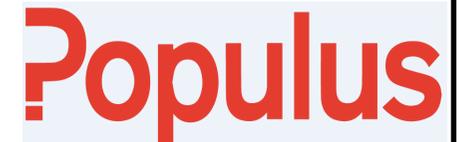
ONLINE Fieldwork : January to December 2018

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 (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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
White	923	440	484	112	294	238	279	174	471	141	313	239	137	235	380	123	51	52	108	180	30	604	338	265	297	85	78	133	23
	91%	91%	91%	71%	91%cg	94%cg	99%cddeg	76%	93%cg	96%	89%	90%	93%	93%	87%	90%	81%	92%	100%mnop	97%mmo	92%	90%	92%v	87%	93%	95%	93%	93%	86%
NET: Non-white	89	41	48	44	28	13	4	53	32	4	38	27	7	17	53	13	11	5	-	5	3	64	24	40	21	5	6	11	4
	9%	8%	9%	28%defh	9%g	5%h	1%	23%defh	6%g	3%	11%	10%	5%	7%	12%qr	9%qr	18%qr	8%q	-	3%	8%q	9%	6%	13%u	7%	5%	7%	7%	14%
Mixed	20	5	15	13	3	3	-	13	7	2	6	8	2	4	10	6	1	2	-	1	*	14	5	10	6	1	4	2	-
	2%	1%	3%	8%defh	1%	1%	-	6%defh	1%	2%	2%	3%	1%	2%	4%r	2%	3%	-	1%	1%	2%	1%	3%	2%	1%	4%	2%	-	
Asian	50	23	27	26	19	5	-	32	19	-	21	16	3	11	33	5	8	2	-	-	2	40	13	28	6	2	1	3	4
	5%	5%	5%	17%defh	6%ef	2%	-	14%defh	4%g	-	6%	6%	2%	4%	8%qr	3%r	13%nqr	3%r	-	-	6%qr	6%w	3%	9%uyz	2%	3%	1%	2%	14%
Black	12	8	5	2	4	5	1	5	7	1	6	2	3	1	8	3	1	-	-	1	6	4	2	7	2	1	4	-	
	1%	2%	1%	2%	1%	2%	*	2%	1%	1%	2%	1%	2%	1%	2%	2%	1%	-	-	1%	1%	6	1%	1%	2%	2%	1%	3%	-
Chinese	2	2	-	*	2	-	-	2	-	-	1	1	-	*	1	-	*	1	-	-	-	1	-	1	-	-	-	1	-
	*	*	-	* 1%	-	-	-	1%	-	-	*	*	-	*	*	-	*	2%	-	-	-	*	-	*	-	-	-	1%	-
Other ethnic group	4	3	1	1	-	-	3	1	-	-	3	-	-	1	1	-	1	-	-	3	-	3	3	-	1	-	1	1	-
	*	1%	*	1%h	-	-	1%	1%	-	-	1%	-	-	*	*	-	1%	-	-	1%	-	*	1%	-	*	-	1%	1%	-
Prefer not to answer	5	4	1	2	-	2	-	2	2	2	1	1	4	-	3	1	1	-	-	-	-	5	4	1	-	-	-	-	-
	*	1%	*	1%d	-	1%	-	1%	*	2%	*	*	2%ijl	-	1%	*	2%	-	-	-	-	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) - West Midlands

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 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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Christian	534	227	307	48	132	150	203	67	264	89	177	136	71	150	193	68	24	29	86	119	15	355	216	139	164	45	44	75	15
	52%	47%	58% ^a	30%	41% ^{cg}	59% ^{cdg}	72% ^{cddeg}	29% ^h	52% ^{cdg}	60%	50%	51%	48%	59% ^k	44%	50%	39%	52%	79% ^{mnop}	64% ^{mnos}	46%	53%	59% ^{vw}	45%	51%	50%	52%	52%	56%
NET: Other	74	38	35	28	23	14	8	35	31	3	30	22	6	16	43	7	9	4	1	7	3	54	22	32	16	5	7	5	3
	7%	8%	7%	18% ^{cdefh}	7% ^f	5%	3%	15% ^{defh}	6%	2%	9%	8%	4%	6%	10% ^{qqr}	5%	14% ^{nqr}	7%	1%	4%	10% ^{qqr}	8%	6%	10% ^z	5%	6%	8%	3%	12%
Muslim	34	15	19	20	13	2	-	22	12	-	13	9	3	9	19	5	7	2	-	-	2	26	4	22	5	2	1	3	3
	3%	3%	4%	12% ^{defh}	4% ^{ef}	1%	-	10% ^{defh}	2% ^f	-	4%	4%	2%	4%	4% ^r	3% ^r	10% ^{mnqr}	3% ^r	-	-	6% ^{qqr}	4%	1%	7% ^{uyz}	2%	2%	1%	2%	12%
Hindu	8	3	4	2	3	2	-	5	3	-	6	2	-	6	2	-	-	-	-	-	7	5	2	1	1	-	-	-	-
	1%	1%	1%	2%	1%	1%	-	2% ^f	1%	-	2%	1%	-	1%	1%	-	-	-	-	-	1%	1%	1%	*	1%	-	-	-	-
Jewish	2	2	-	-	-	-	2	-	-	-	-	2	-	-	-	-	-	-	-	2	-	-	-	-	2	-	2	-	-
	*	*	-	-	-	-	1%	-	-	-	-	1%	-	-	-	-	-	-	-	1% ^m	-	-	-	-	1% ^t	-	3% ^{uv}	-	-
Sikh	10	4	6	4	4	1	-	5	5	-	3	4	1	2	7	1	2	-	-	-	*	8	5	3	2	1	-	1	-
	1%	1%	1%	3% ^f	1%	*	-	2% ^f	1%	-	1%	1%	1%	1%	2%	*	3% ^r	-	-	1%	1%	1%	1%	1%	1%	1%	-	1%	-
Buddhist	3	3	-	*	1	-	2	1	-	-	1	2	-	*	1	-	*	-	-	2	-	3	2	1	*	-	-	*	-
	*	1%	-	*	*	-	1%	*	-	-	*	1%	-	*	*	-	*	-	-	1%	-	*	1%	*	-	-	-	*	-
Other	17	11	6	2	3	9	4	2	11	3	8	2	2	5	10	*	-	2	1	2	1	11	7	4	6	1	3	1	-
	2%	2%	1%	1%	1%	4% ^d	1%	1%	2%	2%	2%	1%	1%	2%	2%	*	-	4%	1%	1%	3% ⁿ	2%	2%	1%	2%	2%	4%	*	-
None	386	209	177	77	154	84	71	120	195	52	134	103	67	82	185	60	26	21	21	59	14	248	123	125	130	39	30	61	8
	38%	43% ^b	33%	48% ^{efh}	48% ^{efh}	33%	25%	52% ^{efh}	39% ^f	35%	38%	39%	45% ^l	33%	42% ^{qqr}	44% ^{qqr}	41% ^q	37% ^q	19%	32%	44% ^{qq}	37%	34%	41%	41%	44%	36%	42%	29%
Prefer not to say	24	10	14	6	12	6	-	7	17	4	10	6	4	4	16	1	4	3	-	-	-	14	5	10	8	1	4	3	1
	2%	2%	3%	4% ^f	4% ^f	2% ^f	-	3% ^f	3% ^f	3%	3%	2%	3%	2%	4% ^r	1%	6% ^{nqr}	5% ^r	-	-	-	2%	1%	3%	3%	1%	5%	2%	4%

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) - West Midlands

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 (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
NET: Urban	870	414	455	150	288	200	232	212	426	115	289	235	132	215	388	110	57	48	87	151	29	563	296	267	283	87	68	129	23
	86%	86%	86%	94%efh	90%ef	79%	82%	93%efh	84%	78%	82%	88%	89%	85%	89%nr	80%	91%	86%	80%	82%	88%	84%	81%	87%	89%t	96%uvy	80%	90%u	86%
Urban - Population over 10,000	438	231	207	92	151	94	101	129	208	45	155	126	59	99	210	51	31	28	29	79	11	270	134	136	152	51	29	72	16
	43%	48%b	39%	58%deh	47%ef	37%	36%	56%deh	41%	31%	44%	47%	40%	39%	48%nqs	37%	50%q	49%q	27%	43%q	33%	40%	37%	45%	48%t	56%uy	35%	50%uy	59%
Town and Fringe	431	183	248	58	137	106	130	84	217	70	134	109	72	116	178	59	26	21	58	72	18	293	162	131	131	36	38	57	7
	42%	38%	47%a	37%	43%	42%	46%	37%	43%	47%	38%	41%	49%i	46%	41%	43%	41%	37%	54%	39%	55%mr	44%	44%	43%	41%	40%	46%	39%	27%
NET: Rural	147	70	77	9	34	54	51	17	80	33	62	31	17	37	48	27	6	8	21	33	4	109	70	39	35	3	17	15	4
	14%	14%	14%	6%	10%	21%cdg	18%cdg	7%	16%cg	22%	18%	12%	11%	15%	11%	20%rn	9%	14%	20%	18%rn	12%	16%w	19%xz	13%x	11%	4%	20%x	10%	14%
Village	121	60	60	6	32	44	38	14	69	28	49	23	16	32	42	21	5	8	18	24	3	90	53	37	27	3	14	10	4
	12%	12%	11%	4%	10%c	17%cdg	14%cg	6%	14%cg	19%	14%	9%	11%	13%	10%	15%	8%	14%	17%	13%	9%	13%w	14%xz	12%x	8%	4%	16%xz	7%	14%
Hamlet & Isolated Dwelling	27	10	17	3	2	9	12	3	11	5	13	8	1	5	6	7	1	-	3	9	1	19	17	1	8	-	3	5	-
	3%	2%	3%	2%	1%	4%d	4%d	1%	2%	3%	4%	3%	*	2%	1%	5%rn	2%	-	3%	5%rn	3%	3%	5%v	*	3%	-	4%v	3%v	-

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) - West Midlands

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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
NET: Working	573	295	278	113	267	177	17	170	386	120	225	172	95	81	436	137	-	-	-	-	-	388	136	252	174	49	32	93	11
	56%	61% ^b	52%	71% ^f	83% ^{cefg}	70% ^f	6%	74% ^f	76% ^f	82%	64% ^l	65% ^l	64% ^l	32%	100% ^{opq}	100% ^{opqrs}	-	-	-	-	-	58%	37%	82% ^{luxyz}	55%	54% ^u	38%	65% ^{uy}	41%
Working full time - working 30 hours per week or more	436	261	175	89	213	126	8	133	294	78	189	127	69	51	436	-	-	-	-	-	-	296	82	214	132	35	25	72	8
	43%	54% ^{ab}	33%	56% ^f	66% ^{cefh}	50% ^f	3%	58% ^f	58% ^f	53%	54% ^l	48% ^l	47% ^l	20%	100% ^{nopqrs}	-	-	-	-	-	-	44%	22%	70% ^{luxyz}	42%	39% ^u	30%	50% ^{uy}	30%
Working part time - working between 8 and 29 hours per week	137	34	103	23	54	51	9	37	91	42	35	46	26	30	-	137	-	-	-	-	-	92	54	38	41	14	7	21	3
	13%	7%	19% ^a	15% ^f	17% ^f	20% ^f	3%	16% ^f	18% ^f	28%	10%	17% ⁱ	17% ⁱ	12%	-	100% ^{mopqr}	-	-	-	-	-	14%	15%	13%	13%	15%	8%	14%	11%
NET: Not working	444	190	254	46	55	77	266	59	120	27	126	94	53	171	-	-	63	56	108	185	33	284	230	54	144	41	53	51	16
	44%	39%	48% ^a	29% ^d	17%	30% ^d	94% ^{cdeg}	26% ^d	24% ^d	18%	36%	35%	36%	68% ^{ijk}	-	-	100% ^{mn}	100% ^{mn}	100% ^{mn}	100% ^{mn}	100% ^{mn}	42%	63% ^{vxz}	18%	45%	46% ^v	62% ^{vxz}	35% ^v	59%
Not working but seeking work or temporarily unemployed or sick	56	26	30	11	23	23	-	18	38	11	5	5	2	44	-	-	-	56	-	-	-	18	10	7	36	9	8	18	3
	6%	5%	6%	7% ^f	7% ^f	9% ^f	-	8% ^f	8% ^f	7%	1%	2%	1%	18% ^{ijk}	-	-	-	100% ^{mnopr}	-	-	-	3%	3%	2%	11% ^t	10% ^{uv}	10% ^{uv}	13% ^{uv}	11%
Not working and not seeking work	63	28	35	32	16	15	-	36	27	8	12	18	5	28	-	-	63	-	-	-	-	27	14	14	30	6	14	10	6
	6%	6%	7%	20% ^{defh}	5% ^f	6% ^f	-	16% ^{defh}	5% ^f	6%	3%	7%	3%	11% ^{ik}	-	-	100% ^{mnpqr}	-	-	-	-	4%	4%	4%	9% ^t	7%	17% ^{uvz}	7%	21%
Retired on a state pension only	108	26	82	-	-	-	108	-	-	-	9	13	17	68	-	-	-	-	108	-	-	59	51	8	44	14	17	13	4
	11%	5%	15% ^a	-	-	-	38% ^{cdegh}	-	-	-	3%	5%	12% ^{ij}	27% ^{ijk}	-	-	-	-	100% ^{mnpqr}	-	-	9%	14% ^v	3%	14% ^t	16% ^v	20% ^{vz}	9% ^v	17%
Retired with a private pension	185	105	79	-	-	27	158	-	27	-	89	54	21	20	-	-	-	-	-	185	-	159	145	13	24	8	10	6	2
	18%	22% ^{ab}	15%	-	-	11% ^{cdgh}	56% ^{cdegh}	-	5% ^{cdg}	-	25% ^{kl}	20% ^l	14% ^l	8%	-	-	-	-	-	100% ^{mnpqr}	-	24% ^w	40% ^{vwxyz}	4%	7%	9%	12% ^{vz}	4%	9%
House person, housewife, househusband, etc.	33	4	29	4	16	13	-	6	27	8	10	4	7	11	-	-	-	-	-	-	33	21	10	11	4	3	4	1	
	3%	1%	5% ^a	2% ^f	5% ^f	5% ^f	-	2% ^f	5% ^f	5%	3%	2%	5%	4%	-	-	-	-	-	-	100% ^{mnpqr}	3%	3%	4%	3%	4%	4%	3%	2%

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) - West Midlands

ONLINE Fieldwork : January to December 2018

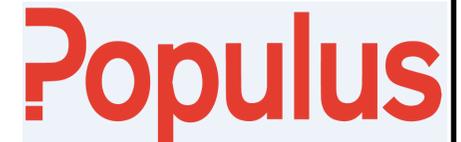
Absolutes/col percents

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)
Unweighted base	557	293	264	137	273	135	12	209	336	89	196	142	122	97	390	167	-	-	-	-	-	352	122	230	195	46	35	114	10
Weighted base	573	295	278	113	267	177	17**	170	386	120*	225	172	95*	81*	436	137	**	**	**	**	**	388	136*	252	174	49*	32**	93*	11**
NET: Public Sector	173	74	99	50	72	48	4	67	102	24	74	66	19	14	144	29	-	-	-	-	-	125	34	92	41	14	6	21	7
	30%	25%	36%a	44%deh	27%	27%	22%	40%deh	26%	20%	33%kl	38%kl	20%	17%	33%n	21%	-	-	-	-	-	32%	25%	36%z	23%	28%	18%	23%	60%
A nationalised industry/state corporation	16	7	9	5	7	2	2	6	8	4	10	-	4	3	14	1	-	-	-	-	-	13	2	11	3	1	-	2	-
	3%	2%	3%	5%	2%	1%	12%	4%	2%	4%	4%j	-	4%j	3%j	3%	1%	-	-	-	-	-	3%	2%	4%	2%	3%	-	2%	-
Central government or civil service (including Courts service and Bank of England)	12	5	7	6	3	4	-	7	5	-	9	2	*	-	10	2	-	-	-	-	-	11	5	6	1	-	1	-	1
	2%	2%	2%	5%dh	1%	2%	-	4%dh	1%	-	4%	1%	*	-	2%	1%	-	-	-	-	-	3%	3%	3%	*	-	2%	-	5%
Local government or council (including fire services, police and local authority controlled schools/colleges)	63	23	40	14	33	16	-	19	44	4	26	33	3	2	54	10	-	-	-	-	-	50	11	39	8	3	1	4	5
	11%	8%	14%a	12%	12%	9%	-	11%	11%	3%	11%kl	19%kl	3%	3%	12%	7%	-	-	-	-	-	13%w	8%	16%z	5%	6%	3%	4	42%
A university, or other grant funded establishment (include opted-out schools)	21	15	6	4	10	7	-	10	11	3	10	8	3	-	20	2	-	-	-	-	-	14	4	10	7	3	-	3	1
	4%	5%	2%	4%	4%	4%	-	6%	3%	3%	5%	5%	3%	-	5%	1%	-	-	-	-	-	4%	3%	4%	4%	7%	-	3%	9%
A health authority or NHS Trust	36	15	21	11	11	12	2	13	21	10	17	8	6	5	30	6	-	-	-	-	-	25	10	16	11	3	1	6	-
	6%	5%	7%	9%	4%	7%	10%	7%	6%	8%	7%	5%	7%	6%	7%	5%	-	-	-	-	-	6%	7%	6%	6%	7%	4%	6	-
The armed forces	*	*	-	*	-	-	-	*	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	*
	*	*	-	*	-	-	-	*	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	-	4%
Other public sector occupation (Please specify as much detail as possible)	24	7	17	10	9	6	-	12	12	3	3	15	2	5	15	8	-	-	-	-	-	12	2	10	12	3	3	6	-
	4%	2%	6%	9%dh	3%	3%	-	7%h	3%	2%	1%	9%ik	2%	6%i	4%	6%	-	-	-	-	-	3%	2%	4%	7%	6%	9%	6%	-

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) - West Midlands

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	573	295	278	113	267	177	17**	170	386	120*	225	172	95*	81*	436	137	-**	-**	-**	-**	-**	388	136*	252	174	49*	32**	93*	11**
NET: Private Sector	400	221	179	63	195	129	13	103	284	97	150	107	76	67	292	108	-	-	-	-	-	263	102	161	133	35	26	72	4
	70%	75%b	64%	56%	73%cg	73%cg	78%	60%	74%cg	80%	67%	62%	80%ij	83%ij	67%	79%am	-	-	-	-	-	68%	75%	64%	77%	72%	82%	77%v	40%
A charity, voluntary organisation or trust	16	5	11	2	10	4	-	2	14	2	3	8	2	3	11	5	-	-	-	-	-	10	3	6	6	2	*	3	-
	3%	2%	4%	1%	4%	2%	-	1%	4%	1%	1%	5%	2%	4%	3%	3%	-	-	-	-	-	2%	2%	2%	4%	5%	1%	4%	-
Self-employed (Private sector)	51	32	18	3	23	19	5	7	38	18	17	19	7	8	27	24	-	-	-	-	-	37	22	14	14	2	1	10	1
	9%	11%	7%	3%	9%	11%cg	31%	4%	10%cg	15%	8%	11%	7%	10%	6%	17%am	-	-	-	-	-	9%	16%v	6%	8%	5%	5%	11%	5%
None of the above/ I work in the Private sector	333	183	150	58	162	105	8	93	232	77	130	80	67	56	253	80	-	-	-	-	-	216	76	140	113	31	24	58	4
	58%	62%	54%	52%	61%	60%	47%	55%	60%	64%	58%	46%	71%ij	69%aj	58%	58%	-	-	-	-	-	56%	56%	55%	65%	62%	76%	63%	35%

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) - West Midlands

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 (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
No children aged 18 or under	766	356	409	122	154	211	278	162	326	129	247	219	98	202	269	92	58	47	103	184	13	499	337	162	241	62	73	106	26
	75%	74%	77%	77% ^{adh}	48%	83% ^{dgh}	98% ^{cdeg}	71% ^{hd}	65% ^d	87%	70%	82% ^{lk}	66%	80% ^{ik}	62% ^s	67% ^s	92% ^{oms}	84% ^{mns}	96% ^{mnp}	100% ^{mnp}	40%	74%	92% ^{vxz}	53%	76%	69% ^v	86% ^{vxz}	74% ^{zv}	96%
NET: Yes	249	127	122	35	168	43	4	66	179	19	103	46	50	50	167	44	5	8	4	1	19	171	29	143	77	28	11	38	1
	25%	26%	23%	22% ^f	52% ^{cefg}	17% ^f	2%	29% ^{ef}	35% ^{cef}	13%	29% ^{jl}	17%	34% ^{jl}	20%	38% ^{opqr}	33% ^{opqr}	8% ^r	14% ^{fr}	4%	*	59% ^{mnp}	25% ^{qr}	8%	47% ^{uxyz}	24%	31% ^{uy}	14%	26% ^{uy}	4%
Yes - children aged under 5 years old	73	37	36	28	43	2	-	38	35	-	34	16	12	11	47	13	2	3	-	-	7	48	5	43	24	7	3	15	1
	7%	8%	7%	17% ^{efh}	13% ^{efh}	1%	-	17% ^{efh}	7% ^{ef}	-	10% ^l	6%	8%	4%	11% ^{oqr}	10% ^{qr}	3% ^r	6% ^{qr}	-	-	23% ^{mnpqr}	7% ^r	1%	14% ^{uy}	8%	8% ^u	3%	10% ^u	4%
Yes - children aged 5 to 10 years old	117	67	50	21	87	6	2	38	77	2	54	16	29	18	76	20	3	7	2	1	9	78	7	72	38	11	4	23	-
	11%	14% ^b	9%	13% ^{ef}	27% ^{cefg}	2%	1%	16% ^{ef}	15% ^{ef}	1%	15% ^{jl}	6%	19% ^{jl}	7%	17% ^{oqr}	14% ^{oqr}	5% ^r	12% ^{qr}	2%	*	26% ^{nopq}	12% ^r	2%	23% ^{uy}	12%	12% ^u	5%	16% ^{uy}	-
Yes - children aged 11 to 15 years old	99	48	51	5	71	23	-	17	82	3	48	18	12	21	69	21	1	1	-	-	6	71	15	56	28	12	7	9	-
	10%	10%	10%	3% ^f	22% ^{cefg}	9% ^{cf}	-	7% ^f	16% ^{cefg}	2%	14% ^j	7%	8%	8%	16% ^{opqr}	16% ^{opqr}	2% ^r	2%	-	-	17% ^{opqr}	11%	4%	18% ^{uyz}	9%	14% ^u	8%	6%	-
Yes - children aged 16 to 18 years old	60	22	39	-	37	19	4	2	53	13	13	14	14	19	41	7	2	-	4	-	6	36	9	28	24	15	2	7	-
	6%	4%	7%	-	11% ^{cfg}	7% ^{cfg}	2%	1%	11% ^{cfg}	9%	4%	5%	10% ⁱ	8%	9% ^{pr}	5% ^r	3% ^r	-	4% ^r	-	17% ^{nopqr}	5%	2%	9% ^u	7%	17% ^{uyz}	2%	5%	-
Refused	2	1	1	2	-	-	-	2	-	-	1	1	-	-	-	1	-	-	-	-	*	2	1	1	-	-	-	-	-
	*	*	*	1% ^h	-	-	-	1%	-	-	*	*	-	*	-	*	-	-	2% ^m	-	-	1% ^m	*	*	-	-	-	-	-

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) - West Midlands

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 (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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Anglia	6 1%	1 *	5 1%	4 3%efh	2 1%	-	-	-	4 2%efh	2 *	-	1 *	-	2 1%	4 1%	2 1%	-	1 -	-	-	*	-	-	-	6 2%t	3 4%uv	1 1%	1 1%	1 2%
Border	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Central	939 92%	457 94%b	482 90%	120 75%	288 89%cg	252 99%cdgh	280 99%cdgh	175 76%	484 96%cdg	148 100%	327 93%	238 89%	142 96%j	233 92%	387 89%	126 92%	54 85%	50 90%	107 99%mp	184 99%mnop	32 98%mo	640 95%w	353 96%xyz	287 94%z	275 86%	78 87%	74 88%	123 85%	24 91%
Granada	6 1%	1 *	5 1%	2 1%	3 1%	-	1 *	3 1%	2 *	-	2 1%	2 1%	-	2 1%	2 1%	2 1%	2 4%am	-	-	1 1%	-	5 1%	3 1%	2 1%	1 *	1 1%	-	1 *	-
London	5 1%	2 *	4 1%	5 3%defh	-	-	-	5 2%defh	-	-	-	5 2%il	-	-	4 1%	1 1%	-	-	-	-	-	4 1%	-	4 1%	2 1%	-	-	2 1%	-
Meridian	9 1%	2 *	7 1%	3 2%ef	6 2%	-	-	6 3%efh	3 1%	-	1 *	5 2%	1 *	2 1%	7 2%	2 1%	-	-	-	-	-	4 1%	2 1%	2 1%	3 1%	1 1%	1 2%	1 1%	1 5%
STV	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tyne Tees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Wales	*	*	-	*	-	-	-	*	-	-	-	-	*	-	*	-	-	-	-	-	-	*	-	*	-	-	-	-	-
West	43 4%	17 3%	26 5%	21 13%defh	18 6%efh	2 1%	1 *	29 13%defh	12 2%	-	19 5%	9 3%	4 2%	11 4%	27 6%r	5 3%r	5 8%r	4 7%r	1 1%	-	*	16 2%	6 2%	10 3%	26 8%t	7 8%u	4 5%	15 11%uv	* 2%
Westcountry	8 1%	4 1%	4 1%	2 2%	5 2%	-	-	6 3%efh	2 *	-	*	6 2%il	1 *	-	5 1%	*	1 2%	1 2%	-	-	-	4 1%	2 1%	1 *	4 1%	-	3 4%uv	1 1%	-
Yorkshire	1 *	-	1 *	1 *	-	-	-	1 *	-	-	1 *	-	-	-	-	-	1 1%am	-	-	-	-	-	-	-	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) - West Midlands

ONLINE Fieldwork : January to December 2018

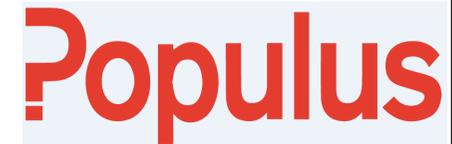
Absolutes/col percents

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 (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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Single	258 25%	130 27%	128 24%	100 63%defh	92 28%ef	48 19%f	18 6%	124 54%defh	116 23%f	20 13%	64 18%	95 36%ak	27 18%	71 28%ik	125 29%qrs	32 23%qrs	44 71%mnqr	31 56%mnqrs	8 7%	16 9%	2 28%	128 19%	79 21%	49 16%	114 36%t	33 37%uv	29 35%uv	51 36%uv	17 63%
NET: Married/ Civil partnership/ co habiting	611 60%	309 64%b	302 57%	56 35%	211 65%cg	162 64%cg	183 65%cg	101 44%	327 65%cg	95 64%	258 74%kl	134 50%	103 70%jl	116 46%	282 65%op	85 62%op	12 18%	14 25%	56 52%op	135 73%mnopq	28 87%mnop68%w	460 68%w	231 63%xyz	229 75%xyz	147 46%	41 46%	37 43%	69 48%	4 16%
Married	474 47%	251 52%b	224 42%	28 18%	140 43%cg	132 52%cg	174 62%cdgh	58 25%	242 48%cg	77 52%	205 58%jl	97 36%	84 57%jl	88 35%	194 45%op	58 43%op	9 14%	9 17%	56 52%op	127 69%mnop	22 66%mnop57%w	382 57%w	205 56%xyz	177 58%xyz	88 28%	23 26%	24 29%	41 28%	4 14%
Civil Partnership	7 1%	6 1%	1 *	1 1%	2 1%	1 *	2 1%	1 1%	3 1%	- -	3 1%	3 1%	* *	1 *	3 1%	- -	- -	- -	3 2%	* 1%	2 *	1 *	1 *	5 1%	* *	3 4%uv	1 1%	- -	
Co Habiting	130 13%	53 11%	78 15%	26 16%f	69 21%ef	29 11%f	6 2%	42 18%f	83 16%f	18 12%	51 14%	34 13%	19 13%	27 11%	85 19%oqr	26 19%oqr	3 5%q	5 9%q	- -	5 3%	7 20%oqr	76 11%	24 7%	52 17%u	54 17%t	18 20%u	9 11%	27 19%u	1 2%
NET: Widowed/ separated/ divorced	143 14%	45 9%	98 18%a	1 *	18 6%cg	43 17%cdg	80 28%cdgh	1 *	61 12%cdg	32 22%	27 8%	37 14%i	17 11%	62 25%ijkl	28 6%	18 13%am	6 10%	10 17%am	45 41%mnop	34 18%ms	2 7%	81 12%	55 15%v	26 8%	56 18%t	16 18%v	18 22%v	22 15%v	6 21%
Widowed	43 4%	7 2%	36 7%a	1 *	2 1%	6 2%	35 12%cdgh	1 *	8 2%	7 5%	8 2%	16 6%i	6 4%	12 5%	4 1%	5 4%am	- -	2 3%	18 17%mnops	14 7%mo	* 1%	33 5%	33 9%vxy	1 *	7 2%	- -	- -	7 5%v	2 9%
Separated	18 2%	8 2%	10 2%	- -	7 2%g	7 3%g	4 2%	- -	14 3%cg	5 3%	6 2%	4 2%	1 1%	7 3%	5 1%	1 1%	2 3%	3 5%mq	- -	6 3%	1 4%q	7 1%	3 1%	5 2%	11 3%t	4 4%u	4 5%u	3 2%	- -
Divorced	82 8%	29 6%	52 10%	- -	10 3%cg	30 12%cdg	41 15%cdgh	* -	40 8%cdg	20 14%	12 3%	16 6%	10 6%	43 17%ijk	19 4%	12 9%	5 8%	5 9%	27 25%mnop	14 8%	1 2%	40 6%	19 5%	20 7%	38 12%t	12 13%u	14 17%uv	12 8%	3 13%
Prefer not to answer	5 1%	1 *	5 1%	3 2%h	1 *	- -	1 *	3 1%	1 *	1 1%	2 1%	- -	1 *	3 1%	2 *	2 2%	* 1%	1 1%	- -	- -	- -	4 1%	2 1%	2 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

Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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 (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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26	
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**	
Glasgow	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Edinburgh	1	-	1	1	-	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-	-	-	-	
Newcastle	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Leeds	1	-	1	1	-	-	-	1	-	1	-	-	-	-	-	1	-	-	-	-	-	-	-	1	-	1	-	-		
Hull	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Sheffield	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Manchester	46 5%	32 7%b	15 3%	6 4%	20 6%	9 3%	12 4%	9 4%	26 5%	7 5%	12 4%	10 4%	11 7%	13 5%	25 6%cr	5 4%	2 3%	*	9 9%r	2 1%	2 5%cr	27 4%	10 3%	18 6%	19 6%	7 8%u	4 5%	8 5%	-	
Liverpool	3	1	2	-	1	-	2	-	1	-	2	2	-	-	1	-	-	-	-	2	-	3	2	1	-	-	-	-	-	-
Nottingham	4	1	3	2	1	-	1	2	1	-	2	1	*	1	1	2	-	-	-	1	-	2	2	1	1	-	1	*	-	
Birmingham	882 87%	417 86%	465 87%	141 89%	283 88%	223 88%	234 83%	203 89%	445 88%	126 85%	308 88%	237 89%	126 85%	210 83%	389 89%q	119 87%	55 88%	48 85%	81 75%	308 87%	31 94%q	592 88%w	321 88%	271 89%	264 83%	76 85%	68 80%	120 83%	26 98%	
Norwich	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Milton Keynes	3	3	1	1	1	1	-	1	3	1	2	-	1	1	3	-	-	-	-	-	-	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
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Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

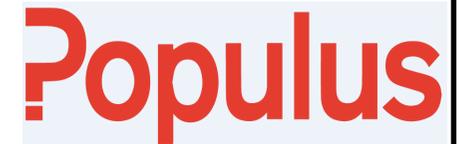
ONLINE Fieldwork : January to December 2018

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 (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)
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
Brighton	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Oxford	10 1%	5 1%	4 1%	1 *	2 *	-	7 3%eh	2 1%h	-	-	4 1%	-	-	6 2%i	1 *	-	-	2 3%m	4 3%m	4 2%m	-	4 1%	3 1%	1 *	5 2%	-	2 3%	3 2%	-
London	1 *	1 *	-	-	1 *	-	-	1 *	-	1 *	-	-	-	1 *	-	-	-	-	-	-	-	1 *	-	1 *	-	-	-	-	-
Southampton	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bristol	8 1%	3 1%	5 1%	3 2%	1 *	4 1%	1 *	3 1%	4 1%	2 1%	6 2%	-	1 *	2 1%	4 1%	-	-	2 3%	-	2 1%	-	8 1%	4 1%	4 1%	-	-	-	-	-
Plymouth	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Cardiff	6 1%	4 1%	3 *	-	-	4 2%d	2 1%	-	4 1%	4 3%	5 1%	2 1%	-	3 1%	2 1%	-	-	-	-	2 1%	-	3 1%	2 1%	2 *	3 1%	-	-	3 2%	-
None of these	53 5%	18 4%	34 6%	4 3%	13 4%	12 5%	23 8%cg	7 3%	22 4%	7 5%	12 4%	11 4%	10 7%	19 8%	12 3%	5 4%	5 8%m	5 9%m	14 13%ms	11 6%	*	29 4%	22 6%	7 2%	24 7%	7 7%	8 10%v	9 6%	-

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) - West Midlands

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)	Owning outright (v)	Owning with mortgage (w)	NET: Renters (x)	Rented from council (y)	Rented from HA (z)	Other Rent (A)	Rent free (A)	
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26	
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**	
Up to £7,000	(3.5)	48 5%	20 4%	28 5%	6 4%	15 5%	18 7%	9 3%	9 4%	30 6%	9 6%	2 *	11 4% _d	1 1%	34 14% _{ijk}	1 *	7 5% _{mr}	8 12% _{mr}	20 36% _{mnopr}	8 7% _{mr}	2 1%	1 12%	5 1%	7 2%	34 11% _t	9 10% _{uv}	13 15% _{uv}	12 8% _{uv}	2 2%	
£7,001 to £14,000	(10.5)	133 13%	46 9%	87 16% _a	12 8%	29 9%	31 12%	61 22% _{cdegh}	19 8%	53 10%	16 11%	9 3%	28 11% _i	14 9% _i	81 32% _{ijk}	23 5%	14 23% _{mns}	14 25% _{mns}	37 34% _{mnsr}	27 15% _m	3 9%	60 9%	50 14% _v	11 3%	66 21% _t	24 27% _{uv}	17 20% _v	25 17% _v	7 25%	
£14,001 to £21,000	(17.5)	184 18%	73 15%	111 21% _a	25 16%	41 13%	46 18%	72 25% _{cdgh}	29 13%	83 20%	30 20%	28 8%	69 26% _{ik}	23 16% _i	64 25% _{ik}	53 12%	32 24% _{mp}	14 22% _m	6 10%	32 29% _{mp}	39 21% _m	8 24% _{mp}	110 16%	74 20% _v	36 12%	69 22%	19 21%	21 25% _v	29 20% _v	4 16%
£21,001 to £28,000	(24.5)	161 16%	78 16%	83 16%	23 15%	49 15%	51 20%	39 14%	39 17%	84 20%	30 20%	43 12%	47 18%	38 26% _{il}	34 13%	76 17%	22 16%	5 8%	11 19%	16 15%	25 14%	6 18%	111 17%	61 16%	50 15%	49 24% _z	21 13%	11 12%	17 9% _y	1 3%
£28,001 to £34,000	(31)	109 11%	58 12%	51 10%	15 9%	43 13%	26 10%	25 9%	22 9%	62 12%	14 10%	48 14% _l	30 11% _l	21 14% _l	10 4%	55 13% _p	18 13% _p	4 6%	1 2%	6 5%	21 12% _p	4 11%	77 11%	41 12%	36 10%	30 5%	5 5%	4 15% _{xy}	2 7%	
£34,001 to £41,000	(37.5)	105 10%	61 13%	45 8%	16 10%	46 14% _f	26 10%	18 6%	24 10%	64 13% _f	12 8%	58 16% _{jl}	20 8% _l	20 13% _l	8 3%	63 14% _{opq}	16 12% _{opq}	1 2%	1 -	20 11% _{opq}	5 15% _{opq}	85 13% _w	34 9% _y	51 17% _{xyz}	20 6%	5 6%	2 2%	13 9% _y	1 2%	
£41,001 to £48,000	(44.5)	59 6%	37 8% _b	22 4%	11 7%	21 7%	13 5%	14 5%	16 7%	28 6%	10 7%	31 9% _l	13 5% _l	12 8% _l	3 1%	38 9% _{op}	7 5%	1 2%	2 2%	10 5%	1 4%	47 7%	20 6%	27 9% _x	12 4%	-	3 4%	9 6% _x	-	
£48,001 to £55,000	(51.5)	46 5%	27 6%	19 4%	4 3%	22 7% _{fg}	15 6% _g	6 2%	5 2%	36 7% _{cfg}	12 8%	33 9% _{kl}	7 3%	4 3%	2 1%	32 7% _{pq}	5 4%	2 3%	-	6 3%	1 4% _q	38 6%	13 4%	25 8% _{uz}	8 3%	2 2%	5 5%	2 1%	-	
£55,001 to £62,000	(58.5)	32 3%	20 4%	12 2%	6 4%	14 4%	6 2%	6 2%	13 6% _h	12 3%	4 3%	19 5% _{kl}	9 3%	1 1%	3 5%	2 2%	1 1%	2 3%	-	6 3%	1 2%	22 3%	10 3%	12 4%	6 2%	1 1%	-	5 4%	3 12%	
£62,001 to £69,000	(65.5)	19 2%	8 2%	10 2%	5 3% _f	10 3% _f	2 1%	1 4% _{ef}	8 2%	9 2%	-	13 4% _l	2 1%	3 2%	1 3%	13 3%	1 4%	2 4%	-	1 1%	1 3%	16 2% _w	7 2%	9 3%	1 *	-	-	1 *	2 8%	
£69,001 to £76,000	(72.5)	14 1%	12 2% _b	2 *	3 2% _f	2 1%	9 4% _{df}	-	3 1%	11 2% _f	3 2%	13 4% _{kl}	2 1%	-	11 2%	2 1%	-	-	-	2 1%	-	14 2% _w	3 1%	11 4% _{uz}	-	-	-	-	-	
£76,001 to £83,000	(79.5)	9 1%	6 1%	3 *	4 2% _f	3 1%	2 1%	-	4 2% _f	4 1%	-	7 2%	2 1%	-	6 1%	2 2%	-	-	-	-	1 2% _r	6 1%	4 1%	3 1%	2 1%	-	-	2 1%	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
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Prepared by Populus on behalf of Which?



Consumer Wellbeing Tracker 2018 (Including Boosters) - West Midlands

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: Home-owners (t)	Owned out-right (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	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**	
£83,001 or more	(86)	25	19	5	8	11	6	-	12	13	4	21	3	1	20	1	4	-	-	-	-	24	9	14	1	-	-	1	-	
	2%	4% ^b	1%	5% ^f	3% ^f	2% ^f	-	5% ^f	3% ^f	3%	6% ^{ijkl}	1%	1%	-	5% ^{nr}	*	6% ^{nqr}	-	-	-	4% ^w	3%	5% ^z	*	-	-	1%	-		
Prefer not to answer	74	20	54	22	16	5	31	28	15	3	27	25	10	12	24	7	8	2	7	25	1	50	35	15	20	4	9	7	4	
	7%	4%	10% ^a	14% ^{cdeh}	5%	2%	11% ^d	12% ^d	3%	2%	8%	9%	7%	5%	6%	5%	13% ^m	4%	7%	13% ^{ms}	4%	7%	9%	5%	6%	5%	11%	5%	15%	
Average income (£000's)	29.65	33.47 ^b	25.95	34.47 ^{ef}	33.41 ^{ef}	29.39 ^f	22.70	35.02 ^{ef}	31.00 ^f	29.21	41.90 ^{jk}	26.72 ^l	28.69 ^l	16.60	37.65 ^{no}	27.28 ^{pq}	24.08 ^{pq}	13.64	16.18	26.95 ^{pq}	28.69 ^{pq}	33.49 ^w	29.71 ^{xy}	37.80 ^{ux}	21.74	18.93	18.86	25.10 ^{xy}	28.04	

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) - West Midlands

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	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
NET: Yes	219	92	127	17	66	60	76	29	114	35	51	40	33	94	58	26	28	23	38	41	5	124	71	53	90	28	32	31	5
	21%	19%	24%	10%	21%cg	24%cg	27%cg	13%	23%cg	24%	15%	15%	22%l	37%ijk	13%	19%	44%mnrs	41%mnrs	35%mnrs	22%ms	15%	18%	19%	17%	28%t	31%uv	37%uvz	21%	17%
Yes - physical condition	125	54	71	2	30	42	51	7	67	26	29	21	23	52	29	13	17	11	25	27	2	75	39	35	47	15	15	17	3
	12%	11%	13%	1%	9%cg	16%cdg	18%cdg	3%	13%cg	18%	8%	8%	16%ij	21%ij	7%	10%	27%mnrs	19%ms	23%mnrs	15%ms	7%	11%	11%	12%	15%	16%	18%	12%	13%
Yes - mental condition	87	38	48	13	35	31	7	20	60	10	18	19	8	42	28	11	15	19	-	11	2	41	16	24	44	16	12	16	2
	9%	8%	9%	8%f	11%f	12%f	3%	9%f	12%f	7%	5%	7%	5%	17%cjk	6%q	8%q	24%mnqr	33%mnqrs	-	6%q	8%q	6%	4%	8%	14%t	18%uv	14%u	11%u	6%
Yes - disability	68	24	43	2	16	24	26	4	38	12	20	12	4	32	15	5	11	7	15	14	1	32	24	8	32	11	16	4	4
	7%	5%	8%	1%	5%	9%cg	9%cg	2%	7%cg	8%	6%	4%	3%	13%ijk	3%	3%	18%mnrs	13%mn	14%mn	7%	3%	5%	7%v	3%	10%t	13%vz	20%uvz	3%	15%
Yes - other	9	5	4	-	2	3	4	1	4	2	1	1	1	7	1	2	1	1	2	3	-	4	4	1	5	1	1	2	-
	1%	1%	1%	-	1%	1%	1%	1%	1%	2%	*	*	*	3%ij	*	1%	1%	2%ms	2%	2%	-	1%	1%	*	2%	2%	1%	2%	-
No	776	381	395	135	245	189	207	191	378	108	296	216	110	153	366	107	31	30	70	144	28	540	291	249	216	60	49	107	19
	76%	79%	74%	85%defh	76%	74%	73%	83%defh	75%	73%	84%kl	81%l	74%l	61%	86%opq	78%op	49%	54%	65%	78%op	85%opq	80%w	79%xy	81%xy	68%	67%	58%	75%y	73%
Prefer not to say	23	12	11	8	11	5	-	9	14	5	3	10	5	5	12	3	5	3	-	-	*	8	5	3	12	2	4	6	3
	2%	2%	2%	5%f	3%f	2%	-	4%f	3%f	3%	1%	4%	4%	2%	3%r	2%r	7%mqr	6%qr	-	-	1%	1%	1%	1%	4%t	2%	5%	4%	10%

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) - West Midlands

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 (A)
Unweighted base	1017	501	516	211	358	228	220	307	490	123	315	238	194	270	390	167	86	55	59	180	80	634	331	303	357	86	91	180	26
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
(England/Wales) Urban major conurbation	435	199	236	74	147	110	105	106	224	54	139	134	65	98	187	62	29	29	33	80	16	277	145	132	140	57	32	51	18
(England/Wales) Urban minor conurbation	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(England/Wales) Urban city and town	407	199	208	64	126	94	123	88	196	60	151	91	57	108	187	44	22	18	54	69	14	268	139	129	132	27	35	71	7
(England/Wales) Urban city and town in a sparse setting	1	1	-	-	1	-	-	-	1	-	-	-	-	1	1	-	-	-	-	-	-	-	-	1	1	-	-	-	-
(England/Wales) Rural town and fringe	62	33	28	1	18	22	21	4	37	14	17	13	10	22	25	10	3	2	9	13	1	51	32	19	10	1	4	4	1
(England/Wales) Rural town and fringe in a sparse setting	1	1	-	-	*	1	-	*	*	1	-	-	*	-	-	-	-	-	1	*	1	1	*	-	-	-	-	-	-
(England/Wales) Rural village	38	21	17	4	11	7	15	8	14	5	10	13	6	9	10	7	2	3	6	10	1	23	18	5	14	-	8	6	1
(England/Wales) Rural village in a sparse setting	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
(England/Wales) Rural hamlet and isolated dwellings	35	16	19	2	5	18	11	4	21	12	21	7	3	5	11	9	-	3	3	8	*	26	20	5	10	2	3	4	-
(England/Wales) Rural hamlet and isolated dwellings in a sparse setting	6	2	4	-	1	-	5	-	1	-	3	-	-	3	-	-	-	-	2	3	1	5	5	-	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) - West Midlands

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 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)
Weighted base	1017	484	533	159	322	254	282	229	505	148*	351	266	148	252	436	137	63*	56*	108*	185	33*	672	366	306	318	90*	84*	144	27**
(Scotland) Large Urban Area	1	1	1	1	1	-	-	1	-	1	-	-	-	1	-	-	-	-	-	-	1	-	1	-	-	-	-	-	-
(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	31	12	19	13	14	2	2	18	11	2	8	9	7	8	14	5	7	2	2	-	*	20	6	15	11	2	3	6	-
	3%	2%	4%	8%efh	4%ef	1%	1%	8%efh	2%	2%	2%	3%	5%	3%	3%r	4%r	11%mnqrs	4%r	2%	-	1%	3%	2%	5%lu	3%	2%	3%	4%	-

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

