



Economic Climate Survey Data

Published 21st August 2009

TNS Omnibus survey to a representative sample of 1024 GB adults aged 16-64, conducted online 30th July – 3rd August 2009. Quotas were applied during data collection to reflect the GB 16-64 population. Weights were applied to the survey data to reflect the 16-64 GB population.

Bases shown are unweighted.

How fearful are you, if at all, about losing your job in the next few months due to the economic climate?

<i>All Working Full/Part Time (Scale was 'flipped' between interviews)</i>	TOTAL GB 1292 %	London 154 %	NE/YH 183 %	NW 136 %	Mids 222 %	SE/Ang 291 %	Scot 116 %	West 190 %
Very fearful	8	10	11	7	7	8	6	9
Fairly fearful	24	27	24	27	27	23	21	21
Not very fearful	37	37	37	30	37	39	37	37
Not at all fearful	27	22	25	31	27	24	31	32
Not applicable/Don't know	4	4	4	5	2	6	5	1
Summary – Fearful	33	37	35	34	34	31	27	30
Summary – Not Fearful	64	59	61	61	64	63	68	69

If you were made redundant, which of the following best describes how long you think you could meet your existing financial commitments before finding another job?

<i>All Working Full/Part Time</i>	TOTAL GB 1292 %	16-24 160 %	25-34 378 %	35-44 334 %	45-54 283 %	55-64 137 %
Couldn't meet them at all	15	15	16	16	16	11
Less than a month	17	20	18	19	14	12
1-3 months	25	30	25	27	25	17
3-6 months	12	8	16	12	11	7
6-9 months	5	5	4	5	6	5
9-12 months	4	2	5	4	4	7
12-18 months	4	3	4	3	5	5
18 months to 2 years	1	1	1	2	1	3
Longer than 2 years	7	6	4	4	8	16
Don't know	10	8	7	9	11	17
Summary – Up to 12 months	63	66	68	66	59	48

If you were made redundant, which of the following best describes how long you think you could meet your existing financial commitments before finding another job?

<i>All Working Full/Part Time</i>	TOTAL GB 1292 %	London 154 %	NE/YH 183 %	NW 136 %	Mids 222 %	SE/Ang 291 %	Scot 116 %	West 190 %
Couldn't meet them at all	15	12	19	17	13	16	11	15
Less than a month	17	20	18	13	12	16	15	23
1-3 months	25	29	19	26	26	26	28	23
3-6 months	12	10	11	12	17	12	9	7
6-9 months	5	5	4	3	6	3	10	5
9-12 months	4	5	5	4	5	4	6	4
12-18 months	4	5	6	3	3	3	4	4
18 months to 2 years	1	2	2	3	1	1	-	2
Longer than 2 years	7	6	5	5	7	7	3	10
Don't know	10	5	10	14	10	11	14	7
Summary – Up to 12 months	63	69	58	59	66	62	67	62

Have you cut down on your spending in the last 12 months?

<i>All Respondents</i>	TOTAL GB 2055 %	Male 1040 %	Female 1015 %	16-24 230 %	25-34 298 %	35-44 212 %	45-54 360 %	55-64 442 %
Yes	73	70	76	62	75	78	77	68
No	27	30	24	38	25	22	23	32

Have you cut down on your spending in the last 12 months?

<i>All Respondents</i>	TOTAL GB 2055 %	London 230 %	NE/YH 298 %	NW 212 %	Mids 360 %	SE/Ang 442 %	Scot 190 %	West 323 %
Yes	73	69	77	78	70	74	71	71
No	27	31	23	22	30	26	29	29

In which areas of spend have you made significant cutbacks in the last 12 months?								
<i>All having made spending cuts (Multiple answers were allowed. Answers were randomised on screen)</i>	TOTAL GB 1493 %	London 155 %	NE/YH 226 %	NW 165 %	Mids 254 %	SE/Ang 330 %	Scot 135 %	West 228 %
Social activities, e.g. eating out, going to the cinema, wine bars, pubs	74	75	76	75	72	72	73	76
Non essential clothes/shoes	73	72	74	77	72	76	63	73
Buying "premium" groceries at the supermarket	65	66	67	62	66	65	66	63
Holidays	59	65	57	57	60	56	54	65
Electronic leisure, e.g. DVDs, music/game downloads, PC games	54	47	57	54	52	54	54	58
Electronic items e.g. computer, TV, DVD players	45	46	41	39	44	44	49	52
Toiletries, health and beauty products	36	32	41	33	36	38	31	36
Charity donations	32	32	33	32	34	31	28	36
Car travel	30	32	27	29	34	28	30	33
Gas/Electricity/Utilities	25	18	25	31	23	25	17	32
Gym membership	24	35	27	24	20	24	20	21
Public transport	16	23	14	14	15	15	18	17
Insurance, e.g. private medical insurance	16	15	17	12	18	16	6	21
School fees	4	3	5	6	5	4	3	3
Other	5	5	5	3	4	6	3	4

Since this time last year are you taking more holidays in the UK instead of going abroad to save money?

<i>All Respondents</i>	TOTAL GB 2055 %	Have children <16 648 %	No children <16 1407 %	16-24 349 %	25-34 468 %	35-44 475 %	45-54 423 %	55-64 340 %
Yes	37	43	34	36	45	39	32	32
No	63	57	66	64	55	61	68	68

Since this time last year are you taking more holidays in the UK instead of going abroad to save money?

<i>All Respondents</i>	TOTAL GB 2055 %	London 230 %	NE/YH 298 %	NW 212 %	Mids 360 %	SE/Ang 442 %	Scot 190 %	West 323 %
Yes	37	36	38	40	36	34	39	40
No	63	64	62	60	64	66	61	60

In the next 12 months, do you think you will take more holidays in the UK instead of going abroad to save money?

<i>All Respondents</i>	TOTAL GB 2055 %	Have children <16 648 %	No children <16 1407 %	16-24 230 %	25-34 298 %	35-44 212 %	45-54 360 %	55-64 442 %
Yes	33	39	28	33	35	38	28	27
No	39	35	41	39	37	36	39	45
Don't know	29	26	31	29	28	26	34	28

In the next 12 months, do you think you will take more holidays in the UK instead of going abroad to save money?

<i>All Respondents</i>	TOTAL GB 2055 %	London 230 %	NE/YH 298 %	NW 212 %	Mids 360 %	SE/Ang 442 %	Scot 190 %	West 323 %
Yes	33	31	34	34	34	29	33	34
No	39	37	39	35	36	43	34	41
Don't know	29	33	27	31	30	28	32	25

When would you expect the Bank of England to start increasing the base interest rate? If you're not sure, please give your best estimate.

<i>All Respondents</i>	TOTAL GB 2055 %	London 230 %	NE/YH 298 %	NW 212 %	Mids 360 %	SE/Ang 442 %	Scot 190 %	West 323 %
In the next month	3	4	3	3	3	2	2	2
In 1 – 3 months time	10	11	12	9	11	9	9	8
3-6 month's time	23	19	24	20	23	26	22	25
6 month's to a year's time	29	32	25	32	30	30	30	28
In over a year's time	17	15	15	18	19	16	16	18
Don't know	18	19	21	18	13	17	22	18
Summary – Up to a year	65	66	64	64	67	67	62	64

If you had to choose, would you rather pay higher taxes OR see spending cut on front line public services (e.g. The NHS, education)?

<i>All Respondents</i>	TOTAL GB 2055 %	Male 1040 %	Female 1015 %	16-24 230 %	25-34 298 %	35-44 212 %	45-54 360 %	55-64 442 %
Pay higher taxes	36	36	35	30	31	36	40	44
See a spending cut on front line public services	35	42	27	43	40	31	30	32
Don't know	30	22	37	28	29	33	31	25

If you had to choose, would you rather pay higher taxes OR see spending cut on front line public services (e.g. the NHS, education)?

<i>All Respondents</i>	TOTAL GB 2055 %	London 230 %	NE/YH 298 %	NW 212 %	Mids 360 %	SE/Ang 442 %	Scot 190 %	West 323 %
Pay higher taxes	36	35	33	41	37	33	38	35
See a spending cut on front line public services	35	37	34	31	35	35	33	38
Don't know	30	28	33	28	28	32	28	27