



ICM Poll Channel 4 News

Fieldwork dates: 22-24th January 2010

GB Interview Method: Online

Population effectively sampled: All adults aged 18+

Sampling Method: A nationally representative sample was selected at random from the NewVistatm panel of 200,000 adults, with sample selected in proportion to population distribution. Panel members are recruited via ICM's telephone and face to face surveys and via online recruitment and give detailed demographic and consumption data.

Sample size: 2,018

Data weighting: Data were weighted to the profile of all GB adults aged 18+. Data were weighted by sex, age, social class. Targets for the weighted data were derived from the National Readership survey, a random probability survey comprising 34,000 random face-to-face interviews conducted annually.

Questions: The computer tables attached in PDF format show each question, in full, in the order they were put to respondents, all response codes and the weighted and un-weighted bases for all demographics and other data including but not limited that published .

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Coming Out Of Recession Survey

ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 1

Q.1 Thinking about your current financial situation, do you feel you and your family are better off or worse off compared with 12 months ago, or has there been no change either way?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	930	1088	123	345	430	366	323	431	715	468	288	547	564	519	472	278	185
Weighted base	2018	969	1049	240	320	400	340	300	420	525	585	424	484	529	529	498	285	178
Better off	226 11%	116 12%	109 10%	38 16%	60 19%	43 11%	29 8%	27 9%	29 7%	88 17%	75 13%	37 9%	26 5%	69 13%	54 10%	66 13%	27 10%	10 5%
No change either way	830 41%	394 41%	436 42%	119 50%	131 41%	149 37%	138 41%	105 35%	188 45%	222 42%	232 40%	182 43%	195 40%	222 42%	205 39%	203 41%	118 42%	82 46%
Worse off	925 46%	442 46%	483 46%	77 32%	117 37%	198 50%	172 51%	164 55%	198 47%	213 41%	267 46%	195 46%	250 52%	226 43%	260 49%	223 45%	134 47%	83 47%
Prefer not to answer	5 *	3 *	2 *	- -	3 1%	* *	- -	- -	3 1%	* *	2 *	1 *	2 *	3 1%	- -	1 *	1 *	* *
Don't know	32 2%	14 1%	18 2%	6 2%	10 3%	9 2%	1 *	4 1%	2 1%	2 *	10 2%	9 2%	11 2%	9 2%	10 2%	6 1%	4 1%	2 1%

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Table 1

Q.1 Thinking about your current financial situation, do you feel you and your family are better off or worse off compared with 12 months ago, or has there been no change either way?

Base: All respondents

	Total	Region											Financial Situation		
		Scotland	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Better off	No change	Worse off
Unweighted base	2018	185	82	216	174	201	85	163	273	291	193	155	227	823	933
Weighted base	2018	178	91	234	174	190	105	186	256	272	180	153	226	830	925
Better off	226 11%	10 5%	16 18%	28 12%	22 12%	17 9%	9 9%	24 13%	37 15%	32 12%	18 10%	13 8%	226 100%	-	-
No change either way	830 41%	82 46%	38 41%	101 43%	64 37%	67 35%	54 51%	65 35%	117 45%	105 39%	65 36%	74 48%	-	830 100%	-
Worse off	925 46%	83 47%	37 40%	101 43%	85 49%	103 55%	38 36%	91 49%	96 38%	130 48%	95 53%	65 43%	-	-	925 100%
Prefer not to answer	5 *	* *	- -	1 *	- -	- -	1 1%	- -	3 1%	* *	- -	- -	-	-	-
Don't know	32 2%	2 1%	1 1%	3 1%	3 2%	3 1%	2 2%	6 3%	4 1%	5 2%	2 1%	2 1%	-	-	-

Coming Out Of Recession Survey

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Absolutes/col percents

Table 2

Q.2 Please consider the economy for a moment, your current financial situation and your ability to keep up with the cost of living. Taking this into account how confident do you feel about things at the moment?

Base: All respondents

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	2018	930	1088	123	345	430	366	323	431	715	468	288	547	564	519	472	278	185	
Weighted base	2018	969	1049	240	320	400	340	300	420	525	585	424	484	529	529	498	285	178	
NET: Confident	961	481	481	124	149	171	146	130	241	291	280	203	187	259	245	249	134	74	
	48%	50%	46%	52%	46%	43%	43%	43%	57%	55%	48%	48%	39%	49%	46%	50%	47%	42%	
Very confident	(4)	101	60	41	3	21	25	9	12	30	45	24	16	15	33	20	26	13	9
		5%	6%	4%	1%	7%	6%	3%	4%	7%	9%	4%	4%	3%	6%	4%	5%	5%	5%
Fairly confident	(3)	861	420	440	121	128	145	137	119	211	246	255	188	172	226	225	223	121	66
		43%	43%	42%	50%	40%	36%	40%	40%	50%	47%	44%	44%	36%	43%	42%	45%	42%	37%
Not very confident	(2)	698	331	367	93	110	141	118	113	123	164	209	146	179	186	194	151	99	69
		35%	34%	35%	39%	34%	35%	35%	38%	29%	31%	36%	34%	37%	35%	37%	30%	35%	39%
Not at all confident	(1)	301	132	169	14	42	74	67	50	53	62	83	59	97	72	73	83	44	29
		15%	14%	16%	6%	13%	19%	20%	17%	13%	12%	14%	14%	20%	14%	14%	17%	16%	16%
NET:Not confident	1000	464	536	107	152	216	185	164	176	226	292	205	276	258	266	234	143	98	
		50%	48%	51%	45%	47%	54%	55%	55%	42%	43%	50%	48%	57%	49%	50%	47%	50%	55%
Prefer not to answer	4	1	2	-	4	-	-	-	-	-	-	2	1	1	-	-	2	-	
	*	*	*	-	1%	-	-	-	-	-	-	1%	*	*	-	-	1%	-	
Don't know	53	23	30	9	16	13	8	5	3	7	13	13	20	11	17	15	5	5	
	3%	2%	3%	4%	5%	3%	2%	2%	1%	1%	2%	3%	4%	2%	3%	3%	2%	3%	
Mean	2.39	2.43	2.35	2.49	2.42	2.32	2.27	2.31	2.52	2.53	2.39	2.39	2.23	2.43	2.38	2.40	2.37	2.31	
Standard deviation	0.80	0.81	0.80	0.63	0.82	0.86	0.81	0.80	0.81	0.82	0.78	0.78	0.81	0.81	0.77	0.83	0.81	0.81	
Standard error	0.02	0.03	0.02	0.06	0.05	0.04	0.04	0.05	0.04	0.03	0.04	0.05	0.04	0.03	0.03	0.04	0.05	0.06	

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Table 2

Q.2 Please consider the economy for a moment, your current financial situation and your ability to keep up with the cost of living. Taking this into account how confident do you feel about things at the moment?

Base: All respondents

	Total	Region										Financial Situation				
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Better off	No change	Worse off	
Unweighted base	2018	185	82	216	174	201	85	163	273	291	193	155	227	823	933	
Weighted base	2018	178	91	234	174	190	105	186	256	272	180	153	226	830	925	
NET: Confident	961 48%	74 42%	48 53%	108 46%	94 54%	76 40%	45 43%	96 52%	135 53%	124 45%	89 49%	73 47%	183 81%	573 69%	198 21%	
Very confident	(4) 5%	9 5%	2 2%	13 6%	11 6%	7 3%	4 3%	7 4%	16 6%	17 6%	10 5%	7 5%	40 18%	46 6%	15 2%	
Fairly confident	(3) 43%	861 37%	66 51%	46 40%	95 48%	83 37%	70 40%	42 48%	89 46%	119 39%	107 44%	79 43%	66 43%	143 63%	527 63%	183 20%
Not very confident	(2) 35%	698 39%	69 26%	23 34%	79 28%	49 42%	79 42%	44 31%	57 31%	79 39%	106 30%	55 38%	58 38%	35 15%	206 25%	448 48%
Not at all confident	(1) 15%	301 16%	29 17%	15 17%	40 17%	28 16%	33 17%	10 10%	22 12%	37 14%	35 13%	34 19%	17 11%	7 3%	25 3%	264 29%
NET:Not confident	1000 50%	98 55%	39 43%	119 51%	77 44%	112 59%	55 52%	79 43%	116 45%	141 52%	89 49%	76 49%	41 18%	230 28%	713 77%	
Prefer not to answer	4 *	- -	- -	- -	- -	- -	2 2%	- -	1 1%	- -	- -	- -	- -	- -	- -	
Don't know	53 3%	5 3%	4 5%	8 3%	3 2%	2 1%	3 3%	10 6%	4 1%	7 3%	2 1%	5 3%	1 *	27 3%	14 2%	
Mean	2.39	2.31	2.39	2.36	2.45	2.26	2.39	2.46	2.46	2.40	2.36	2.42	2.97	2.74	1.94	
Standard deviation	0.80	0.81	0.80	0.84	0.84	0.79	0.72	0.76	0.82	0.79	0.85	0.76	0.67	0.61	0.74	
Standard error	0.02	0.06	0.09	0.06	0.06	0.06	0.08	0.06	0.05	0.05	0.06	0.06	0.04	0.02	0.02	

Coming Out Of Recession Survey

ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 3

Q.3 An announcement this coming Tuesday is expected to confirm that the Britain is no longer in recession. That means the economy has started to grow again after the financial crisis. Which of the following do you think is most responsible for helping the economy recover?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	930	1088	123	345	430	366	323	431	715	468	288	547	564	519	472	278	185
Weighted base	2018	969	1049	240	320	400	340	300	420	525	585	424	484	529	529	498	285	178
The UK Government	399 20%	230 24%	169 16%	42 18%	69 21%	86 21%	56 16%	66 22%	81 19%	127 24%	104 18%	79 19%	88 18%	104 20%	104 20%	113 23%	35 12%	42 24%
The Bank of England	275 14%	158 16%	117 11%	36 15%	44 14%	55 14%	50 15%	26 9%	63 15%	80 15%	78 13%	68 16%	50 10%	92 17%	61 11%	61 12%	34 12%	28 16%
The private sector	272 13%	155 16%	117 11%	30 13%	32 10%	45 11%	38 11%	48 16%	79 19%	88 17%	89 15%	44 10%	51 11%	68 13%	64 12%	74 15%	46 16%	20 11%
The United States Government	56 3%	32 3%	25 2%	4 2%	12 4%	12 3%	13 4%	8 3%	7 2%	14 3%	13 2%	15 4%	14 3%	13 3%	17 3%	12 2%	8 3%	5 3%
The European Union	16 1%	6 1%	10 1%	1 *	5 2%	3 1%	4 1%	2 1%	* *	5 1%	3 1%	4 1%	5 1%	6 1%	5 1%	3 1%	2 1%	- -
Other worldwide factors	351 17%	197 20%	154 15%	39 16%	41 13%	77 19%	62 18%	52 17%	80 19%	107 20%	107 18%	62 15%	75 16%	88 17%	105 20%	69 14%	51 18%	38 21%
Don't know	649 32%	191 20%	458 44%	88 37%	117 36%	121 30%	116 34%	98 33%	110 26%	103 20%	191 33%	153 36%	202 42%	157 30%	173 33%	166 33%	109 38%	45 25%

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Base: All respondents

	Total	Region										Financial Situation			
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Better off	No change	Worse off
Unweighted base	2018	185	82	216	174	201	85	163	273	291	193	155	227	823	933
Weighted base	2018	178	91	234	174	190	105	186	256	272	180	153	226	830	925
The UK Government	399 20%	42 24%	23 25%	45 19%	45 26%	35 18%	18 17%	40 21%	58 23%	47 17%	17 10%	29 19%	62 27%	183 22%	152 16%
The Bank of England	275 14%	28 16%	6 6%	38 16%	18 10%	20 11%	8 8%	28 15%	59 23%	33 12%	25 14%	12 8%	27 12%	124 15%	123 13%
The private sector	272 13%	20 11%	17 19%	25 11%	32 18%	26 14%	14 13%	18 10%	33 13%	35 13%	32 18%	20 13%	39 17%	91 11%	141 15%
The United States Government	56 3%	5 3%	2 2%	5 2%	6 3%	8 4%	* *	4 2%	7 3%	6 2%	8 4%	5 4%	7 3%	24 3%	25 3%
The European Union	16 1%	- -	3 4%	- -	- -	2 1%	1 1%	1 *	3 1%	3 1%	1 *	3 2%	1 1%	4 *	10 1%
Other worldwide factors	351 17%	38 21%	13 14%	31 13%	25 14%	37 20%	19 19%	36 20%	44 17%	45 16%	31 18%	31 20%	32 14%	129 16%	181 20%
Don't know	649 32%	45 25%	27 30%	90 39%	48 27%	62 32%	44 42%	59 32%	53 21%	104 38%	65 36%	52 34%	58 26%	275 33%	293 32%

Coming Out Of Recession Survey

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Absolutes/col percents

Table 4

Q.4 If Britain is officially recovering from the recession by the time of the next General Election, would this make you more likely to vote Labour, less likely to vote Labour or would it make no different one way or the other?

Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	930	1088	123	345	430	366	323	431	715	468	288	547	564	519	472	278	185
Weighted base	2018	969	1049	240	320	400	340	300	420	525	585	424	484	529	529	498	285	178
Make you more likely to vote Labour	234 12%	131 14%	103 10%	35 15%	42 13%	38 9%	39 12%	36 12%	44 11%	64 12%	62 11%	54 13%	55 11%	49 9%	54 10%	77 15%	30 10%	24 14%
Make no difference one way or the other	1461 72%	695 72%	766 73%	152 64%	221 69%	303 76%	249 73%	213 71%	322 77%	385 73%	444 76%	306 72%	325 67%	389 74%	381 72%	347 70%	213 75%	130 73%
Make you less likely to vote Labour	208 10%	114 12%	94 9%	31 13%	35 11%	32 8%	33 10%	35 12%	42 10%	61 12%	56 10%	44 10%	47 10%	60 11%	69 13%	36 7%	30 11%	14 8%
Don't know	115 6%	28 3%	87 8%	22 9%	22 7%	27 7%	18 5%	16 5%	11 3%	14 3%	23 4%	20 5%	58 12%	31 6%	25 5%	38 8%	12 4%	9 5%

Coming Out Of Recession Survey

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Q.4 If Britain is officially recovering from the recession by the time of the next General Election, would this make you more likely to vote Labour, less likely to vote Labour or would it make no different one way or the other?

Base: All respondents

	Total	Region											Financial Situation		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Better off	No change	Worse off
Unweighted base	2018	185	82	216	174	201	85	163	273	291	193	155	227	823	933
Weighted base	2018	178	91	234	174	190	105	186	256	272	180	153	226	830	925
Make you more likely to vote Labour	234 12%	24 14%	9 10%	43 18%	25 14%	23 12%	16 16%	20 11%	33 13%	16 6%	13 7%	11 7%	28 12%	112 13%	92 10%
Make no difference one way or the other	1461 72%	130 73%	63 70%	162 69%	122 70%	133 70%	76 73%	138 74%	185 72%	205 75%	137 76%	110 72%	173 77%	600 72%	664 72%
Make you less likely to vote Labour	208 10%	14 8%	6 6%	13 5%	18 10%	25 13%	8 8%	17 9%	25 10%	35 13%	22 12%	27 17%	11 5%	74 9%	121 13%
Don't know	115 6%	9 5%	13 14%	17 7%	9 5%	9 5%	4 4%	10 6%	14 5%	17 6%	8 4%	6 4%	14 6%	45 5%	48 5%

Coming Out Of Recession Survey
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Absolutes/col percents

Table 5
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	930	1088	123	345	430	366	323	431	715	468	288	547	564	519	472	278	185
Weighted base	2018	969	1049	240	320	400	340	300	420	525	585	424	484	529	529	498	285	178
Yes	1211 60%	574 59%	637 61%	133 56%	209 65%	238 60%	208 61%	190 63%	232 55%	397 76%	354 61%	241 57%	218 45%	355 67%	293 55%	296 59%	162 57%	104 59%
No	807 40%	395 41%	412 39%	107 44%	111 35%	161 40%	131 39%	110 37%	187 45%	128 24%	231 39%	183 43%	266 55%	173 33%	235 45%	202 41%	123 43%	73 41%

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Absolutes/col percents

Table 5
Have you taken a foreign holiday in the last 3 years?
Base: All respondents

	Total	Region											Financial Situation		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Better off	No change	Worse off
Unweighted base	2018	185	82	216	174	201	85	163	273	291	193	155	227	823	933
Weighted base	2018	178	91	234	174	190	105	186	256	272	180	153	226	830	925
Yes	1211	104	50	149	98	95	56	108	169	186	106	90	164	508	523
	60%	59%	55%	64%	56%	50%	53%	58%	66%	68%	59%	59%	73%	61%	57%
No	807	73	41	85	76	94	49	78	87	86	74	63	62	322	402
	40%	41%	45%	36%	44%	50%	47%	42%	34%	32%	41%	41%	27%	39%	43%

Coming Out Of Recession Survey ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 6
Marital Status
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	930	1088	123	345	430	366	323	431	715	468	288	547	564	519	472	278	185
Weighted base	2018	969	1049	240	320	400	340	300	420	525	585	424	484	529	529	498	285	178
Single	526 26%	275 28%	251 24%	190 79%	130 41%	99 25%	49 14%	30 10%	28 7%	114 22%	181 31%	94 22%	137 28%	133 25%	163 31%	119 24%	62 22%	49 28%
Married or co-habiting (including civil partnership)	1225 61%	602 62%	623 59%	47 20%	176 55%	266 67%	237 70%	213 71%	286 68%	369 70%	314 54%	301 71%	241 50%	311 59%	303 57%	312 63%	187 66%	113 63%
Widowed, separated or divorced	252 12%	84 9%	167 16%	- -	8 2%	31 8%	52 15%	56 19%	104 25%	36 7%	84 14%	26 6%	105 22%	82 16%	58 11%	62 12%	33 12%	16 9%
Refused	15 1%	7 1%	8 1%	2 1%	6 2%	4 1%	2 *	1 *	1 *	5 1%	5 1%	4 1%	1 *	3 *	5 1%	5 1%	2 1%	- -

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Absolutes/col percents

Table 6
Marital Status
Base: All respondents

	Total	Region										Financial Situation			
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Better off	No change	Worse off
Unweighted base	2018	185	82	216	174	201	85	163	273	291	193	155	227	823	933
Weighted base	2018	178	91	234	174	190	105	186	256	272	180	153	226	830	925
Single	526 26%	49 28%	13 14%	69 29%	37 21%	66 35%	34 32%	58 31%	73 29%	60 22%	29 16%	38 25%	61 27%	235 28%	213 23%
Married or co-habiting (including civil partnership)	1225 61%	113 63%	66 73%	133 57%	113 65%	92 49%	63 60%	112 61%	142 55%	169 62%	124 69%	98 64%	136 60%	490 59%	582 63%
Widowed, separated or divorced	252 12%	16 9%	12 13%	27 11%	24 14%	27 14%	8 8%	14 8%	40 16%	42 15%	25 14%	17 11%	25 11%	99 12%	126 14%
Refused	15 1%	-	-	5 2%	-	4 2%	-	1 *	1 1%	1 *	2 1%	-	4 2%	7 1%	4 *

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Absolutes/col percents

Table 7
Tenure
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	930	1088	123	345	430	366	323	431	715	468	288	547	564	519	472	278	185
Weighted base	2018	969	1049	240	320	400	340	300	420	525	585	424	484	529	529	498	285	178
Owned outright - without mortgage	659 33%	345 36%	314 30%	63 26%	55 17%	57 14%	82 24%	137 46%	264 63%	189 36%	189 32%	140 33%	142 29%	160 30%	198 37%	147 30%	95 33%	59 33%
Owned with a mortgage or loan	779 39%	397 41%	383 36%	70 29%	142 44%	226 57%	174 51%	95 32%	73 17%	259 49%	247 42%	179 42%	94 19%	198 37%	189 36%	218 44%	110 39%	64 36%
Rented from the council	260 13%	86 9%	173 17%	32 14%	40 13%	54 14%	42 12%	40 13%	51 12%	21 4%	54 9%	42 10%	143 30%	61 12%	66 12%	67 13%	37 13%	30 17%
Rented from a housing association	91 4%	34 4%	57 5%	10 4%	15 5%	20 5%	16 5%	14 5%	17 4%	6 1%	22 4%	14 3%	49 10%	29 6%	16 3%	24 5%	12 4%	10 5%
Rented from someone else	193 10%	86 9%	107 10%	47 20%	61 19%	35 9%	24 7%	12 4%	14 3%	43 8%	64 11%	37 9%	49 10%	74 14%	49 9%	37 7%	20 7%	13 7%
Rent free	36 2%	21 2%	16 1%	17 7%	7 2%	7 2%	1 *	2 1%	2 *	7 1%	9 2%	12 3%	8 2%	7 1%	11 2%	6 1%	11 4%	2 1%

Coming Out Of Recession Survey

ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 7
Tenure
Base: All respondents

	Total	Region										Financial Situation			
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Better off	No change	Worse off
Unweighted base	2018	185	82	216	174	201	85	163	273	291	193	155	227	823	933
Weighted base	2018	178	91	234	174	190	105	186	256	272	180	153	226	830	925
Owned outright - without mortgage	659 33%	59 33%	21 23%	81 34%	46 26%	73 38%	36 34%	55 29%	72 28%	88 32%	59 33%	70 46%	64 28%	295 36%	293 32%
Owned with a mortgage or loan	779 39%	64 36%	39 43%	109 47%	70 40%	72 38%	31 29%	71 38%	81 32%	117 43%	79 44%	47 30%	105 47%	284 34%	376 41%
Rented from the council	260 13%	30 17%	18 20%	18 8%	30 17%	26 14%	23 22%	24 13%	43 17%	18 7%	14 8%	15 10%	16 7%	113 14%	127 14%
Rented from a housing association	91 4%	10 5%	3 3%	8 3%	13 8%	4 2%	5 5%	8 4%	13 5%	16 6%	7 4%	3 2%	6 2%	36 4%	44 5%
Rented from someone else	193 10%	13 7%	9 10%	15 6%	13 7%	13 7%	4 4%	21 11%	43 17%	30 11%	16 9%	15 10%	29 13%	84 10%	78 8%
Rent free	36 2%	2 1%	-	4 2%	2 1%	2 1%	6 6%	7 4%	4 2%	3 1%	5 3%	3 2%	7 3%	18 2%	7 1%

Coming Out Of Recession Survey

ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 8
At what age did you finish your full time education?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	930	1088	123	345	430	366	323	431	715	468	288	547	564	519	472	278	185
Weighted base	2018	969	1049	240	320	400	340	300	420	525	585	424	484	529	529	498	285	178
Under 16	762 38%	364 38%	397 38%	37 15%	40 12%	162 41%	148 44%	150 50%	225 54%	97 18%	174 30%	216 51%	275 57%	163 31%	229 43%	210 42%	101 35%	60 34%
17-18	443 22%	177 18%	266 25%	56 23%	73 23%	98 24%	78 23%	54 18%	85 20%	114 22%	153 26%	89 21%	87 18%	133 25%	114 22%	93 19%	60 21%	43 24%
19-24	535 26%	285 29%	250 24%	48 20%	161 50%	96 24%	79 23%	73 24%	78 18%	239 46%	161 27%	67 16%	68 14%	159 30%	124 23%	122 25%	85 30%	44 25%
25-34	69 3%	46 5%	23 2%	- -	18 6%	22 5%	8 2%	8 3%	13 3%	31 6%	15 3%	14 3%	9 2%	27 5%	17 3%	13 3%	6 2%	6 4%
35-44	17 1%	5 *	12 1%	- -	- -	3 1%	7 2%	3 1%	4 1%	5 1%	2 *	3 1%	7 1%	3 1%	6 1%	3 1%	2 1%	4 2%
45-54	2 *	1 *	1 *	- -	- -	- -	1 *	- -	1 *	1 *	1 *	- -	1 *	1 *	- -	1 *	- -	1 *
55-64	2 *	1 *	2 *	- -	- -	- -	- -	2 1%	- -	1 *	- -	2 *	- -	2 *	- -	- -	- -	- -
65+	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Still in full time education	97 5%	45 5%	52 5%	85 35%	7 2%	2 1%	3 1%	- -	- -	19 4%	58 10%	12 3%	7 1%	18 3%	18 3%	31 6%	17 6%	12 7%
Never had any full time education	18 1%	9 1%	10 1%	7 3%	2 1%	2 *	3 1%	- -	3 1%	1 *	8 1%	2 1%	6 1%	4 1%	1 *	9 2%	3 1%	- -
Don't know	30 2%	16 2%	14 1%	- -	10 3%	8 2%	5 1%	5 2%	2 1%	6 1%	4 1%	5 1%	16 3%	4 1%	8 2%	7 1%	6 2%	5 3%
Refused	42 2%	20 2%	22 2%	7 3%	9 3%	7 2%	8 2%	4 1%	7 2%	11 2%	8 1%	14 3%	9 2%	14 3%	12 2%	8 2%	6 2%	3 2%
Mean	18.53	18.65	18.43	18.08	20.13	18.49	18.61	18.25	17.72	20.18	18.57	17.75	17.37	19.08	18.17	18.16	18.48	19.07
Standard deviation	4.15	3.97	4.31	2.00	3.01	3.53	4.74	5.28	4.22	4.39	3.47	4.33	3.85	4.67	3.84	3.80	3.35	5.19
Standard error	0.10	0.14	0.14	0.24	0.17	0.17	0.25	0.30	0.21	0.17	0.17	0.27	0.17	0.20	0.17	0.18	0.21	0.40

Prepared for Channel 4 News by ICM Research

Coming Out Of Recession Survey

ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 8
At what age did you finish your full time education?
Base: All respondents

	Total	Region											Financial Situation		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Better off	No change	Worse off
Unweighted base	2018	185	82	216	174	201	85	163	273	291	193	155	227	823	933
Weighted base	2018	178	91	234	174	190	105	186	256	272	180	153	226	830	925
Under 16	762 38%	60 34%	43 47%	99 42%	68 39%	79 42%	42 40%	79 43%	73 28%	90 33%	58 32%	71 46%	56 25%	326 39%	370 40%
17-18	443 22%	43 24%	14 15%	49 21%	30 17%	42 22%	11 11%	40 21%	54 21%	80 29%	48 27%	32 21%	42 18%	180 22%	212 23%
19-24	535 26%	44 25%	24 26%	64 27%	34 20%	37 19%	32 30%	46 25%	85 33%	74 27%	53 30%	41 27%	93 41%	222 27%	216 23%
25-34	69 3%	6 4%	2 2%	6 3%	5 3%	9 5%	* *	6 3%	20 8%	7 3%	5 3%	2 1%	14 6%	33 4%	21 2%
35-44	17 1%	4 2%	- -	1 *	2 1%	1 *	1 1%	2 1%	3 1%	- -	1 *	3 2%	1 1%	3 *	12 1%
45-54	2 *	1 *	- -	- -	1 1%	- -	- -	- -	1 *	- -	- -	- -	- -	- -	2 *
55-64	2 *	- -	- -	- -	- -	- -	- -	- -	- -	2 1%	- -	- -	- -	- -	2 *
65+	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Still in full time education	97 5%	12 7%	6 6%	7 3%	18 11%	12 6%	12 11%	4 2%	9 4%	9 3%	5 3%	2 1%	14 6%	37 4%	41 4%
Never had any full time education	18 1%	- -	- -	2 1%	7 4%	1 1%	- -	- -	3 1%	1 *	3 2%	- -	- -	11 1%	7 1%
Don't know	30 2%	5 3%	2 2%	2 1%	4 2%	5 2%	2 2%	1 1%	3 1%	1 *	4 2%	2 2%	3 1%	10 1%	16 2%
Refused	42 2%	3 2%	1 1%	4 2%	3 2%	5 2%	4 4%	8 4%	5 2%	9 3%	2 1%	- -	2 1%	9 1%	24 3%
Mean	18.53	19.07	17.93	18.00	18.54	18.07	18.50	18.27	19.61	18.58	18.48	18.18	19.73	18.34	18.44
Standard deviation	4.15	5.19	3.46	3.15	4.78	3.60	3.78	3.69	4.62	4.68	3.11	4.26	3.87	3.51	4.71
Standard error	0.10	0.40	0.39	0.22	0.39	0.26	0.44	0.30	0.29	0.28	0.23	0.35	0.27	0.13	0.16

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Coming Out Of Recession Survey ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 9
What is the highest educational level that you have achieved to date?
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	930	1088	123	345	430	366	323	431	715	468	288	547	564	519	472	278	185
Weighted base	2018	969	1049	240	320	400	340	300	420	525	585	424	484	529	529	498	285	178
Secondary school, high school, NVQ levels 1 to 3, etc.	1056 52%	472 49%	584 56%	116 48%	115 36%	225 56%	194 57%	170 57%	237 56%	155 29%	301 51%	284 67%	317 65%	245 46%	310 59%	261 52%	151 53%	90 50%
University degree or equivalent professional qualification, NVQ level 4, etc.	602 30%	306 32%	296 28%	55 23%	136 43%	107 27%	99 29%	82 27%	124 30%	231 44%	197 34%	81 19%	94 19%	183 35%	139 26%	143 29%	88 31%	51 28%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	197 10%	106 11%	90 9%	5 2%	55 17%	49 12%	30 9%	33 11%	25 6%	111 21%	47 8%	26 6%	13 3%	64 12%	41 8%	41 8%	31 11%	20 11%
Still in full time education	55 3%	29 3%	26 3%	51 21%	1 *	1 *	2 *	- -	- -	12 2%	32 5%	5 1%	7 1%	12 2%	11 2%	16 3%	6 2%	10 6%
No formal education	40 2%	24 2%	16 2%	1 *	2 1%	6 2%	8 2%	7 2%	16 4%	8 1%	3 *	8 2%	21 4%	10 2%	8 1%	17 3%	2 1%	3 2%
Refused	68 3%	32 3%	36 3%	12 5%	11 3%	12 3%	8 2%	8 3%	18 4%	9 2%	6 1%	21 5%	32 7%	15 3%	21 4%	20 4%	8 3%	4 3%

Coming Out Of Recession Survey

ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 9

What is the highest educational level that you have achieved to date?

Base: All respondents

	Total	Region										Financial Situation			
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Better off	No change	Worse off
Unweighted base	2018	185	82	216	174	201	85	163	273	291	193	155	227	823	933
Weighted base	2018	178	91	234	174	190	105	186	256	272	180	153	226	830	925
Secondary school, high school, NVQ levels 1 to 3, etc.	1056 52%	90 50%	47 52%	126 54%	88 51%	113 60%	52 50%	101 54%	104 41%	141 52%	99 55%	95 62%	90 40%	454 55%	497 54%
University degree or equivalent professional qualification, NVQ level 4, etc.	602 30%	51 28%	24 26%	72 31%	47 27%	47 25%	26 25%	54 29%	91 35%	92 34%	61 34%	38 25%	88 39%	232 28%	275 30%
Higher university degree, doctorate, MBA, NVQ level 5, etc.	197 10%	20 11%	7 8%	20 8%	15 8%	15 8%	17 16%	15 8%	43 17%	21 8%	14 8%	11 7%	34 15%	85 10%	78 8%
Still in full time education	55 3%	10 6%	2 3%	4 2%	11 6%	7 4%	6 5%	3 2%	9 4%	3 1%	- -	1 *	9 4%	19 2%	23 2%
No formal education	40 2%	3 2%	3 3%	8 3%	6 3%	3 2%	1 1%	4 2%	7 3%	3 1%	1 *	1 1%	2 1%	17 2%	19 2%
Refused	68 3%	4 3%	7 8%	6 2%	7 4%	4 2%	3 3%	9 5%	2 1%	13 5%	5 3%	8 5%	4 2%	23 3%	33 4%

Coming Out Of Recession Survey

ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 10

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 Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	930	1088	123	345	430	366	323	431	715	468	288	547	564	519	472	278	185
Weighted base	2018	969	1049	240	320	400	340	300	420	525	585	424	484	529	529	498	285	178
Yes - half or more	1817 90%	801 83%	1016 97%	188 79%	285 89%	362 91%	318 93%	279 93%	385 92%	465 89%	522 89%	380 90%	450 93%	489 92%	475 90%	442 89%	257 90%	154 87%
No - less than half	201 10%	168 17%	33 3%	51 21%	35 11%	37 9%	22 7%	21 7%	34 8%	60 11%	63 11%	44 10%	34 7%	40 8%	54 10%	56 11%	28 10%	23 13%

Coming Out Of Recession Survey
ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 10

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

	Total	Region										Financial Situation			
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Better off	No change	Worse off
Unweighted base	2018	185	82	216	174	201	85	163	273	291	193	155	227	823	933
Weighted base	2018	178	91	234	174	190	105	186	256	272	180	153	226	830	925
Yes - half or more	1817 90%	154 87%	81 90%	210 90%	151 87%	170 90%	94 89%	168 91%	237 93%	252 92%	163 91%	136 89%	195 86%	748 90%	848 92%
No - less than half	201 10%	23 13%	9 10%	24 10%	23 13%	19 10%	11 11%	17 9%	19 7%	21 8%	17 9%	17 11%	31 14%	82 10%	77 8%

Coming Out Of Recession Survey

ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 11
How many cars are there in your household?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	930	1088	123	345	430	366	323	431	715	468	288	547	564	519	472	278	185
Weighted base	2018	969	1049	240	320	400	340	300	420	525	585	424	484	529	529	498	285	178
None	420 21%	180 19%	240 23%	54 22%	77 24%	80 20%	60 18%	51 17%	99 24%	70 13%	123 21%	49 12%	178 37%	144 27%	92 17%	109 22%	35 12%	41 23%
1	839 42%	396 41%	443 42%	68 28%	119 37%	166 42%	140 41%	141 47%	205 49%	191 36%	252 43%	195 46%	202 42%	190 36%	232 44%	204 41%	132 46%	81 45%
2	579 29%	311 32%	269 26%	60 25%	92 29%	146 36%	100 29%	90 30%	93 22%	205 39%	160 27%	135 32%	80 17%	165 31%	138 26%	154 31%	86 30%	36 20%
3+	180 9%	82 8%	98 9%	59 25%	33 10%	8 2%	40 12%	18 6%	23 5%	59 11%	51 9%	45 11%	24 5%	30 6%	67 13%	32 6%	31 11%	21 12%

Coming Out Of Recession Survey
ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 11
How many cars are there in your household?
Base: All respondents

	Total	Region											Financial Situation		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Better off	No change	Worse off
Unweighted base	2018	185	82	216	174	201	85	163	273	291	193	155	227	823	933
Weighted base	2018	178	91	234	174	190	105	186	256	272	180	153	226	830	925
None	420 21%	41 23%	25 27%	44 19%	40 23%	37 20%	20 19%	29 16%	107 42%	36 13%	14 8%	26 17%	44 20%	186 22%	178 19%
1	839 42%	81 45%	26 29%	106 45%	72 41%	82 43%	45 43%	83 45%	84 33%	106 39%	87 48%	67 44%	85 38%	345 42%	392 42%
2	579 29%	36 20%	29 32%	73 31%	51 30%	51 27%	28 26%	41 22%	58 22%	108 40%	59 33%	46 30%	76 34%	223 27%	276 30%
3+	180 9%	21 12%	10 11%	11 5%	10 6%	19 10%	12 11%	33 18%	7 3%	23 8%	20 11%	14 9%	21 9%	77 9%	79 9%

Coming Out Of Recession Survey

ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 12
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	930	1088	123	345	430	366	323	431	715	468	288	547	564	519	472	278	185
Weighted base	2018	969	1049	240	320	400	340	300	420	525	585	424	484	529	529	498	285	178
White	1892 94%	906 94%	985 94%	211 88%	281 88%	375 94%	327 96%	295 98%	403 96%	492 94%	540 92%	404 95%	455 94%	460 87%	502 95%	483 97%	277 97%	171 96%
NET: Non-white	104 5%	53 5%	52 5%	24 10%	35 11%	21 5%	10 3%	1 *	13 3%	28 5%	39 7%	17 4%	20 4%	57 11%	22 4%	14 3%	6 2%	5 3%
Mixed	18 1%	9 1%	9 1%	5 2%	7 2%	3 1%	1 *	- -	1 *	1 *	6 1%	6 2%	4 1%	8 1%	2 *	5 1%	1 *	2 1%
Asian or Asian British	37 2%	21 2%	16 2%	7 3%	13 4%	10 3%	1 *	- -	6 1%	16 3%	10 2%	3 1%	8 2%	24 5%	6 1%	3 1%	3 1%	1 *
Black or Black British	22 1%	7 1%	15 1%	5 2%	2 1%	3 1%	6 2%	- -	6 1%	5 1%	8 1%	3 1%	6 1%	9 2%	8 1%	4 1%	1 *	- -
Chinese	21 1%	12 1%	9 1%	7 3%	9 3%	3 1%	1 *	1 *	1 *	5 1%	13 2%	3 1%	2 *	13 3%	4 1%	- -	2 1%	2 1%
Other ethnic group	6 *	3 *	3 *	- -	3 1%	1 *	2 *	- -	- -	1 *	2 *	2 *	1 *	3 1%	2 *	1 *	- -	- -
Prefer not to say	22 1%	10 1%	12 1%	4 2%	3 1%	4 1%	3 1%	4 1%	3 1%	5 1%	6 1%	2 *	9 2%	12 2%	5 1%	2 *	1 *	2 1%

Coming Out Of Recession Survey

ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 12
To which of the following ethnic groups do you consider you belong?
Base: All respondents

	Total	Region											Financial Situation		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Better off	No change	Worse off
Unweighted base	2018	185	82	216	174	201	85	163	273	291	193	155	227	823	933
Weighted base	2018	178	91	234	174	190	105	186	256	272	180	153	226	830	925
White	1892	171	88	224	171	175	103	182	205	255	174	145	210	779	872
		94%	96%	97%	96%	98%	92%	98%	80%	94%	97%	95%	93%	94%	94%
NET: Non-white	104	5	3	9	2	14	2	4	44	13	4	5	16	41	44
		5%	3%	3%	4%	1%	7%	2%	2%	17%	5%	2%	3%	7%	5%
Mixed	18	2	2	3	*	2	-	-	2	6	1	1	4	2	12
		1%	1%	2%	1%	*	1%	-	-	1%	2%	*	*	2%	1%
Asian or Asian British	37	1	1	1	2	5	-	-	23	1	3	2	8	13	13
		2%	*	1%	*	1%	2%	-	-	9%	1%	1%	1%	3%	2%
Black or Black British	22	-	-	4	-	6	-	1	8	1	1	-	1	9	12
		1%	-	-	2%	-	3%	-	1%	3%	*	1%	-	*	1%
Chinese	21	2	-	-	-	1	2	2	9	4	-	*	3	11	6
		1%	1%	-	-	-	1%	2%	1%	3%	2%	-	*	1%	1%
Other ethnic group	6	-	-	1	-	-	-	-	2	1	-	2	-	6	1
		*	-	-	*	-	-	-	1%	*	-	1%	-	1%	*
Prefer not to say	22	2	-	1	1	1	-	-	8	4	1	3	1	11	9
		1%	1%	-	1%	*	1%	-	-	3%	2%	1%	2%	*	1%

Coming Out Of Recession Survey

ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 13
Which of the following best describes your current working status?
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	930	1088	123	345	430	366	323	431	715	468	288	547	564	519	472	278	185
Weighted base	2018	969	1049	240	320	400	340	300	420	525	585	424	484	529	529	498	285	178
Working full time (30+ hrs a week)	908 45%	562 58%	346 33%	93 39%	218 68%	252 63%	214 63%	108 36%	23 6%	298 57%	303 52%	217 51%	90 19%	230 44%	247 47%	216 43%	133 47%	82 46%
Working part time (8-29 hrs a week)	242 12%	57 6%	185 18%	31 13%	39 12%	50 12%	52 15%	40 13%	29 7%	51 10%	77 13%	69 16%	45 9%	70 13%	60 11%	50 10%	39 14%	23 13%
Not working but seeking work or temporarily unemployed/sick	105 5%	59 6%	46 4%	14 6%	20 6%	39 10%	16 5%	15 5%	2 *	13 2%	14 2%	13 3%	65 13%	24 5%	30 6%	29 6%	17 6%	5 3%
Not working/Not seeking work	59 3%	25 3%	34 3%	8 3%	5 2%	15 4%	14 4%	16 5%	1 *	5 1%	6 1%	4 1%	43 9%	12 2%	15 3%	16 3%	7 3%	8 5%
Retired on state pension ONLY	186 9%	58 6%	128 12%	- -	- -	- -	1 *	32 11%	153 36%	9 2%	19 3%	22 5%	136 28%	54 10%	48 9%	46 9%	24 8%	13 7%
Retired with a private pension	284 14%	167 17%	117 11%	1 *	- -	1 *	11 3%	65 22%	207 49%	112 21%	96 16%	56 13%	20 4%	87 16%	68 13%	68 14%	33 12%	28 16%
Student	84 4%	33 3%	51 5%	73 31%	7 2%	2 1%	2 *	- -	- -	16 3%	49 8%	10 2%	10 2%	15 3%	16 3%	29 6%	15 5%	8 5%
House person/Housewife/Househusband	150 7%	7 1%	142 14%	19 8%	31 10%	41 10%	29 9%	23 8%	6 1%	20 4%	20 3%	33 8%	76 16%	36 7%	44 8%	44 9%	16 5%	10 6%

Coming Out Of Recession Survey

ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 13
Which of the following best describes your current working status?
Base: All respondents

	Total	Region											Financial Situation		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Better off	No change	Worse off
Unweighted base	2018	185	82	216	174	201	85	163	273	291	193	155	227	823	933
Weighted base	2018	178	91	234	174	190	105	186	256	272	180	153	226	830	925
Working full time (30+ hrs a week)	908 45%	82 46%	33 37%	121 52%	61 35%	82 43%	47 45%	92 50%	112 44%	119 44%	86 48%	72 47%	140 62%	365 44%	388 42%
Working part time (8-29 hrs a week)	242 12%	23 13%	7 7%	25 11%	19 11%	23 12%	10 9%	28 15%	26 10%	44 16%	30 17%	10 7%	25 11%	95 11%	118 13%
Not working but seeking work or temporarily unemployed/sick	105 5%	5 3%	8 9%	11 5%	10 6%	12 7%	7 7%	9 5%	11 4%	13 5%	10 5%	8 5%	4 2%	32 4%	64 7%
Not working/Not seeking work	59 3%	8 5%	6 7%	6 3%	4 2%	7 4%	* *	7 4%	7 3%	4 2%	7 4%	2 1%	2 1%	27 3%	29 3%
Retired on state pension ONLY	186 9%	13 7%	11 12%	16 7%	18 11%	20 11%	12 11%	17 9%	33 13%	22 8%	12 7%	12 8%	4 2%	72 9%	105 11%
Retired with a private pension	284 14%	28 16%	12 13%	30 13%	26 15%	24 13%	14 14%	16 9%	49 19%	38 14%	19 10%	27 18%	25 11%	133 16%	125 14%
Student	84 4%	8 5%	6 6%	6 2%	18 11%	11 6%	12 11%	3 2%	9 4%	6 2%	4 2%	2 1%	9 4%	36 4%	35 4%
House person/Housewife/ Househusband	150 7%	10 6%	8 9%	19 8%	16 9%	10 5%	3 3%	14 8%	9 4%	26 10%	12 7%	21 13%	16 7%	70 8%	60 7%

Coming Out Of Recession Survey

ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 14
Do you have any children aged 18 or under?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	930	1088	123	345	430	366	323	431	715	468	288	547	564	519	472	278	185
Weighted base	2018	969	1049	240	320	400	340	300	420	525	585	424	484	529	529	498	285	178
No	1450 72%	715 74%	735 70%	187 78%	202 63%	163 41%	202 59%	281 94%	415 99%	386 74%	441 75%	274 65%	349 72%	406 77%	378 71%	350 70%	195 69%	120 68%
NET: Yes	555 27%	248 26%	306 29%	48 20%	112 35%	236 59%	137 40%	19 6%	3 1%	135 26%	145 25%	146 35%	128 26%	117 22%	147 28%	147 29%	87 31%	57 32%
Yes: Aged under 5	208 10%	77 8%	131 12%	35 15%	74 23%	89 22%	4 1%	4 1%	-	43 8%	56 10%	58 14%	50 10%	50 9%	52 10%	48 10%	40 14%	18 10%
Yes: Aged 5-10	218 11%	99 10%	119 11%	7 3%	63 20%	122 30%	25 7%	2 1%	-	53 10%	58 10%	51 12%	56 12%	42 8%	59 11%	62 13%	33 12%	21 12%
Yes: Aged 11-15	217 11%	101 10%	116 11%	1 1%	30 9%	98 24%	78 23%	9 3%	1 *	57 11%	68 12%	49 12%	43 9%	46 9%	56 11%	59 12%	28 10%	28 16%
Yes: Aged 16-18	132 7%	68 7%	64 6%	6 2%	1 *	43 11%	73 22%	7 2%	2 *	39 7%	23 4%	41 10%	29 6%	19 4%	22 4%	49 10%	28 10%	14 8%
Refused	13 1%	5 1%	8 1%	4 2%	6 2%	1 *	1 *	-	2 *	3 1%	-	3 1%	7 1%	5 1%	4 1%	2 *	2 1%	-

Coming Out Of Recession Survey
ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 14
Do you have any children aged 18 or under?
Base: All respondents

	Total	Region											Financial Situation		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Better off	No change	Worse off
Unweighted base	2018	185	82	216	174	201	85	163	273	291	193	155	227	823	933
Weighted base	2018	178	91	234	174	190	105	186	256	272	180	153	226	830	925
No	1450	120	67	163	120	142	80	121	205	202	116	115	154	629	638
	72%	68%	74%	70%	69%	75%	76%	65%	80%	74%	65%	75%	68%	76%	69%
NET: Yes	555	57	24	70	53	45	23	64	50	67	64	37	71	196	280
	27%	32%	26%	30%	31%	24%	22%	35%	19%	25%	35%	24%	32%	24%	30%
Yes: Aged under 5	208	18	5	26	17	16	12	23	23	27	27	14	32	78	92
	10%	10%	6%	11%	10%	8%	12%	12%	9%	10%	15%	9%	14%	9%	10%
Yes: Aged 5-10	218	21	12	33	18	20	6	26	23	20	27	14	29	79	106
	11%	12%	13%	14%	10%	10%	6%	14%	9%	7%	15%	9%	13%	9%	11%
Yes: Aged 11-15	217	28	14	27	18	18	12	25	13	33	16	14	25	79	111
	11%	16%	15%	12%	10%	9%	11%	13%	5%	12%	9%	9%	11%	10%	12%
Yes: Aged 16-18	132	14	6	25	18	5	7	11	5	14	21	6	12	47	71
	7%	8%	7%	11%	10%	3%	6%	6%	2%	5%	12%	4%	5%	6%	8%
Refused	13	-	-	1	1	3	2	-	2	4	-	1	-	4	7
	1%	-	-	*	*	2%	2%	-	1%	1%	-	1%	-	1%	1%

Coming Out Of Recession Survey ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 15
What was your age on your last birthday?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	930	1088	123	345	430	366	323	431	715	468	288	547	564	519	472	278	185
Weighted base	2018	969	1049	240	320	400	340	300	420	525	585	424	484	529	529	498	285	178
18-24	240 12%	103 11%	137 13%	240 100%	-	-	-	-	-	52 10%	85 14%	57 13%	46 10%	43 8%	67 13%	71 14%	38 13%	21 12%
25-34	320 16%	125 13%	195 19%	-	320 100%	-	-	-	-	85 16%	118 20%	61 14%	56 11%	91 17%	97 18%	74 15%	41 14%	17 10%
35-44	400 20%	226 23%	174 17%	-	-	400 100%	-	-	-	108 21%	112 19%	89 21%	91 19%	89 17%	110 21%	103 21%	56 20%	41 23%
45-54	340 17%	165 17%	175 17%	-	-	-	340 100%	-	-	90 17%	93 16%	84 20%	72 15%	89 17%	83 16%	86 17%	48 17%	34 19%
55-64	300 15%	132 14%	168 16%	-	-	-	-	300 100%	-	74 14%	81 14%	60 14%	84 17%	72 14%	75 14%	76 15%	49 17%	28 16%
65+	420 21%	219 23%	201 19%	-	-	-	-	-	420 100%	115 22%	96 16%	72 17%	136 28%	145 27%	97 18%	88 18%	53 18%	38 21%

Coming Out Of Recession Survey
ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 15
What was your age on your last birthday?
Base: All respondents

	Total	Region											Financial Situation		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Better off	No change	Worse off
Unweighted base	2018	185	82	216	174	201	85	163	273	291	193	155	227	823	933
Weighted base	2018	178	91	234	174	190	105	186	256	272	180	153	226	830	925
18-24	240 12%	21 12%	13 15%	30 13%	27 16%	26 14%	17 17%	22 12%	22 8%	22 8%	21 12%	18 12%	38 17%	119 14%	77 8%
25-34	320 16%	17 10%	18 20%	33 14%	23 13%	27 14%	10 9%	46 25%	50 19%	41 15%	31 17%	24 16%	60 27%	131 16%	117 13%
35-44	400 20%	41 23%	10 11%	61 26%	32 19%	41 22%	18 17%	37 20%	37 15%	52 19%	39 21%	32 21%	43 19%	149 18%	198 21%
45-54	340 17%	34 19%	18 20%	39 17%	29 17%	30 16%	18 17%	35 19%	34 13%	54 20%	30 16%	19 12%	29 13%	138 17%	172 19%
55-64	300 15%	28 16%	12 13%	32 14%	32 19%	25 13%	16 15%	23 12%	22 9%	50 18%	33 19%	27 18%	27 12%	105 13%	164 18%
65+	420 21%	38 21%	19 21%	39 17%	30 17%	40 21%	26 25%	23 13%	91 36%	54 20%	26 15%	33 22%	29 13%	188 23%	198 21%

Coming Out Of Recession Survey
ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 16
Gender
Base: All respondents

	Gender		Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	930	1088	123	345	430	366	323	431	715	468	288	547	564	519	472	278	185
Weighted base	2018	969	1049	240	320	400	340	300	420	525	585	424	484	529	529	498	285	178
Male	969	969	-	103	125	226	165	132	219	299	255	222	192	250	263	234	131	91
	48%	100%	-	43%	39%	56%	49%	44%	52%	57%	44%	52%	40%	47%	50%	47%	46%	51%
Female	1049	-	1049	137	195	174	175	168	201	226	330	202	292	279	266	264	154	87
	52%	-	100%	57%	61%	44%	51%	56%	48%	43%	56%	48%	60%	53%	50%	53%	54%	49%

Coming Out Of Recession Survey
ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 16
Gender
Base: All respondents

	Total	Region											Financial Situation		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Better off	No change	Worse off
Unweighted base	2018	185	82	216	174	201	85	163	273	291	193	155	227	823	933
Weighted base	2018	178	91	234	174	190	105	186	256	272	180	153	226	830	925
Male	969 48%	91 51%	42 46%	116 49%	77 44%	96 51%	51 49%	90 49%	144 56%	106 39%	80 44%	77 50%	116 52%	394 47%	442 48%
Female	1049 52%	87 49%	49 54%	118 51%	97 56%	94 49%	54 51%	95 51%	112 44%	167 61%	100 56%	77 50%	109 48%	436 53%	483 52%

Coming Out Of Recession Survey

ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 17
Which of the following ITV regions do you live in?
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	930	1088	123	345	430	366	323	431	715	468	288	547	564	519	472	278	185
Weighted base	2018	969	1049	240	320	400	340	300	420	525	585	424	484	529	529	498	285	178
ITV1 Anglia	215 11%	104 11%	111 11%	22 9%	55 17%	47 12%	38 11%	25 8%	29 7%	57 11%	52 9%	63 15%	44 9%	20 4%	192 36%	3 1%	-	-
ITV1 Border	21 1%	10 1%	11 1%	- -	4 1%	8 2%	3 1%	2 1%	4 1%	6 1%	4 1%	7 2%	4 1%	2 *	- -	11 2%	1 *	8 4%
ITV1 Central	304 15%	150 15%	154 15%	45 19%	46 15%	66 17%	43 13%	41 14%	63 15%	77 15%	78 13%	57 13%	93 19%	5 1%	283 54%	1 *	12 4%	3 2%
ITV1 Granada	235 12%	118 12%	117 11%	32 13%	34 11%	56 14%	38 11%	33 11%	42 10%	64 12%	65 11%	48 11%	58 12%	3 *	2 *	225 45%	5 2%	-
ITV1 London	352 17%	175 18%	177 17%	26 11%	58 18%	52 13%	59 17%	42 14%	114 27%	113 21%	114 20%	46 11%	79 16%	340 64%	9 2%	-	2 1%	1 *
ITV1 Meridian	180 9%	81 8%	99 9%	17 7%	26 8%	37 9%	34 10%	34 11%	32 8%	47 9%	59 10%	40 9%	35 7%	158 30%	3 1%	-	19 7%	-
ITV1 Tyne Tees	87 4%	41 4%	46 4%	13 5%	16 5%	10 3%	16 5%	14 5%	18 4%	18 4%	26 5%	13 3%	29 6%	-	2 *	85 17%	-	-
ITV1 Wales	99 5%	48 5%	52 5%	16 7%	10 3%	18 4%	18 5%	14 5%	24 6%	15 3%	29 5%	38 9%	18 4%	-	-	-	99 35%	-
ITV1 West	60 3%	31 3%	29 3%	10 4%	11 4%	11 3%	13 4%	9 3%	6 1%	17 3%	23 4%	11 3%	9 2%	-	1 *	* *	59 21%	-
ITV1 Westcountry	89 4%	33 3%	56 5%	11 5%	15 5%	15 4%	9 3%	21 7%	18 4%	21 4%	28 5%	19 5%	20 4%	2 *	-	-	87 30%	-
ITV1 Yorkshire	210 10%	93 10%	117 11%	30 13%	27 8%	41 10%	36 11%	40 13%	35 8%	50 9%	56 10%	41 10%	64 13%	-	37 7%	173 35%	-	-
STV	167 8%	85 9%	82 8%	17 7%	18 6%	38 9%	32 9%	26 9%	36 8%	41 8%	52 9%	42 10%	32 7%	-	-	-	1 *	166 93%

Coming Out Of Recession Survey

ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 17
Which of the following ITV regions do you live in?
Base: All respondents

	Total	Region											Financial Situation		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Better off	No change	Worse off
Unweighted base	2018	185	82	216	174	201	85	163	273	291	193	155	227	823	933
Weighted base	2018	178	91	234	174	190	105	186	256	272	180	153	226	830	925
ITV1 Anglia	215 11%	-	2 2%	-	1 1%	-	-	166 89%	1 1%	19 7%	-	27 17%	22 10%	84 10%	103 11%
ITV1 Border	21 1%	8 4%	2 2%	9 4%	-	-	-	-	-	2 1%	1 1%	-	4 2%	8 1%	10 1%
ITV1 Central	304 15%	3 2%	-	1 1%	-	188 99%	-	2 1%	2 1%	3 1%	12 7%	93 60%	29 13%	115 14%	155 17%
ITV1 Granada	235 12%	-	2 2%	224 96%	-	-	4 4%	-	* *	2 1%	1 *	2 1%	29 13%	100 12%	102 11%
ITV1 London	352 17%	1 *	-	-	-	-	1 1%	9 5%	252 98%	88 32%	1 *	-	48 21%	160 19%	136 15%
ITV1 Meridian	180 9%	-	-	-	-	1 1%	-	-	-	158 58%	19 11%	2 1%	21 9%	64 8%	92 10%
ITV1 Tyne Tees	87 4%	-	84 92%	-	2 1%	-	-	2 1%	-	-	-	-	15 7%	32 4%	39 4%
ITV1 Wales	99 5%	-	-	-	-	-	99 95%	-	-	-	-	-	9 4%	50 6%	37 4%
ITV1 West	60 3%	-	-	* *	-	-	-	-	-	-	59 33%	1 *	3 1%	25 3%	31 3%
ITV1 Westcountry	89 4%	-	-	-	-	-	-	-	1 *	1 *	87 48%	-	13 6%	30 4%	45 5%
ITV1 Yorkshire	210 10%	-	2 2%	-	171 98%	-	-	7 4%	-	-	-	29 19%	24 10%	84 10%	100 11%
STV	167 8%	166 93%	-	-	-	-	-	-	-	-	1 1%	-	10 4%	78 9%	76 8%

Coming Out Of Recession Survey

ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 18
Social class
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	930	1088	123	345	430	366	323	431	715	468	288	547	564	519	472	278	185
Weighted base	2018	969	1049	240	320	400	340	300	420	525	585	424	484	529	529	498	285	178
AB	525 26%	299 31%	226 22%	52 22%	85 27%	108 27%	90 27%	74 25%	115 27%	525 100%	-	-	-	154 29%	132 25%	129 26%	66 23%	44 25%
C1	585 29%	255 26%	330 31%	85 35%	118 37%	112 28%	93 27%	81 27%	96 23%	-	585 100%	-	-	178 34%	126 24%	141 28%	85 30%	56 31%
C2	424 21%	222 23%	202 19%	57 24%	61 19%	89 22%	84 25%	60 20%	72 17%	-	-	424 100%	-	88 17%	121 23%	93 19%	79 28%	43 24%
DE	484 24%	192 20%	292 28%	46 19%	56 17%	91 23%	72 21%	84 28%	136 32%	-	-	-	484 100%	109 21%	149 28%	136 27%	55 19%	36 20%

Coming Out Of Recession Survey
ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 18
Social class
Base: All respondents

	Total	Region											Financial Situation		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Better off	No change	Worse off
Unweighted base	2018	185	82	216	174	201	85	163	273	291	193	155	227	823	933
Weighted base	2018	178	91	234	174	190	105	186	256	272	180	153	226	830	925
AB	525 26%	44 25%	18 20%	66 28%	45 26%	48 25%	16 16%	52 28%	87 34%	67 25%	49 27%	33 21%	88 39%	222 27%	213 23%
C1	585 29%	56 31%	27 30%	63 27%	50 29%	48 25%	29 27%	37 20%	81 31%	97 36%	56 31%	41 27%	75 33%	232 28%	267 29%
C2	424 21%	43 24%	12 13%	50 22%	31 18%	31 16%	40 38%	56 30%	33 13%	55 20%	39 22%	34 22%	37 16%	182 22%	195 21%
DE	484 24%	36 20%	33 37%	55 24%	47 27%	63 33%	20 19%	40 22%	55 22%	54 20%	35 19%	46 30%	26 12%	195 23%	250 27%

Coming Out Of Recession Survey

ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 19
GO Regions
Base: All respondents

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	2018	930	1088	123	345	430	366	323	431	715	468	288	547	564	519	472	278	185
Weighted base	2018	969	1049	240	320	400	340	300	420	525	585	424	484	529	529	498	285	178
Scotland	178 9%	91 9%	87 8%	21 9%	17 5%	41 10%	34 10%	28 9%	38 9%	44 8%	56 10%	43 10%	36 7%	-	-	-	-	178 100%
North East	91 4%	42 4%	49 5%	13 5%	18 6%	10 3%	18 5%	12 4%	19 4%	18 4%	27 5%	12 3%	33 7%	-	-	91 18%	-	-
North West	234 12%	116 12%	118 11%	30 13%	33 10%	61 15%	39 11%	32 11%	39 9%	66 13%	63 11%	50 12%	55 11%	-	-	234 47%	-	-
Yorks & Humber	174 9%	77 8%	97 9%	27 11%	23 7%	32 8%	29 9%	32 11%	30 7%	45 9%	50 9%	31 7%	47 10%	-	-	174 35%	-	-
West Midlands	190 9%	96 10%	94 9%	26 11%	27 9%	41 10%	30 9%	25 8%	40 10%	48 9%	48 8%	31 7%	63 13%	-	190 36%	-	-	-
Wales	105 5%	51 5%	54 5%	17 7%	10 3%	18 4%	18 5%	16 5%	26 6%	16 3%	29 5%	40 9%	20 4%	-	-	-	105 37%	-
Eastern	186 9%	90 9%	95 9%	22 9%	46 14%	37 9%	35 10%	23 8%	23 6%	52 10%	37 6%	56 13%	40 8%	-	186 35%	-	-	-
London	256 13%	144 15%	112 11%	22 9%	50 16%	37 9%	34 10%	22 7%	91 22%	87 17%	81 14%	33 8%	55 11%	256 48%	-	-	-	-
South East	272 13%	106 11%	167 16%	22 9%	41 13%	52 13%	54 16%	50 17%	54 13%	67 13%	97 17%	55 13%	54 11%	272 52%	-	-	-	-
South West	180 9%	80 8%	100 10%	21 9%	31 10%	39 10%	30 9%	33 11%	26 6%	49 9%	56 10%	39 9%	35 7%	-	-	-	180 63%	-
East Midlands	153 8%	77 8%	77 7%	18 7%	24 7%	32 8%	19 6%	27 9%	33 8%	33 6%	41 7%	34 8%	46 10%	-	153 29%	-	-	-

Coming Out Of Recession Survey

ONLINE Fieldwork : 22nd - 24th January 2010

Absolutes/col percents

Table 19
GO Regions
Base: All respondents

	Total	Region											Financial Situation		
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Better off	No change	Worse off
Unweighted base	2018	185	82	216	174	201	85	163	273	291	193	155	227	823	933
Weighted base	2018	178	91	234	174	190	105	186	256	272	180	153	226	830	925
Scotland	178 9%	178 100%	-	-	-	-	-	-	-	-	-	-	10 4%	82 10%	83 9%
North East	91 4%	-	91 100%	-	-	-	-	-	-	-	-	-	16 7%	38 5%	37 4%
North West	234 12%	-	-	234 100%	-	-	-	-	-	-	-	-	28 12%	101 12%	101 11%
Yorks & Humber	174 9%	-	-	-	174 100%	-	-	-	-	-	-	-	22 10%	64 8%	85 9%
West Midlands	190 9%	-	-	-	-	190 100%	-	-	-	-	-	-	17 7%	67 8%	103 11%
Wales	105 5%	-	-	-	-	-	105 100%	-	-	-	-	-	9 4%	54 6%	38 4%
Eastern	186 9%	-	-	-	-	-	-	186 100%	-	-	-	-	24 11%	65 8%	91 10%
London	256 13%	-	-	-	-	-	-	-	256 100%	-	-	-	37 17%	117 14%	96 10%
South East	272 13%	-	-	-	-	-	-	-	-	272 100%	-	-	32 14%	105 13%	130 14%
South West	180 9%	-	-	-	-	-	-	-	-	-	180 100%	-	18 8%	65 8%	95 10%
East Midlands	153 8%	-	-	-	-	-	-	-	-	-	-	153 100%	13 6%	74 9%	65 7%