

Cuts Index Survey

ONLINE Fieldwork : 7th - 9th January 2011

Absolutes/col percents

Table 1
Q2. Do you think that the Coalition Government is good or bad for Britain?
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	2013	1031	982	208	340	398	363	320	384	776	527	263	447	502	569	479	273	190
Weighted base	2013	986	1027	241	322	382	342	302	423	544	584	423	463	512	531	505	290	175
Good	695 35%	403 41%	292 28%	54 22%	86 27%	109 29%	133 39%	109 36%	204 48%	238 44%	226 39%	132 31%	99 21%	199 39%	196 37%	157 31%	89 31%	54 31%
Bad	852 42%	413 42%	439 43%	101 42%	153 48%	162 42%	143 42%	143 47%	150 35%	212 39%	233 40%	177 42%	229 49%	190 37%	211 40%	239 47%	124 43%	87 50%
Don't know	467 23%	171 17%	296 29%	87 36%	83 26%	111 29%	66 19%	50 17%	70 16%	93 17%	124 21%	114 27%	135 29%	123 24%	124 23%	109 22%	77 27%	34 19%

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Q2. Do you think that the Coalition Government is good or bad for Britain?
Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2013	190	95	229	155	205	103	198	209	293	170	166
Weighted base	2013	175	91	237	178	186	107	189	253	258	184	156
Good	695 35%	54 31%	22 25%	81 34%	54 30%	65 35%	23 22%	65 35%	87 34%	112 43%	66 36%	66 42%
Bad	852 42%	87 50%	54 59%	100 42%	85 48%	77 41%	49 46%	72 38%	108 43%	82 32%	75 41%	62 40%
Don't know	467 23%	34 19%	15 17%	55 23%	39 22%	45 24%	34 32%	51 27%	58 23%	65 25%	43 23%	28 18%

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Table 2
Q4. Do you think each of the following have got better or worse over the past three months?

Base:

	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	2013	1031	982	208	340	398	363	320	384	776	527	263	447	502	569	479	273	190
Weighted base	2013	986	1027	241	322	382	342	302	423	544	584	423	463	512	531	505	290	175
<u>The state of the UK economy</u>																		
Better	397	245	152	62	53	44	64	59	115	154	139	53	50	102	102	104	60	30
	20%	25%	15%	26%	16%	12%	19%	19%	27%	28%	24%	13%	11%	20%	19%	21%	20%	17%
Worse	964	421	543	100	161	214	164	147	179	216	257	232	260	219	253	250	146	97
	48%	43%	53%	41%	50%	56%	48%	49%	42%	40%	44%	55%	56%	43%	48%	49%	50%	55%
Don't know	652	321	331	80	108	124	114	97	130	173	188	138	154	191	176	152	85	48
	32%	33%	32%	33%	34%	32%	33%	32%	31%	32%	32%	33%	33%	37%	33%	30%	29%	28%
<u>Your personal financial situation</u>																		
Better	207	120	87	57	43	41	27	15	24	73	78	29	27	66	56	40	32	14
	10%	12%	9%	24%	13%	11%	8%	5%	6%	13%	13%	7%	6%	13%	10%	8%	11%	8%
Worse	961	455	506	94	160	191	186	155	177	223	243	234	260	238	246	238	146	94
	48%	46%	49%	39%	50%	50%	54%	51%	42%	41%	42%	55%	56%	46%	46%	47%	50%	54%
Don't know	845	412	433	91	119	150	129	133	223	247	263	160	175	208	230	227	113	67
	42%	42%	42%	38%	37%	39%	38%	44%	53%	45%	45%	38%	38%	41%	43%	45%	39%	38%
Base: All in market for work	1322	709	613	223	287	326	273	159	55	368	458	286	210	357	361	327	176	102
<u>Your job security</u>																		
Better	125	76	49	48	37	16	19	3	1	46	51	12	16	40	32	22	24	7
	9%	11%	8%	22%	13%	5%	7%	2%	2%	13%	11%	4%	8%	11%	9%	7%	14%	7%
Worse	512	261	251	85	106	129	130	57	6	121	166	135	91	146	129	133	62	43
	39%	37%	41%	38%	37%	40%	47%	36%	11%	33%	36%	47%	43%	41%	36%	41%	35%	42%
Don't know	685	372	313	90	143	180	125	99	48	201	241	140	103	171	200	171	90	52
	52%	52%	51%	40%	50%	55%	46%	62%	87%	55%	53%	49%	49%	48%	56%	52%	51%	51%

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Table 2
Q4. Do you think each of the following have got better or worse over the past three months?

Base:

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2013	190	95	229	155	205	103	198	209	293	170	166
Weighted base	2013	175	91	237	178	186	107	189	253	258	184	156
<u>The state of the UK economy</u>												
Better	397 20%	30 17%	12 13%	54 23%	37 21%	39 21%	19 18%	33 18%	41 16%	62 24%	40 22%	30 19%
Worse	964 48%	97 55%	44 48%	104 44%	101 57%	75 40%	61 58%	93 49%	119 47%	100 39%	84 46%	85 54%
Don't know	652 32%	48 28%	35 38%	78 33%	39 22%	72 39%	26 25%	63 33%	94 37%	97 38%	59 32%	41 26%
<u>Your personal financial situation</u>												
Better	207 10%	14 8%	6 7%	18 7%	16 9%	12 6%	10 9%	24 12%	37 15%	29 11%	22 12%	20 13%
Worse	961 48%	94 54%	39 43%	108 46%	91 52%	86 46%	54 51%	92 49%	119 47%	119 46%	92 50%	68 43%
Don't know	845 42%	67 38%	46 50%	111 47%	71 40%	89 48%	43 41%	73 39%	97 38%	111 43%	69 38%	68 44%
Base: All in market for work	1322	102	54	141	132	124	60	134	169	188	116	103
<u>Your job security</u>												
Better	125 9%	7 7%	5 9%	9 7%	8 6%	7 6%	10 17%	14 11%	21 12%	19 10%	14 12%	10 10%
Worse	512 39%	43 42%	26 47%	53 38%	54 41%	53 43%	22 36%	40 30%	68 40%	78 41%	40 35%	35 34%
Don't know	685 52%	52 51%	24 44%	78 55%	70 53%	64 52%	28 47%	79 59%	80 47%	90 48%	62 54%	58 56%

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Table 3
Q8. Would you say your life is very happy, fairly happy, fairly unhappy or very unhappy?
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	2013	1031	982	208	340	398	363	320	384	776	527	263	447	502	569	479	273	190
Weighted base	2013	986	1027	241	322	382	342	302	423	544	584	423	463	512	531	505	290	175
NET: Happy	1645 82%	781 79%	863 84%	197 82%	260 81%	306 80%	257 75%	249 82%	375 89%	468 86%	483 83%	348 82%	346 75%	413 81%	425 80%	422 84%	242 83%	142 81%
Very happy	(4) 311 15%	151 15%	160 16%	43 18%	46 14%	47 12%	35 10%	46 15%	94 22%	103 19%	92 16%	58 14%	57 12%	78 15%	66 12%	88 17%	46 16%	33 19%
Fairly happy	(3) 1334 66%	631 64%	704 69%	154 64%	215 67%	260 68%	222 65%	202 67%	281 66%	364 67%	391 67%	290 69%	289 62%	334 65%	359 68%	335 66%	197 68%	109 62%
Fairly unhappy	(2) 291 14%	151 15%	140 14%	37 15%	47 15%	61 16%	67 20%	38 12%	41 10%	68 12%	82 14%	54 13%	88 19%	82 16%	80 15%	66 13%	38 13%	26 15%
Very unhappy	(1) 77 4%	53 5%	24 2%	7 3%	15 5%	15 4%	18 5%	16 5%	7 2%	8 2%	19 3%	20 5%	30 6%	17 3%	26 5%	17 3%	10 4%	7 4%
NET: Unhappy	368 18%	205 21%	163 16%	44 18%	62 19%	76 20%	85 25%	53 18%	48 11%	76 14%	100 17%	75 18%	118 25%	99 19%	106 20%	83 16%	48 17%	33 19%
Mean	2.93	2.89	2.97	2.97	2.90	2.89	2.80	2.92	3.09	3.04	2.95	2.91	2.80	2.93	2.88	2.98	2.96	2.96
Standard deviation	0.67	0.72	0.62	0.67	0.68	0.65	0.68	0.70	0.62	0.61	0.65	0.67	0.73	0.66	0.67	0.66	0.66	0.70
Standard error	0.01	0.02	0.02	0.05	0.04	0.03	0.04	0.04	0.03	0.02	0.03	0.04	0.03	0.03	0.03	0.04	0.04	0.05

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Q8. Would you say your life is very happy, fairly happy, fairly unhappy or very unhappy?
Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2013	190	95	229	155	205	103	198	209	293	170	166
Weighted base	2013	175	91	237	178	186	107	189	253	258	184	156
NET: Happy	1645 82%	142 81%	73 80%	195 82%	155 87%	151 81%	85 80%	148 78%	204 80%	209 81%	157 86%	127 81%
Very happy	(4) 311 15%	33 19%	17 19%	41 17%	29 17%	23 12%	19 18%	23 12%	42 17%	36 14%	26 14%	20 13%
Fairly happy	(3) 1334 66%	109 62%	56 61%	154 65%	125 71%	128 69%	66 62%	124 66%	162 64%	173 67%	131 71%	107 69%
Fairly unhappy	(2) 291 14%	26 15%	15 16%	33 14%	18 10%	25 13%	17 16%	32 17%	38 15%	44 17%	20 11%	24 15%
Very unhappy	(1) 77 4%	7 4%	3 4%	8 3%	5 3%	11 6%	4 4%	9 5%	12 5%	5 2%	6 3%	6 4%
NET: Unhappy	368 18%	33 19%	18 20%	41 18%	23 13%	35 19%	22 20%	41 22%	50 20%	49 19%	26 14%	30 19%
Mean	2.93	2.96	2.95	2.97	3.01	2.87	2.94	2.86	2.92	2.93	2.97	2.90
Standard deviation	0.67	0.70	0.71	0.67	0.62	0.68	0.71	0.69	0.70	0.62	0.62	0.65
Standard error	0.01	0.05	0.07	0.04	0.05	0.05	0.07	0.05	0.05	0.04	0.05	0.05

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Table 4
Q1. Thinking about your spending in 2011, do you agree or disagree with each of the following statements?
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	2013	1031	982	208	340	398	363	320	384	776	527	263	447	502	569	479	273	190
Weighted base	2013	986	1027	241	322	382	342	302	423	544	584	423	463	512	531	505	290	175
<u>My household or family budget in 2011 will be tighter than it was in 2010</u>																		
Agree	1513	717	796	174	239	299	273	227	302	378	440	342	354	367	400	377	235	134
	75%	73%	78%	72%	74%	78%	80%	75%	71%	69%	75%	81%	76%	72%	75%	75%	81%	77%
Disagree	293	180	114	36	48	39	44	52	74	112	87	35	59	85	77	74	29	27
	15%	18%	11%	15%	15%	10%	13%	17%	18%	21%	15%	8%	13%	17%	14%	15%	10%	16%
Don't know	206	89	117	31	35	44	25	23	47	54	56	46	50	59	54	53	27	13
	10%	9%	11%	13%	11%	12%	7%	8%	11%	10%	10%	11%	11%	12%	10%	11%	9%	8%
<u>I am looking seriously at all areas of my household or family's spending to see what can be cut</u>																		
Agree	1384	633	750	146	240	292	255	202	249	343	394	311	335	348	354	344	213	124
	69%	64%	73%	60%	74%	76%	75%	67%	59%	63%	68%	74%	72%	68%	67%	68%	73%	71%
Disagree	432	242	190	54	46	53	65	73	141	160	121	67	84	105	118	118	58	33
	21%	25%	18%	22%	14%	14%	19%	24%	33%	30%	21%	16%	18%	20%	22%	23%	20%	19%
Don't know	197	111	87	42	36	37	22	27	34	40	69	44	44	58	59	44	19	17
	10%	11%	8%	17%	11%	10%	6%	9%	8%	7%	12%	10%	9%	11%	11%	9%	7%	10%
<u>I am more optimistic about my personal financial situation in 2011 than in 2010</u>																		
Agree	498	278	221	99	97	82	69	65	86	158	163	90	86	135	121	124	77	42
	25%	28%	21%	41%	30%	21%	20%	21%	20%	29%	28%	21%	19%	26%	23%	25%	26%	24%
Disagree	1192	548	644	97	168	225	226	196	278	305	329	252	306	277	317	302	186	111
	59%	56%	63%	40%	52%	59%	66%	65%	66%	56%	56%	60%	66%	54%	60%	60%	64%	63%
Don't know	323	161	162	45	56	75	47	41	59	81	92	81	70	100	94	79	28	22
	16%	16%	16%	18%	17%	20%	14%	13%	14%	15%	16%	19%	15%	20%	18%	16%	10%	13%

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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
Weighted base	2013	986	1027	241	322	382	342	302	423	544	584	423	463	512	531	505	290	175
<u>I will be spending less this year because of the increase in VAT</u>																		
Agree	1039	475	564	122	168	220	178	166	184	255	283	231	270	264	268	275	140	92
	52%	48%	55%	50%	52%	58%	52%	55%	44%	47%	48%	55%	58%	52%	50%	54%	48%	53%
Disagree	574	331	244	63	85	98	95	88	146	202	184	98	90	134	161	128	93	58
	29%	34%	24%	26%	26%	26%	28%	29%	35%	37%	32%	23%	19%	26%	30%	25%	32%	33%
Don't know	400	181	219	57	69	64	69	48	93	86	116	94	103	113	102	102	57	25
	20%	18%	21%	23%	21%	17%	20%	16%	22%	16%	20%	22%	22%	22%	19%	20%	20%	15%
<u>The increase in VAT will force me and my family to spend less money</u>																		
Agree	1066	486	581	120	181	232	182	161	189	253	293	244	276	276	279	275	150	87
	53%	49%	57%	50%	56%	61%	53%	53%	45%	47%	50%	58%	60%	54%	53%	54%	52%	50%
Disagree	615	352	263	70	84	87	105	107	162	215	191	106	102	152	165	148	87	63
	31%	36%	26%	29%	26%	23%	31%	35%	38%	40%	33%	25%	22%	30%	31%	29%	30%	36%
Don't know	332	149	183	51	57	63	55	34	73	75	100	72	85	84	87	82	54	25
	16%	15%	18%	21%	18%	16%	16%	11%	17%	14%	17%	17%	18%	16%	16%	16%	19%	14%
<u>I am worried the VAT increase will be used as an excuse by retailers to increase their prices</u>																		
Agree	1567	756	811	163	262	298	277	242	326	415	450	333	368	397	419	389	229	134
	78%	77%	79%	67%	81%	78%	81%	80%	77%	76%	77%	79%	79%	78%	79%	77%	79%	76%
Disagree	269	143	126	47	35	48	43	33	63	84	80	52	54	61	74	64	40	30
	13%	14%	12%	20%	11%	13%	13%	11%	15%	15%	14%	12%	12%	12%	14%	13%	14%	17%
Don't know	177	87	90	32	25	36	22	27	35	45	53	38	41	54	38	53	22	11
	9%	9%	9%	13%	8%	10%	6%	9%	8%	8%	9%	9%	9%	11%	7%	10%	7%	6%

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Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2013	190	95	229	155	205	103	198	209	293	170	166
Weighted base	2013	175	91	237	178	186	107	189	253	258	184	156
<u>My household or family budget in 2011 will be tighter than it was in 2010</u>												
Agree	1513	134	66	170	142	134	87	147	190	177	147	120
	75%	77%	72%	72%	80%	72%	82%	78%	75%	69%	80%	76%
Disagree	293	27	18	35	21	28	11	29	42	43	18	20
	15%	16%	20%	15%	12%	15%	11%	15%	17%	17%	10%	13%
Don't know	206	13	7	32	14	24	8	13	22	38	19	17
	10%	8%	8%	13%	8%	13%	7%	7%	9%	15%	10%	11%
<u>I am looking seriously at all areas of my household or family's spending to see what can be cut</u>												
Agree	1384	124	61	148	134	125	80	118	180	169	133	110
	69%	71%	68%	63%	75%	67%	75%	63%	71%	65%	73%	71%
Disagree	432	33	23	66	29	35	19	49	48	57	39	34
	21%	19%	25%	28%	16%	19%	18%	26%	19%	22%	21%	22%
Don't know	197	17	6	22	15	25	8	21	26	33	11	12
	10%	10%	7%	9%	8%	14%	8%	11%	10%	13%	6%	8%
<u>I am more optimistic about my personal financial situation in 2011 than in 2010</u>												
Agree	498	42	19	64	41	37	25	49	74	61	52	35
	25%	24%	21%	27%	23%	20%	23%	26%	29%	24%	28%	23%
Disagree	1192	111	57	135	111	116	69	110	134	142	117	90
	59%	63%	62%	57%	62%	62%	64%	58%	53%	55%	64%	58%
Don't know	323	22	16	38	25	33	13	30	45	54	15	31
	16%	13%	17%	16%	14%	18%	12%	16%	18%	21%	8%	20%

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Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Weighted base	2013	175	91	237	178	186	107	189	253	258	184	156
<u>I will be spending less this year because of the increase in VAT</u>												
Agree	1039	92	50	116	109	88	59	101	128	136	81	78
	52%	53%	55%	49%	61%	47%	55%	54%	51%	53%	44%	50%
Disagree	574	58	25	65	38	59	23	61	73	62	70	42
	29%	33%	27%	27%	22%	32%	22%	32%	29%	24%	38%	27%
Don't know	400	25	16	56	30	39	24	26	52	61	33	36
	20%	15%	18%	24%	17%	21%	23%	14%	21%	24%	18%	23%
<u>The increase in VAT will force me and my family to spend less money</u>												
Agree	1066	87	45	118	112	95	62	101	138	137	87	83
	53%	50%	50%	50%	63%	51%	58%	53%	55%	53%	48%	53%
Disagree	615	63	30	75	43	56	23	66	75	77	64	44
	31%	36%	33%	32%	24%	30%	22%	35%	30%	30%	35%	28%
Don't know	332	25	16	43	22	35	22	22	39	44	33	30
	16%	14%	18%	18%	13%	19%	20%	12%	16%	17%	18%	19%
<u>I am worried the VAT increase will be used as an excuse by retailers to increase their prices</u>												
Agree	1567	134	67	193	129	140	89	151	191	206	140	128
	78%	76%	73%	82%	72%	75%	84%	80%	75%	80%	76%	82%
Disagree	269	30	13	26	26	27	12	30	35	25	28	17
	13%	17%	14%	11%	14%	15%	11%	16%	14%	10%	15%	11%
Don't know	177	11	12	18	23	19	5	7	27	27	16	11
	9%	6%	13%	7%	13%	10%	5%	4%	11%	11%	9%	7%

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Absolutes/col percents

Table 5
Q2. Are you planning on spending more, less or the same in 2011 compared to last year?
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	2013	1031	982	208	340	398	363	320	384	776	527	263	447	502	569	479	273	190
Weighted base	2013	986	1027	241	322	382	342	302	423	544	584	423	463	512	531	505	290	175
More	130 6%	80 8%	50 5%	24 10%	21 6%	17 4%	16 5%	16 5%	37 9%	42 8%	40 7%	23 5%	26 6%	31 6%	31 6%	38 8%	17 6%	13 7%
The same	713 35%	409 41%	304 30%	85 35%	101 31%	103 27%	114 33%	120 40%	190 45%	247 46%	198 34%	125 30%	143 31%	166 33%	222 42%	175 35%	87 30%	62 35%
Less	1013 50%	445 45%	568 55%	111 46%	175 54%	233 61%	182 53%	146 48%	166 39%	218 40%	308 53%	239 57%	248 54%	277 54%	243 46%	252 50%	158 54%	83 47%
Don't know	157 8%	53 5%	104 10%	22 9%	25 8%	29 8%	30 9%	20 7%	30 7%	37 7%	38 6%	36 8%	47 10%	37 7%	34 6%	40 8%	29 10%	17 10%

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Absolutes/col percents

Table 5
Q2. Are you planning on spending more, less or the same in 2011 compared to last year?
Base: All respondents

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	2013	190	95	229	155	205	103	198	209	293	170	166
Weighted base	2013	175	91	237	178	186	107	189	253	258	184	156
More	130 6%	13 7%	5 5%	19 8%	14 8%	12 6%	5 5%	11 6%	19 8%	12 5%	12 7%	9 6%
The same	713 35%	62 35%	37 41%	81 34%	57 32%	85 45%	29 27%	73 39%	68 27%	98 38%	58 32%	64 41%
Less	1013 50%	83 47%	45 50%	113 48%	94 53%	81 43%	62 58%	92 49%	148 58%	129 50%	96 52%	70 45%
Don't know	157 8%	17 10%	4 4%	23 10%	13 7%	9 5%	12 11%	12 7%	18 7%	19 7%	17 9%	13 8%

Cuts Index Survey

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Absolutes/col percents

Table 6
Q3. Which of the following, if any, will you be cutting back your spending on in 2011?
Base: All respondents planning on spending less in 2011

	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	984	445	539	99	179	224	192	148	142	312	277	154	241	259	256	228	152	89
Weighted base	1013	445	568	111	175	233	182	146	166	218	308	239	248	277	243	252	158	83
Clothes shopping	788 78%	325 73%	462 81%	79 71%	135 77%	180 77%	141 77%	118 81%	135 81%	175 80%	236 77%	186 78%	190 77%	220 80%	182 75%	200 79%	123 78%	62 75%
Eating out	774 76%	349 78%	425 75%	82 74%	136 78%	187 81%	144 79%	112 77%	112 67%	162 74%	223 72%	203 85%	186 75%	210 76%	184 76%	203 81%	120 76%	57 69%
Household and electrical items	623 62%	274 62%	350 62%	45 40%	101 58%	157 67%	123 67%	93 64%	106 63%	120 55%	180 59%	168 70%	155 63%	161 58%	151 62%	158 62%	105 66%	49 60%
Holidays	583 58%	259 58%	325 57%	42 38%	100 57%	153 66%	115 63%	90 62%	83 50%	128 58%	162 53%	151 63%	143 58%	148 53%	141 58%	152 60%	96 61%	46 56%
Gifts for friends and family	567 56%	250 56%	317 56%	44 40%	100 58%	142 61%	105 57%	92 63%	83 50%	106 49%	164 53%	146 61%	151 61%	154 56%	145 59%	140 55%	87 55%	41 50%
Sport and leisure activities	487 48%	216 48%	272 48%	42 38%	94 54%	117 50%	96 53%	68 47%	69 41%	103 47%	135 44%	121 51%	128 52%	117 42%	127 52%	125 49%	82 52%	36 44%
Food shopping	464 46%	177 40%	287 51%	51 46%	88 50%	105 45%	90 49%	71 48%	59 35%	97 45%	134 44%	113 47%	119 48%	119 43%	117 48%	116 46%	77 49%	34 41%
Donations to charity	411 41%	189 43%	221 39%	24 22%	67 38%	103 44%	75 41%	77 53%	64 38%	87 40%	103 33%	111 46%	110 44%	100 36%	100 41%	112 45%	60 38%	38 46%
Motoring	382 38%	198 44%	184 32%	31 28%	63 36%	65 28%	66 36%	77 53%	79 47%	79 36%	101 33%	90 38%	111 45%	85 31%	97 40%	99 39%	72 46%	28 34%
Rent or housing	41 4%	20 4%	22 4%	6 5%	15 8%	10 4%	5 3%	4 3%	2 1%	13 6%	16 5%	6 3%	6 3%	9 3%	11 4%	9 4%	11 7%	1 2%
None of these	15 1%	8 2%	7 1%	2 2%	2 1%	2 1%	1 *	2 1%	7 4%	2 1%	7 2%	5 2%	1 *	9 3%	2 1%	2 1%	1 *	2 2%

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Absolutes/col percents

Table 6
Q3. Which of the following, if any, will you be cutting back your spending on in 2011?
Base: All respondents planning on spending less in 2011

	Total	Region										
		Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids
Unweighted base	984	89	47	106	75	87	60	94	116	143	92	75
Weighted base	1013	83	45	113	94	81	62	92	148	129	96	70
Clothes shopping	788 78%	62 75%	35 76%	86 76%	79 85%	56 70%	49 79%	68 74%	111 75%	109 84%	75 77%	58 82%
Eating out	774 76%	57 69%	36 79%	93 82%	75 80%	61 76%	47 76%	73 80%	105 71%	104 81%	73 76%	49 70%
Household and electrical items	623 62%	49 60%	26 56%	72 63%	60 65%	49 61%	41 67%	55 60%	78 53%	82 64%	64 66%	47 66%
Holidays	583 58%	46 56%	23 52%	61 53%	68 73%	48 59%	37 59%	55 60%	81 55%	67 52%	59 61%	38 54%
Gifts for friends and family	567 56%	41 50%	21 47%	63 55%	56 60%	47 58%	33 54%	61 66%	81 55%	73 57%	54 56%	37 53%
Sport and leisure activities	487 48%	36 44%	22 49%	52 46%	51 54%	40 49%	39 63%	47 51%	61 41%	56 43%	43 45%	40 57%
Food shopping	464 46%	34 41%	17 38%	59 52%	40 43%	39 48%	27 43%	47 51%	58 39%	61 47%	51 53%	31 44%
Donations to charity	411 41%	38 46%	25 55%	48 42%	40 42%	34 42%	23 37%	36 39%	52 35%	48 37%	37 38%	31 44%
Motoring	382 38%	28 34%	13 30%	47 41%	39 42%	25 30%	29 48%	45 49%	42 29%	43 33%	42 44%	28 39%
Rent or housing	41 4%	1 2%	2 5%	4 3%	3 3%	5 6%	5 8%	4 4%	5 4%	4 3%	5 6%	1 2%
None of these	15 1%	2 2%	-	-	2 2%	2 3%	-	-	7 5%	2 2%	1 1%	-