

Table 1  
**Q.1 Which of these statements best sums up your view of the economic recession?**  
**Base: All respondents**

	<u>Gender</u>			<u>Age</u>						<u>Social Grade</u>				<u>Region</u>					
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>	<u>North-ern Ire-land</u>
Unweighted base	1048	531	517	74	123	187	197	220	247	313	243	188	304	266	269	255	145	83	30
Weighted base	1048	503	545	124	166	208	177	156	218	273	304	220	251	267	267	251	143	90	31
I think the economic recession will continue to get worse for some time yet	360 34%	181 36%	179 33%	31 25%	52 31%	65 31%	61 34%	63 40%	89 41%	86 31%	100 33%	74 34%	100 40%	76 29%	95 36%	97 39%	45 32%	36 41%	10 32%
I think the economic recession won't get any worse but it won't improve for a while yet	548 52%	258 51%	290 53%	73 59%	89 54%	123 59%	97 55%	71 46%	95 44%	157 58%	160 53%	118 54%	112 45%	158 59%	140 53%	121 48%	72 50%	40 45%	17 55%
I think the economic recession is behind us and things are starting to improve	124 12%	57 11%	68 12%	20 16%	23 14%	20 10%	16 9%	18 11%	28 13%	27 10%	42 14%	27 12%	28 11%	27 10%	30 11%	31 12%	22 15%	11 12%	4 13%
Don't know	16 2%	8 2%	9 2%	1 1%	3 2%	1 *	4 2%	4 2%	5 2%	2 1%	2 1%	1 *	11 4%	5 2%	2 1%	3 1%	5 3%	2 2%	-

Table 2

**Q.2 Do you think that your personal financial circumstances will improve, stay the same or get worse over the next 12 months?**

**Base: All respondents**

	<u>Gender</u>			<u>Age</u>						<u>Social Grade</u>				<u>Region</u>					
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>	<u>North-ern Ire-land</u>
Unweighted base	1048	531	517	74	123	187	197	220	247	313	243	188	304	266	269	255	145	83	30
Weighted base	1048	503	545	124	166	208	177	156	218	273	304	220	251	267	267	251	143	90	31
Net: Improve	223 21%	125 25%	98 18%	45 36%	54 32%	50 24%	28 16%	20 13%	26 12%	65 24%	68 22%	45 21%	45 18%	82 31%	49 18%	41 16%	32 22%	12 13%	8 25%
Improve a lot (+2)	51 5%	37 7%	14 2%	17 13%	9 5%	8 4%	6 4%	4 3%	6 3%	16 6%	12 4%	14 6%	9 3%	22 8%	9 3%	9 4%	9 6%	1 1%	- -
Improve (+1)	172 16%	88 17%	85 16%	28 23%	44 27%	42 20%	22 12%	16 10%	20 9%	49 18%	56 18%	31 14%	36 14%	60 23%	40 15%	31 12%	22 16%	10 12%	8 25%
Stay the same (0)	605 58%	274 54%	331 61%	64 51%	86 52%	116 56%	112 63%	96 62%	131 60%	157 57%	183 60%	131 59%	135 54%	129 48%	163 61%	161 64%	77 54%	56 63%	18 60%
Get worse (-1)	176 17%	83 16%	93 17%	10 8%	24 14%	33 16%	28 16%	31 20%	49 23%	45 17%	46 15%	32 15%	53 21%	48 18%	42 16%	39 16%	29 20%	16 18%	2 7%
Get a lot worse (-2)	44 4%	22 4%	22 4%	6 4%	3 2%	8 4%	8 5%	8 5%	11 5%	6 2%	7 2%	12 5%	19 8%	8 3%	12 5%	10 4%	6 4%	5 6%	3 9%
Net: Worse	220 21%	105 21%	115 21%	16 13%	27 16%	41 20%	37 21%	40 25%	60 28%	51 19%	53 18%	44 20%	72 29%	55 21%	54 20%	50 20%	35 24%	22 24%	5 15%
Mean	0.01	0.07	-0.05	0.32	0.20	0.05	-0.06	-0.15	-0.18	0.09	0.06	0.02	-0.15	0.16	-0.03	-0.04	*	-0.16	0.01
Standard deviation	0.83	0.90	0.77	0.96	0.82	0.82	0.78	0.77	0.78	0.81	0.76	0.87	0.88	0.91	0.79	0.77	0.89	0.75	0.82
Standard error	0.03	0.04	0.03	0.11	0.07	0.06	0.06	0.05	0.05	0.05	0.05	0.06	0.05	0.06	0.05	0.05	0.07	0.08	0.15

Table 3

**Q.3 When economic recovery starts, which one of these do you think should take the most credit for bringing the recession to an end?**

**Base: All respondents**

	<u>Gender</u>			<u>Age</u>						<u>Social Grade</u>				<u>Region</u>					
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>	<u>North-ern Ire-land</u>
Unweighted base	1048	531	517	74	123	187	197	220	247	313	243	188	304	266	269	255	145	83	30
Weighted base	1048	503	545	124	166	208	177	156	218	273	304	220	251	267	267	251	143	90	31
The coordinated actions of governments across the world	325 31%	172 34%	154 28%	26 21%	46 28%	78 38%	70 40%	45 29%	60 28%	98 36%	99 32%	64 29%	64 26%	91 34%	80 30%	72 29%	40 28%	30 34%	11 35%
The British Government	217 21%	100 20%	117 22%	31 25%	37 23%	32 16%	33 19%	34 22%	50 23%	48 18%	56 18%	50 23%	63 25%	51 19%	44 17%	70 28%	30 21%	19 22%	3 9%
The banking industry	142 14%	63 13%	79 14%	20 16%	25 15%	30 15%	20 11%	20 13%	28 13%	30 11%	40 13%	34 16%	38 15%	28 11%	41 16%	34 14%	22 15%	10 11%	8 25%
Entrepreneurs or business leaders	125 12%	65 13%	61 11%	16 13%	15 9%	27 13%	19 11%	20 13%	28 13%	39 14%	34 11%	23 10%	30 12%	33 12%	32 12%	30 12%	14 10%	12 13%	4 13%
Financial regulators	91 9%	32 6%	59 11%	4 3%	25 15%	8 4%	17 10%	21 14%	16 7%	28 10%	27 9%	16 7%	19 8%	25 10%	27 10%	16 6%	11 7%	9 10%	2 7%
None of these/ Other/ Don't know	147 14%	72 14%	75 14%	27 21%	18 11%	32 15%	18 10%	16 10%	36 17%	30 11%	48 16%	32 14%	36 14%	37 14%	41 15%	30 12%	27 19%	9 10%	3 10%

Table 4  
**Q.4 Which of these are the best indicators to you that the recession is over?**  
**Base: All respondents**

	<u>Gender</u>			<u>Age</u>						<u>Social Grade</u>				<u>Region</u>					
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>	<u>North-ern Ire-land</u>
Unweighted base	1048	531	517	74	123	187	197	220	247	313	243	188	304	266	269	255	145	83	30
Weighted base	1048	503	545	124	166	208	177	156	218	273	304	220	251	267	267	251	143	90	31
People spend more in the shops	734 70%	353 70%	381 70%	90 73%	118 71%	142 68%	126 72%	111 71%	146 67%	195 72%	211 69%	155 70%	173 69%	183 69%	191 72%	173 69%	95 67%	67 75%	25 82%
House prices go up	728 69%	338 67%	390 72%	96 77%	119 72%	151 73%	126 72%	103 66%	132 61%	202 74%	223 73%	142 65%	161 64%	198 74%	190 71%	161 64%	96 67%	57 64%	26 85%
Share prices rise	708 68%	337 67%	371 68%	82 66%	112 67%	153 74%	119 67%	105 68%	137 63%	202 74%	209 69%	151 69%	146 58%	172 65%	184 69%	167 66%	98 68%	62 69%	25 83%
Borrowing money gets easier	657 63%	307 61%	350 64%	89 71%	101 61%	143 69%	127 72%	96 61%	101 47%	178 65%	202 66%	140 64%	137 55%	154 58%	185 69%	149 59%	93 65%	54 60%	21 69%
You no longer worry about losing your job	508 48%	248 49%	259 48%	82 66%	107 64%	118 57%	97 55%	59 38%	45 21%	153 56%	156 51%	112 51%	87 35%	134 50%	140 53%	113 45%	59 41%	46 51%	15 48%
The media reports that the economy is improving	480 46%	212 42%	268 49%	83 67%	70 42%	100 48%	90 51%	58 37%	80 37%	123 45%	148 49%	110 50%	100 40%	121 45%	113 42%	123 49%	64 45%	43 48%	16 52%
Jobs and employment	24 2%	15 3%	9 2%	4 3%	2 1%	2 1%	3 1%	4 2%	9 4%	8 3%	5 2%	4 2%	7 3%	8 3%	6 2%	5 2%	4 3%	- -	1 2%
General feel good factor/people smiling	12 1%	6 1%	5 1%	- -	1 1%	3 1%	1 *	3 2%	3 1%	2 1%	4 1%	4 2%	1 *	4 2%	4 1%	1 *	1 1%	1 1%	- -
Decrease in prices generally	10 1%	2 *	9 2%	- -	- -	4 2%	2 1%	2 2%	2 1%	2 1%	3 1%	3 1%	3 1%	5 2%	1 1%	1 *	1 1%	1 2%	- -
Increase in business	7 1%	3 1%	4 1%	- -	- -	1 1%	2 1%	4 2%	- -	3 1%	1 *	- -	3 1%	2 1%	1 *	2 1%	2 1%	- -	- -
Interest rates are higher	5 1%	2 *	3 1%	- -	- -	2 1%	- -	- -	3 2%	1 *	1 *	1 1%	2 1%	1 *	1 1%	2 1%	- -	1 1%	- -
More money to spend/increased personal finance	5 *	3 1%	2 *	- -	- -	1 1%	1 1%	1 1%	1 *	- -	- -	4 2%	1 *	2 1%	1 1%	- -	1 1%	- -	- -
People going on holidays/more holiday	4 *	1 *	4 1%	- -	- -	2 1%	1 *	- -	2 1%	1 *	2 1%	1 *	1 *	1 *	- -	1 *	3 2%	- -	- -

Table 4  
**Q.4 Which of these are the best indicators to you that the recession is over?**  
**Base: All respondents**

	<u>Gender</u>			<u>Age</u>						<u>Social Grade</u>				<u>Region</u>					
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>	<u>North-ern Ire-land</u>
Weighted base	1048	503	545	124	166	208	177	156	218	273	304	220	251	267	267	251	143	90	31
More import and export	2 *	1 *	1 *	- -	1 1%	- -	1 1%	- -	- -	2 1%	- -	- -	- -	1 *	1 *	- -	- -	- -	- -
Other	16 2%	8 2%	8 2%	- -	3 2%	3 1%	2 1%	4 3%	5 2%	3 1%	6 2%	3 2%	4 2%	3 1%	4 2%	3 1%	3 2%	3 3%	- -
Nothing	6 1%	4 1%	2 *	- -	2 1%	- -	- -	- -	4 2%	1 *	2 1%	1 *	2 1%	1 *	1 *	3 1%	1 1%	- -	- -
Don't know	37 4%	16 3%	22 4%	2 2%	6 4%	6 3%	4 2%	9 6%	10 5%	4 2%	8 3%	9 4%	16 6%	10 4%	3 1%	15 6%	6 4%	3 3%	1 3%

Table 5  
**Q.5 What, if anything, has the recession done to change your shopping habits?**

Base: All respondents

	<u>Gender</u>		<u>Age</u>							<u>Social Grade</u>				<u>Region</u>					
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>	<u>North-ern Ire-land</u>
Unweighted base	1048	531	517	74	123	187	197	220	247	313	243	188	304	266	269	255	145	83	30
Weighted base	1048	503	545	124	166	208	177	156	218	273	304	220	251	267	267	251	143	90	31
<b><u>I shop more online than I used to</u></b>																			
Yes	209 20%	126 25%	83 15%	29 23%	51 31%	47 23%	36 20%	22 14%	24 11%	72 26%	52 17%	56 25%	30 12%	61 23%	59 22%	42 17%	27 19%	18 20%	3 9%
No	838 80%	377 75%	461 85%	96 77%	115 69%	160 77%	139 79%	133 86%	194 89%	199 73%	252 83%	165 75%	221 88%	205 77%	207 78%	209 83%	117 81%	72 80%	28 91%
Refused	1 *	1 *	1 *	- -	- -	- -	1 1%	- -	- -	1 *	- -	- -	- -	1 *	- -	1 *	- -	- -	- -
<b><u>I am more aware of the price of things than I used to be</u></b>																			
Yes	727 69%	311 62%	416 76%	90 72%	118 71%	133 64%	122 69%	112 72%	153 70%	175 64%	206 68%	154 70%	192 77%	190 71%	174 65%	170 68%	98 68%	70 78%	25 83%
No	321 31%	192 38%	129 24%	35 28%	49 29%	75 36%	54 31%	43 28%	65 30%	98 36%	98 32%	66 30%	59 23%	77 29%	93 35%	81 32%	46 32%	19 22%	5 17%
<b><u>I buy less on impulse than I used to</u></b>																			
Yes	662 63%	271 54%	392 72%	84 67%	109 66%	131 63%	120 68%	101 65%	119 55%	159 58%	187 62%	150 68%	166 66%	163 61%	159 60%	158 63%	89 62%	66 74%	27 88%
No	384 37%	233 46%	152 28%	41 33%	57 34%	77 37%	57 32%	54 35%	98 45%	113 42%	116 38%	70 32%	85 34%	103 39%	107 40%	93 37%	54 38%	24 26%	4 12%
Refused	1 *	- -	1 *	- -	- -	- -	- -	1 *	1 *	- -	1 *	- -	1 *	1 *	- -	1 *	- -	- -	- -

Table 5  
**Q.5 What, if anything, has the recession done to change your shopping habits?**  
**Base: All respondents**

	<u>Gender</u>		<u>Age</u>							<u>Social Grade</u>				<u>Region</u>					
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>	<u>North-ern Ire-land</u>
Weighted base	1048	503	545	124	166	208	177	156	218	273	304	220	251	267	267	251	143	90	31
<b><u>I am less inclined to use a credit card or overdraft</u></b>																			
Yes	538 51%	249 49%	290 53%	79 63%	86 52%	108 52%	106 60%	75 48%	85 39%	137 50%	157 51%	121 55%	123 49%	126 47%	137 51%	134 53%	69 48%	48 54%	24 79%
No	503 48%	254 50%	249 46%	45 37%	80 48%	100 48%	70 39%	81 52%	127 58%	134 49%	146 48%	96 44%	127 51%	137 52%	130 49%	115 46%	75 52%	40 45%	6 21%
Refused	7 1%	1 *	6 1%	- -	- -	- -	1 1%	- -	5 3%	1 *	2 1%	2 1%	1 1%	3 1%	- -	2 1%	- -	1 1%	- -
<b><u>I try to put more money aside into savings</u></b>																			
Yes	484 46%	240 48%	244 45%	80 65%	76 46%	95 46%	76 43%	67 43%	89 41%	131 48%	140 46%	95 43%	117 47%	132 50%	121 45%	99 39%	69 48%	46 51%	16 53%
No	560 53%	263 52%	298 55%	44 35%	90 54%	112 54%	100 57%	88 56%	126 58%	140 51%	162 53%	125 57%	133 53%	131 49%	145 55%	152 61%	73 51%	44 49%	14 47%
Refused	4 *	1 *	3 1%	- -	- -	- -	1 *	1 *	3 1%	2 1%	2 1%	- -	1 *	3 1%	- -	- -	1 1%	- -	- -
<b><u>I simply try to spend less</u></b>																			
Yes	789 75%	354 70%	435 80%	100 80%	129 78%	148 71%	147 84%	118 76%	147 68%	192 70%	224 74%	179 81%	195 78%	198 74%	189 71%	185 74%	110 77%	78 87%	30 98%
No	258 25%	148 29%	109 20%	25 20%	37 22%	59 29%	28 16%	38 24%	71 32%	80 29%	80 26%	41 19%	56 22%	68 26%	78 29%	66 26%	33 23%	12 13%	1 2%
Refused	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -

Table 5  
**Q.5 What, if anything, has the recession done to change your shopping habits?**  
**Base: All respondents**

	<u>Gender</u>			<u>Age</u>						<u>Social Grade</u>				<u>Region</u>					
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>	<u>North-ern Ire-land</u>
Weighted base	1048	503	545	124	166	208	177	156	218	273	304	220	251	267	267	251	143	90	31
<b><u>I am better at budgeting than I was before the recession</u></b>																			
Yes	497 47%	233 46%	265 49%	66 53%	79 48%	103 50%	89 50%	72 46%	89 41%	112 41%	142 47%	109 49%	134 53%	121 45%	120 45%	128 51%	60 42%	44 49%	24 80%
No	548 52%	270 54%	279 51%	59 47%	87 52%	105 50%	87 49%	83 54%	128 59%	160 59%	162 53%	111 51%	116 46%	146 55%	147 55%	122 48%	83 58%	45 50%	6 20%
Refused	2 *	1 *	1 *	- -	- -	- -	1 *	1 *	1 *	1 *	- -	- -	1 1%	- -	- -	1 1%	- -	1 1%	- -
<b><u>I am more inclined now to think there's more to life than money and possessions</u></b>																			
Yes	767 73%	346 69%	420 77%	84 67%	104 63%	144 69%	143 81%	116 75%	175 81%	177 65%	214 70%	171 78%	204 81%	168 63%	193 72%	200 79%	112 78%	66 74%	27 89%
No	276 26%	155 31%	121 22%	41 33%	61 37%	64 31%	33 19%	39 25%	39 18%	94 34%	88 29%	49 22%	45 18%	97 36%	73 27%	52 21%	30 21%	22 25%	3 11%
Refused	5 *	2 *	3 1%	- -	1 1%	- -	- -	1 *	3 2%	2 1%	1 *	- -	2 1%	2 1%	1 *	- -	2 1%	1 1%	- -



Table 6  
**Q.6 Do you think the recession has changed Britain in any of the following ways?**  
**Base: All respondents**

	<u>Gender</u>			<u>Age</u>						<u>Social Grade</u>				<u>Region</u>					
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>	<u>North-ern Ire-land</u>
Unweighted base	1048	531	517	74	123	187	197	220	247	313	243	188	304	266	269	255	145	83	30
Weighted base	1048	503	545	124	166	208	177	156	218	273	304	220	251	267	267	251	143	90	31
<b><u>People are more likely to live within their means</u></b>																			
Yes	799 76%	387 77%	412 76%	96 77%	129 77%	157 75%	142 81%	112 72%	163 75%	208 76%	236 78%	168 76%	187 74%	195 73%	216 81%	191 76%	101 71%	67 75%	29 94%
No	241 23%	113 22%	128 23%	29 23%	38 23%	51 25%	31 18%	41 26%	51 24%	64 23%	67 22%	49 22%	61 24%	70 26%	50 19%	56 22%	41 28%	22 25%	2 6%
Don't know	8 1%	3 1%	5 1%	- -	- -	- -	3 2%	2 2%	3 1%	1 *	1 *	3 1%	4 1%	2 1%	- -	4 2%	1 1%	* 1%	- -
<b><u>The Government is likely to rely less on borrowing to balance its books</u></b>																			
Yes	473 45%	218 43%	255 47%	61 49%	86 52%	95 46%	80 46%	65 42%	84 39%	124 46%	132 43%	105 48%	111 44%	116 44%	119 45%	115 46%	59 41%	39 44%	24 77%
No	523 50%	272 54%	251 46%	53 43%	76 46%	105 51%	89 50%	83 53%	116 54%	135 50%	157 52%	109 49%	122 48%	138 52%	132 49%	122 49%	78 54%	46 52%	7 23%
Refused	1 *	- -	1 *	- -	- -	- -	1 *	- -	- -	1 *	- -	- -	- -	- -	- -	1 *	- -	- -	- -
Don't know	52 5%	13 3%	39 7%	10 8%	4 2%	7 4%	7 4%	7 5%	17 8%	13 5%	15 5%	6 3%	19 7%	12 5%	15 6%	14 6%	6 5%	4 4%	- -

Table 6  
**Q.6 Do you think the recession has changed Britain in any of the following ways?**  
**Base: All respondents**

	<u>Gender</u>			<u>Age</u>						<u>Social Grade</u>				<u>Region</u>					
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>	<u>North-ern Ire-land</u>
Weighted base	1048	503	545	124	166	208	177	156	218	273	304	220	251	267	267	251	143	90	31
<b><u>People will be less greedy</u></b>																			
Yes	414	204	211	53	61	85	59	55	101	101	119	90	104	91	109	97	66	33	19
	40%	41%	39%	42%	37%	41%	33%	35%	47%	37%	39%	41%	42%	34%	41%	38%	46%	37%	63%
No	623	296	327	72	103	122	118	97	110	172	180	130	141	171	155	153	77	55	11
	59%	59%	60%	58%	62%	59%	67%	62%	51%	63%	59%	59%	56%	64%	58%	61%	54%	62%	37%
Don't know	11	4	7	-	2	-	-	3	6	-	6	-	5	5	3	2	1	1	-
	1%	1%	1%	-	1%	-	-	2%	3%	-	2%	-	2%	2%	1%	1%	*	1%	-
<b><u>People will be less worried about the impact of future recessions</u></b>																			
Yes	410	207	203	57	65	67	70	65	85	94	122	92	102	96	98	102	57	37	21
	39%	41%	37%	46%	39%	32%	40%	42%	39%	35%	40%	42%	41%	36%	37%	41%	40%	41%	68%
No	617	292	324	66	101	135	103	88	124	174	176	126	140	170	157	144	83	52	10
	59%	58%	59%	53%	61%	65%	58%	56%	57%	64%	58%	57%	56%	64%	59%	57%	58%	58%	32%
Don't know	21	4	17	1	-	6	3	3	8	4	6	2	9	1	11	4	4	1	-
	2%	1%	3%	1%	-	3%	2%	2%	4%	1%	2%	1%	3%	*	4%	2%	2%	1%	-

Table 7  
**Q.7 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	<u>Gender</u>		<u>Age</u>							<u>Social Grade</u>				<u>Region</u>					
	<u>Total</u>	<u>Male</u>	<u>Female</u>	<u>18-24</u>	<u>25-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>	<u>AB</u>	<u>C1</u>	<u>C2</u>	<u>DE</u>	<u>South East</u>	<u>Mid-lands</u>	<u>North Eng-land</u>	<u>Wales &amp; South West</u>	<u>Scot-land</u>	<u>North-ern Ire-land</u>
Unweighted base	1048	531	517	74	123	187	197	220	247	313	243	188	304	266	269	255	145	83	30
Weighted base	1048	503	545	124	166	208	177	156	218	273	304	220	251	267	267	251	143	90	31
<b><u>I am worried about losing my job during the recession.</u></b>																			
Agree	423 40%	213 42%	210 39%	56 45%	76 46%	90 43%	87 49%	55 36%	58 27%	93 34%	119 39%	122 55%	89 35%	107 40%	106 40%	93 37%	64 44%	41 45%	13 43%
Disagree	568 54%	263 52%	305 56%	66 53%	90 54%	114 55%	83 47%	87 56%	128 59%	169 62%	178 58%	93 42%	128 51%	146 55%	146 55%	142 57%	73 51%	44 49%	17 57%
Don't know	57 5%	27 5%	30 6%	2 2%	- -	3 2%	6 4%	14 9%	31 14%	10 4%	7 2%	5 2%	35 14%	14 5%	15 6%	16 7%	7 5%	5 6%	- -
<b><u>I know someone personally who has lost their job during the recession.</u></b>																			
Agree	699 67%	343 68%	356 65%	95 76%	123 74%	135 65%	124 70%	101 65%	121 56%	183 67%	205 67%	143 65%	168 67%	181 68%	183 69%	152 60%	95 66%	61 68%	27 87%
Disagree	346 33%	158 32%	187 34%	29 24%	42 26%	73 35%	53 30%	53 34%	95 44%	88 32%	99 33%	77 35%	82 32%	85 32%	83 31%	99 39%	48 33%	28 31%	4 13%
Don't know	3 *	2 *	1 *	- -	1 *	- -	- -	2 1%	1 *	1 *	- -	- -	2 1%	1 *	1 *	1 *	1 *	1 1%	- -
<b><u>It would be very damaging financially to me or my household if I lost my job.</u></b>																			
Agree	723 69%	365 73%	358 66%	91 73%	147 88%	168 81%	152 86%	90 58%	75 35%	194 71%	237 78%	162 74%	130 52%	184 69%	190 71%	168 67%	91 63%	68 76%	22 72%
Disagree	261 25%	110 22%	152 28%	32 26%	19 12%	36 17%	21 12%	53 34%	101 46%	67 25%	57 19%	50 23%	87 35%	66 25%	65 25%	62 25%	42 29%	18 20%	8 28%
Don't know	64 6%	29 6%	35 6%	2 1%	- -	4 2%	3 2%	13 8%	42 19%	11 4%	10 3%	8 3%	34 14%	17 7%	11 4%	21 8%	10 7%	4 4%	- -