

## ITV Cuts Index Survey

### ONLINE Fieldwork : 9th-11th December 2011

Absolutes/col percents

Table 1  
**Q.1 Do you think each of the following will get better, worse or stay the same over the next year?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2009	952	1057	220	267	371	340	337	474	755	495	259	500	191	110	249	176	206	173	74	170	162	294	204	302	719	
Weighted base	2009	985	1024	241	321	382	342	301	422	543	583	422	462	174	91	236	177	186	156	106	188	253	258	183	306	819	
<b>The state of the UK economy</b>																											
Better	154 8%	97 10%	57 6%	33 14%	35 11%	19 5%	22 6%	13 4%	31 7%	49 9%	39 7%	39 9%	26 6%	12 7%	6 6%	24 10%	9 5%	19 10%	14 9%	5 5%	11 6%	26 10%	17 7%	10 5%	21 7%	66 8%	
Stay the same	403 20%	217 22%	186 18%	61 25%	75 23%	75 20%	46 13%	60 20%	86 20%	127 23%	125 21%	86 20%	66 14%	19 11%	21 23%	43 18%	46 26%	40 21%	22 14%	20 19%	44 24%	56 22%	56 22%	37 20%	57 19%	191 23%	
Worse	1310 65%	618 63%	692 68%	106 44%	186 58%	260 68%	260 76%	215 71%	284 67%	337 62%	373 64%	278 66%	322 70%	126 72%	61 67%	152 64%	108 61%	108 58%	116 74%	76 71%	122 65%	144 57%	172 67%	126 69%	215 70%	509 62%	
Don't know	142 7%	53 5%	89 9%	40 17%	26 8%	28 7%	14 4%	13 4%	21 5%	30 5%	46 8%	19 4%	48 10%	17 10%	4 4%	17 7%	14 8%	19 10%	5 3%	5 5%	11 6%	27 11%	13 5%	10 5%	13 4%	54 7%	
<b>Your personal financial situation</b>																											
Better	258 13%	150 15%	108 11%	66 28%	69 22%	46 12%	34 10%	24 8%	18 4%	75 14%	67 12%	70 17%	46 10%	19 11%	10 12%	43 18%	19 11%	27 14%	20 13%	15 14%	14 7%	36 14%	30 12%	24 13%	44 14%	145 18%	
Stay the same	713 35%	342 35%	371 36%	61 25%	113 35%	128 34%	87 26%	122 40%	203 48%	238 44%	239 41%	117 28%	119 26%	63 36%	36 39%	83 35%	71 40%	61 33%	42 27%	34 32%	77 41%	95 38%	91 35%	62 34%	90 29%	289 35%	
Worse	910 45%	438 45%	472 46%	82 34%	109 34%	184 48%	200 59%	149 49%	186 44%	207 38%	236 41%	213 51%	253 55%	82 47%	43 48%	100 43%	72 41%	79 42%	88 56%	51 48%	88 47%	94 37%	125 48%	87 48%	158 52%	332 41%	
Don't know	128 6%	54 6%	74 7%	31 13%	31 10%	23 6%	20 6%	8 3%	15 4%	22 4%	40 7%	21 5%	44 10%	11 6%	1 2%	10 4%	15 8%	19 10%	5 4%	6 6%	10 5%	28 11%	13 5%	10 5%	14 4%	53 6%	

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Weighted base	2009	985	1024	241	321	382	342	301	422	543	583	422	462	174	91	236	177	186	156	106	188	253	258	183	306	819	
<b>Your or your partner.s job security</b>																											
Better	113 6%	63 6%	50 5%	36 15%	37 12%	16 4%	13 4%	7 2%	3 1%	36 7%	35 6%	20 5%	22 5%	10 6%	3 3%	24 10%	7 4%	12 7%	8 5%	3 3%	2 1%	23 9%	17 7%	5 3%	23 7%	66 8%	
Stay the same	1092 54%	536 54%	556 54%	84 35%	157 49%	183 48%	173 51%	205 68%	291 69%	321 59%	322 55%	232 55%	217 47%	97 55%	52 57%	117 50%	95 53%	106 57%	80 51%	66 62%	127 68%	106 42%	148 57%	98 53%	158 52%	413 50%	
Worse	476 24%	238 24%	238 23%	61 25%	90 28%	125 33%	114 33%	58 19%	29 7%	114 21%	144 25%	103 24%	115 25%	42 24%	21 24%	55 23%	44 25%	39 21%	37 23%	25 23%	34 18%	72 28%	53 21%	55 30%	100 33%	239 29%	
Don't know	328 16%	147 15%	182 18%	60 25%	38 12%	57 15%	42 12%	32 11%	99 24%	72 13%	82 14%	67 16%	108 23%	26 15%	14 16%	40 17%	32 18%	29 15%	32 20%	13 12%	25 13%	52 21%	40 15%	26 14%	26 8%	101 12%	

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Table 2  
**Q.2 Do you agree or disagree with the following statements?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2009	952	1057	220	267	371	340	337	474	755	495	259	500	191	110	249	176	206	173	74	170	162	294	204	302	719	
Weighted base	2009	985	1024	241	321	382	342	301	422	543	583	422	462	174	91	236	177	186	156	106	188	253	258	183	306	819	
<b>I expect there will be a second recession in the next year</b>																											
Agree	1363	657	706	139	224	265	255	210	269	355	410	269	330	118	66	159	110	122	113	76	127	158	184	130	233	558	
	68%	67%	69%	58%	70%	69%	75%	70%	64%	65%	70%	64%	71%	68%	72%	68%	62%	66%	72%	72%	67%	62%	71%	71%	76%	68%	
Disagree	182	124	58	29	27	26	25	30	46	66	39	45	32	14	8	21	11	25	11	5	12	31	25	19	26	68	
	9%	13%	6%	12%	8%	7%	7%	10%	11%	12%	7%	11%	7%	8%	9%	9%	6%	14%	7%	5%	7%	12%	10%	10%	8%	8%	
Don't know	464	203	261	73	70	91	61	62	107	122	133	108	101	42	17	56	57	38	32	25	49	64	49	34	47	193	
	23%	21%	25%	30%	22%	24%	18%	20%	25%	22%	23%	26%	22%	24%	19%	24%	32%	21%	21%	24%	26%	25%	19%	19%	15%	24%	
<b>I expect the global economic situation to get better next year</b>																											
Agree	288	182	106	45	59	53	44	30	57	87	69	73	59	18	14	41	15	32	25	6	21	48	35	32	39	126	
	14%	18%	10%	19%	18%	14%	13%	10%	13%	16%	12%	17%	13%	11%	16%	17%	8%	17%	16%	6%	11%	19%	14%	17%	13%	15%	
Disagree	1285	634	651	126	185	233	247	219	276	359	389	250	287	119	59	136	105	113	101	72	128	152	180	120	210	515	
	64%	64%	64%	52%	58%	61%	72%	73%	65%	66%	67%	59%	62%	68%	65%	58%	59%	61%	64%	68%	68%	60%	70%	66%	69%	63%	
Don't know	436	169	267	70	77	96	51	52	90	96	125	99	116	37	18	59	58	41	30	28	39	52	43	31	57	179	
	22%	17%	26%	29%	24%	25%	15%	17%	21%	18%	21%	23%	25%	21%	20%	25%	33%	22%	20%	26%	21%	21%	17%	17%	19%	22%	
<b>I expect the Euro to collapse in 2012</b>																											
Agree	879	453	426	103	130	156	164	140	186	220	257	188	214	63	45	98	66	98	62	52	95	106	106	87	138	349	
	44%	46%	42%	43%	40%	41%	48%	46%	44%	41%	44%	44%	46%	36%	50%	42%	38%	53%	39%	49%	50%	42%	41%	48%	45%	43%	
Disagree	363	228	135	49	73	52	60	53	76	135	104	65	59	36	24	42	30	28	26	11	27	51	59	29	65	156	
	18%	23%	13%	20%	23%	14%	18%	17%	18%	25%	18%	16%	13%	21%	26%	18%	17%	15%	17%	10%	14%	20%	23%	16%	21%	19%	
Don't know	768	304	464	90	118	173	118	109	160	188	222	169	189	75	22	96	81	60	68	43	67	96	93	67	103	314	
	38%	31%	45%	37%	37%	45%	35%	36%	38%	35%	38%	40%	41%	43%	24%	41%	46%	32%	44%	41%	36%	38%	36%	36%	34%	38%	

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Table 2  
Q.2 Do you agree or disagree with the following statements?  
Base: All respondents

	Gender		Age							Social Grade				Region								Employment Sector					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Humb-erside	West Mid-lands	East Mid-lands	Wales	East-ern London	South East	South West	Public	Pri-vate		
Weighted base	2009	985	1024	241	321	382	342	301	422	543	583	422	462	174	91	236	177	186	156	106	188	253	258	183	306	819	
<b>The debt crisis in Europe is putting the UK economy in danger</b>																											
Agree	1659	825	834	173	232	307	300	263	384	468	485	336	371	143	79	183	136	156	129	84	161	203	227	159	265	666	
	83%	84%	81%	72%	72%	80%	88%	87%	91%	86%	83%	80%	80%	82%	87%	77%	77%	84%	83%	79%	85%	80%	88%	87%	87%	81%	
Disagree	107	72	35	16	25	16	19	20	10	32	29	30	16	9	4	18	14	8	12	5	4	21	10	2	14	54	
	5%	7%	3%	7%	8%	4%	6%	7%	2%	6%	5%	7%	4%	5%	4%	7%	8%	4%	8%	4%	2%	8%	4%	1%	5%	7%	
Don't know	243	87	156	52	64	58	22	19	28	42	69	57	74	23	8	36	27	22	15	18	23	29	21	22	27	99	
	12%	9%	15%	22%	20%	15%	6%	6%	7%	8%	12%	13%	16%	13%	8%	15%	15%	12%	10%	17%	12%	11%	8%	12%	9%	12%	
<b>I am fearful of the current global economic situation</b>																											
Agree	1540	751	788	170	218	294	268	249	340	443	460	311	326	131	70	181	118	136	125	77	152	189	207	153	245	622	
	77%	76%	77%	71%	68%	77%	79%	83%	81%	82%	79%	74%	71%	75%	77%	77%	67%	73%	80%	73%	81%	75%	80%	83%	80%	76%	
Disagree	195	116	79	29	44	31	38	23	31	51	57	50	37	20	9	24	21	19	12	13	16	30	21	10	32	94	
	10%	12%	8%	12%	14%	8%	11%	8%	7%	9%	10%	12%	8%	11%	10%	10%	12%	10%	8%	12%	9%	12%	8%	5%	10%	12%	
Don't know	274	117	157	42	59	57	35	30	51	49	66	61	98	23	12	31	38	30	19	16	20	34	29	21	29	103	
	14%	12%	15%	17%	19%	15%	10%	10%	12%	9%	11%	14%	21%	13%	14%	13%	21%	16%	12%	15%	10%	13%	11%	11%	9%	13%	
<b>I am concerned that the global financial crisis will negatively affect my life for the next few years</b>																											
Agree	1496	739	756	168	219	279	273	238	319	417	447	303	328	131	71	174	123	125	122	77	140	189	204	141	251	602	
	74%	75%	74%	70%	68%	73%	80%	79%	76%	77%	77%	72%	71%	75%	78%	74%	69%	67%	78%	73%	74%	75%	79%	77%	82%	73%	
Disagree	198	114	84	21	43	42	25	26	41	66	52	46	34	18	9	29	17	18	13	6	14	31	20	21	20	104	
	10%	12%	8%	9%	13%	11%	7%	9%	10%	12%	9%	11%	7%	11%	10%	12%	10%	10%	8%	6%	7%	12%	8%	12%	7%	13%	
Don't know	315	131	184	53	59	61	43	38	62	59	83	73	100	25	10	33	37	42	21	23	35	33	34	21	35	114	
	16%	13%	18%	22%	18%	16%	13%	12%	15%	11%	14%	17%	22%	14%	11%	14%	21%	23%	14%	22%	18%	13%	13%	12%	11%	14%	

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Table 3  
**Q.3 Do you agree or disagree with each of the following statements?**  
**Base: All respondents**

	Gender			Age						Social Grade				Region							Employment Sector						
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West	Public	Private	
Unweighted base	2009	952	1057	220	267	371	340	337	474	755	495	259	500	191	110	249	176	206	173	74	170	162	294	204	302	719	
Weighted base	2009	985	1024	241	321	382	342	301	422	543	583	422	462	174	91	236	177	186	156	106	188	253	258	183	306	819	
<b><u>I expect my personal financial situation will improve in 2012</u></b>																											
Agree	354 18%	209 21%	145 14%	65 27%	91 28%	70 18%	55 16%	33 11%	40 9%	98 18%	102 18%	89 21%	64 14%	31 18%	17 19%	49 21%	27 15%	28 15%	30 19%	16 15%	22 12%	64 25%	39 15%	30 16%	57 19%	189 23%	
Disagree	1262 63%	599 61%	663 65%	109 45%	156 48%	229 60%	237 69%	229 76%	302 72%	350 64%	350 60%	263 62%	300 65%	108 62%	61 67%	140 59%	106 60%	116 63%	104 67%	74 69%	127 68%	128 51%	169 66%	129 71%	210 69%	466 57%	
Don't know	393 20%	176 18%	216 21%	67 28%	74 23%	83 22%	49 14%	40 13%	80 19%	95 17%	130 22%	70 17%	98 21%	36 20%	13 14%	47 20%	45 25%	41 22%	22 14%	17 16%	39 21%	60 24%	50 19%	24 13%	39 13%	165 20%	
<b><u>My household or family budget in 2012 will be tighter than it was in 2011</u></b>																											
Agree	1340 67%	639 65%	701 68%	132 55%	185 58%	270 71%	247 72%	212 70%	294 70%	348 64%	370 63%	297 70%	326 71%	114 65%	59 65%	142 60%	109 62%	128 69%	119 76%	78 74%	135 72%	145 57%	183 71%	128 70%	216 71%	529 64%	
Disagree	354 18%	193 20%	160 16%	43 18%	68 21%	43 11%	57 17%	55 18%	88 21%	119 22%	106 18%	69 16%	59 13%	33 19%	19 21%	56 24%	33 19%	29 16%	27 17%	12 11%	34 18%	43 17%	39 15%	27 15%	42 14%	166 20%	
Don't know	315 16%	152 15%	163 16%	66 28%	69 21%	69 18%	38 11%	34 11%	40 9%	76 14%	107 18%	56 13%	77 17%	27 16%	12 13%	38 16%	34 19%	29 15%	10 6%	16 15%	19 10%	65 26%	37 14%	28 15%	49 16%	125 15%	
<b><u>I am concerned I will not be able to afford mortgage or rent payments next year</u></b>																											
Agree	505 25%	220 22%	284 28%	92 38%	116 36%	114 30%	105 31%	43 14%	35 8%	76 14%	138 24%	127 30%	164 35%	41 24%	28 31%	64 27%	33 19%	39 21%	48 31%	32 30%	36 19%	70 28%	68 27%	45 25%	82 27%	232 28%	
Disagree	1123 56%	592 60%	531 52%	80 33%	146 45%	173 45%	189 55%	215 71%	319 76%	390 72%	330 57%	213 51%	189 41%	106 61%	46 51%	128 54%	101 57%	111 60%	78 50%	52 49%	119 63%	126 50%	143 55%	113 61%	176 57%	440 54%	
Don't know	381 19%	173 18%	209 20%	69 29%	60 19%	94 25%	48 14%	43 14%	67 16%	76 14%	114 20%	82 19%	109 24%	27 16%	17 18%	44 19%	43 24%	36 19%	29 19%	23 21%	33 18%	57 22%	47 18%	25 14%	48 16%	147 18%	

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Weighted base	2009	985	1024	241	321	382	342	301	422	543	583	422	462	174	91	236	177	186	156	106	188	253	258	183	306	819	
<b>I am worried that another recession would have a severe impact on me and my family</b>																											
Agree	1254	597	657	136	185	267	236	186	245	301	350	284	319	110	60	141	106	101	111	70	124	149	166	117	200	519	
	62%	61%	64%	56%	57%	70%	69%	62%	58%	55%	60%	67%	69%	63%	66%	60%	60%	54%	71%	66%	66%	59%	65%	64%	65%	63%	
Disagree	408	228	179	46	71	60	59	63	109	163	123	70	52	37	17	54	33	39	25	18	40	56	50	38	58	165	
	20%	23%	18%	19%	22%	16%	17%	21%	26%	30%	21%	17%	11%	21%	18%	23%	19%	21%	16%	17%	21%	22%	19%	21%	19%	20%	
Don't know	348	159	189	60	66	55	47	53	68	79	110	68	90	27	15	41	38	46	21	18	24	48	42	28	48	135	
	17%	16%	18%	25%	21%	14%	14%	18%	16%	15%	19%	16%	20%	16%	16%	17%	22%	25%	13%	17%	13%	19%	16%	15%	16%	16%	
<b>I expect the UK economy to grow over the coming year</b>																											
Agree	339	212	127	51	75	44	55	40	75	103	89	81	67	26	18	36	27	37	28	7	29	60	47	25	45	148	
	17%	22%	12%	21%	23%	12%	16%	13%	18%	19%	15%	19%	14%	15%	19%	15%	15%	20%	18%	6%	15%	24%	18%	14%	15%	18%	
Disagree	1217	590	627	107	180	240	223	210	256	332	364	245	275	109	58	143	102	102	104	71	109	137	153	130	202	488	
	61%	60%	61%	45%	56%	63%	65%	70%	61%	61%	63%	58%	60%	62%	64%	61%	58%	55%	67%	66%	58%	54%	59%	71%	66%	60%	
Don't know	452	182	270	83	66	97	63	52	91	108	129	96	120	40	15	57	48	47	25	29	51	55	58	28	58	183	
	23%	18%	26%	34%	21%	26%	19%	17%	22%	20%	22%	23%	26%	23%	17%	24%	27%	25%	16%	27%	27%	22%	22%	15%	19%	22%	
<b>I am concerned I may have to move home or sell my house next year due to my financial situation</b>																											
Agree	322	146	176	53	65	71	67	31	34	71	91	70	90	15	17	39	17	21	35	15	24	61	46	32	60	151	
	16%	15%	17%	22%	20%	19%	20%	10%	8%	13%	16%	16%	20%	9%	19%	16%	9%	11%	22%	14%	13%	24%	18%	18%	20%	18%	
Disagree	1331	692	640	126	193	222	228	228	335	410	396	264	261	120	62	151	130	137	91	79	136	137	166	123	202	522	
	66%	70%	62%	52%	60%	58%	67%	76%	79%	76%	68%	63%	56%	69%	68%	64%	73%	74%	59%	74%	72%	54%	65%	67%	66%	64%	
Don't know	356	147	209	62	64	89	46	43	52	62	95	88	111	39	12	47	31	28	30	13	28	55	46	28	44	147	
	18%	15%	20%	26%	20%	23%	14%	14%	12%	11%	16%	21%	24%	22%	13%	20%	17%	15%	19%	12%	15%	22%	18%	15%	15%	18%	